Digitized by the Internet Archive
in 2019 with funding from
Media History Digital Library

https://archive.org/details/independentfilmj3031unse

F2.2

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

SUES TO FORCE SALE OF FEATURES TO TV

COLLECTION WEEK FOR TAX DRIVE DUES

CRATS CONSIDER REVISED EXCISE TAXES PLANK

O CENSORSHIP CAUSES REEL ARREST, "MIRACLE" BAN

AMIL BECOMES UNIVERSAL PRESIDENT

UBLIC DOUBLES PRODUCTION BUDGET

LIED UNIT BLASTS FREE 16MM. SHOWS

REVIEWS
pages 13, 16, 26

. No. 1 July 26, 1952

ed as second class matter October 25, 1946, at the Office at New York, N. Y., under the act of March ... Published Biweekly by The ITOA Independent, ... Broadway, New York 36, New York. Sub-

A RAINBOW —AND A CLOUD

FOR years we have stoutly maintained that theatre television will create new horizons for the motion picture theatre and usher in a golden age of prosperity for the box offices of the nation.

Recently we had the privilege of witnessing a historic demonstration of a new marvel of science — EIDOPHOR — which proves the point beyond any question of doubt.

Eidophor is a new system of projection for large-screen theatre television, with color, which attracted the attention and interest of Spyros P. Skouras, far-seeing president of 20th Century-Fox. For his constructive action in proceeding full-speed with its commercial realization, Mr. Skouras is entitled to the

See Page 5

LIFE SAYS:

"Leading the musical parade is M-G-M which hit the jackpot last year with 11 musicals, all hits. M-G-M's 1952 schedule calls for 13 more."

(24 million readers of Life read the above in a 3-page section in full color devoted to such M-G-M musicals as "Lovely To Look At", "The Merry Widow" and others)



Yes indeed M-G-M stands for

MORE GREAT MUSICALS

("Seeing Is Believing")

FE PLEASE NOTE!

predicted, the M-G-Musical parade con-
ues with jackpot success. Following the
ppy reception for "Singin' In The Rain"
've captured the No. 1 spot on Variety's
en Box-office Leaders" for June with
irts Ahoy!". The new, big musical Champ
Lovely To Look At". And as you'll see on
page there's a wealth of fine, melodious
actions ahead. Preparing for production
The Student Prince" starring Mario Lanza,
ng assurance that the fans can always
end on Leo the Singing Lion.



"LOVELY TO LOOK AT"

(Technicolor)

Kathryn Grayson
Red Skelton
Howard Keel
Marge and Gower Champion
Ann Miller
Zsa Zsa Gabor
Kurt Kasznar



E MERRY WIDOW"

(Technicolor)

Lana Turner
Fernando Lamas



"BECAUSE YOU'RE MINE"

(Technicolor)

Mario Lanza
Doretta Morrow
James Whitmore



ERYTHING I HAVE IS YOURS"

(Technicolor)

Marge and Gower Champion
Dennis O'Keefe
Monica Lewis
Dean Miller



"MILLION DOLLAR MERMAID"

(Technicolor)

Esther Williams
Victor Mature
Walter Pidgeon
David Brian

Hits in the ring!

O. Henry's
"FULL HOUSE"
Year's Greatest Cast...
Most beloved characters
of America's Master Story-Teller!

"DREAMBOAT"
CLIFTON WEBB
GINGER ROGERS
Laugh Hit of 1952!

Victor Hugo's Immortal Classic!
"LES MISERABLES"
Powerful National Ad Campaign,
Unprecedented Magazine Promotion!

"WHAT PRICE GLORY"
Technicolor
JAMES CAGNEY
CORINNE CALVET
DAN DAILEY
Coast-to-Coast Billboard Barrage!
Full-page, full-color American Weekly Ads!

"MONKEY BUSINESS"
CARY GRANT
GINGER ROGERS
CHARLES COBURN
MARILYN MONROE

"WAY OF A GAUCHO"
Technicolor
RORY CALHOUN • GENE TIERNEY
Backed by Nation-wide
Billboard Campaign!

20th's Candidates for Box Office!!

There's No Business Like 20th Century-Fox Busine

Vol. 30 No. 1
July 26, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

plaudits of every theatre owner throughout the land.

Eidophor can be installed in the booth of any theatre with minor changes. (For physical description, see page 24). Its color tones are brilliant; picture definition is sharp, and the sound is excellent. Yet, we were told that this was a "laboratory test" and that it was "not yet perfected." With improvement of Eidophor, we look forward to the ultimate in scientific and engineering perfection in theatre television.

The Eidophor test program and the manner in which it was presented gave tangible evidence of the unlimited potentialities of this new medium in opening new vistas for the nation's showmen. And as this comes about, there will be a shift in the pattern of motion picture entertainment. The feature film will grow in stature and remain, as always, the backbone of the theatre program, with Eidophor and other theatre television programs sharing the billing with and complementing the film fare.

When that happens, and the time is not far off, the greatest villain in our business—the double feature—will have to make a hasty exit. This will permit the exhibitor to use ingenuity in preparing well-rounded programs; with important special presentations boasting spontaneity which are now available only to a privileged few.

This is the rainbow we see—a new prosperous era for the industry.

But there is also a cloud. There are forces at work to prevent this from coming about.

This week, the Department of Justice announced that it had instituted a civil anti-trust action against several major film companies for their failure to sell their films to television.

It started with those seeking selfish advantages by nurturing the idea that home set-owners had vested interests in all things capable of transmission. It was picked up by a few politicians, for campaign strategy, and they lead the attack against the embryonic theatre TV networks as "monopolistic." It was supported by unthinking writers who predicted a new prosperity for the industry when it released its backlog of films to TV. Then the FCC joined in and warned the industry to give its product to TV without regard to payment or suffer its displeasure. At that time, the nation's press, recognizing the dangers to the basic American principle of free enterprise, took the bull by the horns and roundly spanked the FCC, pointing out that no industry need go broke serving as the "involuntary sugar daddy" for another.

The same conditions exist today. When TV can afford to pay, it will be able to buy. Theatre video networks will create the means to pay and will be able to buy. How can the economics of the situation be disregarded? Isn't it important that commercial TV, a competitive medium to the theatre, paid less than one percent of the film rentals paid by theatres. There is an old expression that bears repetition here—"He who pays, gits." And that is why the film companies are resisting the pressures that would have them kill the goose that lays the golden eggs for a cat-in-the-bag.

Films On TV

In response to the hundreds of requests, we have compiled a complete, up-to-the minute special supplement listing the more than 2,000 feature films originally released for theatrical exhibition which have been shown free on television since 1949. Copies are presently available to our subscribers upon request. This is another service rendered by the INDEPENDENT, performed by no other trade paper, and which has proven of inestimable value to film buyers, exhibitors and the industry in general.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

Set Collection Week For Tax Campaign Dues

With receipt by the COMPO tax repeal campaign committee of well over 150 acceptances from exhibitors in most states to serve on committees in the recently organized "grass roots" drive Congressional elimination of the 20 percent Federal admission tax came news this week that the financing compaign for the drive will reach its climax the week of Aug. 11-18.

During that week, salesmen of all film companies will solicit COMPO dues from exhibitors. The first of a series of meeting of sales personnel and exhibitor committees, called for purposes of organizing the drive, was held this week. Subsequent sessions are set for July 28 and Aug. 4.

Wires Sent

"Never have we seen such an enthusiastic response to any call for service," said Col. H. A. Cole and Pat McGee, co-chairmen of the repeal campaign, in commenting on the acceptance to fight the tax. "This wholehearted eagerness of exhibitors to take on the duties of committee members in their states shows how thoroughly they appreciate the importance of the campaign to remove the onerous burden of the Federal 20 percent admission tax," they added.

The co-chairmen explained that wires had been sent to a number of exhibitors in each state advising them of the organization of the campaign and asking them to serve on their state committees. On receipt of acceptances, those agreeing to serve, they said, will be asked to set up their own state organizations.

Plans call for a campaign committee in each state, with sub-committees named by them for each of the country's 434 Congressional districts.

A policy and publicity committee for the film industry's COMPO-lead tax repeal campaign has been formed with Oscar A. Doob, Loew's Theatres, as chairman. On the committee are Sam Rosen, Fabian Theatres, and Robert M. Weitman, United Paramount Theatres.

Strong endorsement of the COMPO financing campaign was meanwhile expressed in letters sent by presidents of three exhibitor organizations to membership. Letters were sent by Wilbur Snaper, National Allied; Mitchell Wolfson, TOA, and Rotus Harvey, Western Theatre Owners.

COMPO Dues Schedule

It was that members pay COMPO dues according to a schedule approved by the COMPO executive committee. Payment will be $10 yearly for houses up to 500 seats; $15 for 750-seaters; $25 for 1,000; $50 for 2,500; $100 for 2,500 and over. Payment for drive-ins will be $10 yearly for situations up to 300-cars; $15 for 500; $25 for $600; $50 for 600 and over.

Exhibitor payments will be matched by equal sums from distribution, and all monies will be placed entirely at the disposal of the COMPO tax repeal committee. Already in endorsement of the plan are the MMPTA and ITOA.

Sent in quantity this week to distributor chairmen of the COMPO finance campaign

(*Continued on page* 15)

Democratic Convention Considers Revised Excise Taxes In Platform

CHICAGO.—The platform committee of the Democratic National Convention was considering at press time action on a strong plea that Federal excise taxes should be revised. Plea was delivered by Rep. Emanuel Celler (N.Y.) and included a request that a continuing review of excise taxes should be undertaken.

Rep. Celler stressed in his statement that the current box office decline in the film theatre business was working in line with the economic law of diminishing returns, and that the industry was entitled to tax relief.

Platform Committee

Earlier, review of the nation's excise tax structure, with a slant toward elimination of the 20 percent admission tax, was urged upon the convention for adoption as a plank in the party's platform by Harry Brandt, Independent Theatre Owners Association president.

Wires containing the request were sent to Sen. Herbert H. Lehman and Congressman Celler, New York members of the platform committee of the Democratic convention, by Brandt. Sen. Lehman issued no statement at press time since he is a member of the platform committee hearing demands for revision.

The telegrams noted that "many of the Federal excise taxes are presently stifling American industry and have reached the point where the adverse effect of these levies is threatening the nation's economy."

Brandt called attention in his wires to the fact that "in many cases the presence of these discriminatory excise taxes in an industry represents the difference between a prosperous industry and one that is destroying small businessmen under the oppressive yoke of such burdensome taxation."

"Subsidy to Government"

Such taxes, in many cases, declared Brandt, act "as an industry subsidy to government at a time when the affected industries are fighting for survival." He added that "removal of many of these excise taxes would be extremely popular with the people since they hit the pocketbooks of more Americans than does the income tax.

"We are confident that labor will join with industry in recommending this proposal. At the same time, elimination of these excise taxes will create a healthy spur to the affected industries and provide greater employment for more people at better wages and result in higher income and corporate tax returns which will more than offset the revenue losses involved," Brandt added.

Ohio Censorship Causes Newsreel Arrest, Banning Of "The Miracle"

The industry's legal battle against newsreel pre-censorship in Ohio has begun with the arrest in Toledo of Martin G. Smith, past president of both Allied States and the Independent Theatre Owners of Ohio, at his Westwood Theatre.

Charge was that Smith did not submit for Ohio State Censorship Division approval a print of a newsreel shown at the Westwood. Print was seized and Smith was ordered to appear in municipal court.

Meanwhile in Chicago, Police Commissioner O'Connor banned Joseph Burstyn's release of the Italian film "The Miracle" from public showings. O'Connor acted on recommendation of the police censor board, composed of two civilians. They voted 4-1 against permitting local showings.

No Conflict with SC

O'Connor said that the ban does not conflict with the Supreme Court decision but rather forbids the film because it "portrays depravity . . . or lack of viture of a class of citizens of any race, color, creed religion and exposes them to contempt, derision and obloquy," viewpoints he said are contrary to a section of the city code. The film was not banned as sacrilegious, O'Connor said.

By his arrest in Ohio, Smith became the defendant in the test case which the MPAA is inaugurating, based on the U. S. Supreme Court decisions favoring the industry in actions on "The Miracle" and "Pinky." Co-defendant with Smith is 20th Century-Fox, distributor of the uncensored newsreel. Goal of the MPAA is to have declared unconstitutional the Ohio film censorship laws.

Both Smith and 20th-Fox were aware of the consequences threatening exhibition of an uncensored newsreel. The same reel was simultaneously shown in Cleveland and Cincinnati without incident for a three-day run last week.

Smith, who was released without having to post bond, will be legally represented by Donald Melhorn of Marshall, Melhorn, Block & Belt, Toledo. Firm was retained for the case by Paxton & Seasongood, Cincinnati counsel representing the MPAA. It was understood that Melhorn would ask for a stay of 30 days.

"The Miracle" also fell under attack in Ohio. Along with Jean Renoir's "A Day in the Country," which comprises another portion of the tri-part Burstyn film, "Ways of Love," the short tale of an imbecile woman who is seduced by a man she thinks is a saint was called "harmful" and banned.

"A Grave Danger"

Ohio's Dr. Clyde Hissong, state director of education and chief censor, said that "Country" and "Miracle" presented "a grave danger. . . ."

Both "Miracle" and "Country," Hissong charged, "exploit immoral conduct, if not directly, certainly indirectly and by inference." "Country" deals in part with the seduction of a virginal girl.

Responding to the charge, Ephraim London, attorney for Bursytn, said in New York that the Ohio ban was "nothing short of outrageous" in view of the recent Supreme Court decision. He stated that the Ohio censorship law was so broad as to be "unconstitutional." Action on behalf of Burstyn in the Ohio Supreme Court appeared likely.

Failure by Warner Bros. to deliver a print of the newsreel to Lee Hofheimer's theatre in Columbus, prevented that exhibitor from showing the reel.

Government Sues To Compel Sale Of Feature Films To Television

WASHINGTON.—Six major producing companies and their 16mm. film subsidiaries were named this week by the anti-trust division of the Justice Department as defendants in a civil suit aimed at forcing the companies to rent feature films to television stations. The suit, prepared here, was filed in the U. S. District Court in Los Angeles. It charges the defendants with conducting a conspiracy in restraint of trade in the 16 mm. distribution field, generally, and more particularly as it affects video stations.

The suit was "filed as part of the continuing program of the anti-trust division to prevent business men and others from combining to place restrictions upon what members of the general public may see on their television sets," it was stated here by Attorney General James P. McGranery.

Named as defendants were 20th Century-Fox Film Corp.; Warner Bros. Pictures, Inc.; Warner Bros. Distributing Corp.; RKO Radio Pictures, Inc.; Republic Pictures Corp.; Republic Productions, Inc.; Columbia Pictures Corp.; Screen Gems, Inc., (Columbia); Universal Pictures Co., Inc.; United World Films, Inc. (Universal); Pictorial Films, Inc., and Films, Inc. Latter two firms are independent 16 mm. distributors.

Significant were the omissions of Loew's, Inc.; Paramount Pictures and United Artists.

Restraint Charged

The complaint charged that defendants restrained 16 mm. distribution and put into effect regulations preventing exhibition of their 16 mm. product within 10 miles of established film theatres.

The complaint names the Theatre Owners of America as having aided in the alleged conspiracy by policing this restriction. TOA, however, was not named as a defendant.

Also in the complaint were the following charges:

1. Limiting conditions for licensing exhibition of 16 mm. features to churches, schools, clubs, hotels and drive-in theatres.

2. Imposing arbitrary and excessive clearances between the first release of a feature 35 mm. picture to theatres and its exhibition on 16 mm. film.

3. Refusing to license 16 mm. features for exhibition free at merchants' shows, taverns, or in coin-operated machines and refusing to license roadshow men. Latter are defined as itinerant exhibitors who profit from showing films to the general public at admission charges.

4. Reserving individually for themselves, and for some of them jointly in some instances, the right to approve or disapprove each location for the exhibition of the 16 mm. feature films produced or distributed by them, before or after the licensing of such location by distributors or dealers, coupled with the right to arbitrarily abrogate any license granted pursuant to given location approval.

5. Granting or withholding licenses to exhibit 16 mm. feature films in conformity with lists of locations "approved" or "disapproved" by the defendants.

A stunned industry replied through early comments by Robert J. O'Donnell and Col. H. A. Cole, co-chairmen of Texas COMPO, who sent a telegram to the Attorney General, and Herbert J. Yates, Republic president.

O'Donnell, speaking as vice-president of Interstate Circuit as well as Texas co-chairman, called the Government's suit "the most preposterous, vicious, insidious and rank discriminatory action ever instigated against free enterprise. . . ." If the action should be successful, he said, the entire industry "will be in jeopardy" and 22 thousand theatres will be forced to close with a quarter of a million employees jobless.

Yates Replies

Yates stated: "We do not know of and never have been a party to any conspiracy to refuse to serve pictures to television stations." During the past year, through its subsidiary, Hollywood Television Service, Inc., he said, Republic has made its films available for video and now has contracts with 75 TV stations.

Effects of the alleged restraint of trade and conspiracy practice, according to the complaint, have been to suppress the telecasting of the "finer feature films," to unreasonably restrain competition in the interstate distribution and exhibition of feature films; to bar actual and potential exhibitors of such films from "significant parts" of the national market, and to deny the opportunity to see "other than outmoded feature films" to those living in towns without theatres or in institutions which prohibit inmates from attending theatres.

The Government asked the court to stop the companies from entering into any agreements protecting theatre owners from competition from exhibition of 16 mm. features, except that reasonable clearance periods may be granted between runs of a particular feature on 35 mm. in a theatre and exhibition, including telecasts, of the same picture on 16 mm., when the 16 mm. showings are released to the general public in an area that makes them substantially competitive with the theatre.

Furthermore, the court also was asked to order each of the defendant companies to grant unrestricted leases and licenses for the exhibition, including telecasting, of such of the feature films under the control of any of the defendants as the court deems necessary to "dissipate fully the consequences of the alleged illegal combination and conspiracy."

According to the complaint, the 16 mm. business, which had its start around 1935, received great impetns during World War II when producers released 16 mm. versions for free showings in hospitals, through the USO and similar outlets, and expanded further after the war through increased demand from the civilian market, particularly the television industry.

Victor H. Kramer, chief of the Anti-trust Division's General Litigation Section, who is in charge of the case, pointed out that the effect of the alleged conspiracy was felt mostly by television audiences, from the standpoint of mass appeal and the greatest number affected, but that nevertheless, a victory for the Government in the suit also would greatly benefit theaterless towns and other markets for 16 mm. feature films.

Potential Market

The actual or potential market for such films includes, according to the complaint, the following: armed forces, veterans' hospitals and various other Government agencies, American Red Cross and USO; theatreless towns, hotels, clubs, camps, roadshow men, drive-in theatres, merchants' free shows, coin-operated machines and private homes; schools, churches and charitable organizations; hospitals, sanatoria, homes of the aged or disabled and convents; and ships, trains and planes.

The complaint charges that the defendant producers and distributors have conspired for many years, and continuously since 1945, with exhibitors and with TOA since it was formed, to restrain the showing of 16 mm. feature films in competition with established motion picture theatres. They are specifically charged with refusing to allow television stations to exhibit 16 mm. feature films.

Newell A. Clapp, acting assistant attorney general in charge of the Anti-trust Division, said: "Since World War II, 16 mm. films have gained great significance for education and entertainment, especially for telecasting by television stations. They are less costly than standard 35 mm. . . ."

Distribs Solidify Bidding Position; Pave Way For Arbitration Renewal

Resumption of the arbitration negotiations between exhibitor representatives and member companies of the MPAA was set for Aug. 10 as a result of discussions held this week at the Hotel Astor. Meeting followed talks leading to an agreement that steps should immediately be taken toward a resumption of arbitration talks.

Eric Johnston, MPAA president, attended the meet with company general sales managers and counsel for distributors. Purpose was to review further the position of the distributors on certain aspects of arbitration discussions.

Taking particular attention of delegates was the position to be assumed by them on matters concerning competitive bidding. It was understood that distributors agreed to relax the position taken previously on competitive bidding.

Film Industry's Financial Balance Sheet Shows Improvements, Drops In 1951

WASHINGTON.—The film industry financial balance sheet showed both improvement and further drops in 1951, according to the yearly national income summary released this week by the Department of Commerce.

On the up side were corporate sales ($1,813,000,000 in 1951, compared to $1,764,000,000 in 1950); film industry national income ($882,000,000 in 1951, $852,000,000 in 1950; $883,000,000 in 1949); corporate income before taxes ($131,000,000 in 1951, compared to $125,000,000 in 1950).

Corporate taxes, at $77,000,000 in 1951 compared to $60,000,000 the year before, played havoc with the corporate income record, however. For this reason, income after taxes was only $54,000,000 in 1951, after having reached a $65,000,000 figure the year before.

Consumer Expenditures

Consumer expenditures for film entertainment, the most accurate and direct reflection of actual box office, dropped to $1,166,000,000 in 1951 compared with $1,235,000,000 the year before and $1,342,000,000 in 1949.

Despite a rise in overall national income, consumers spent less in 1951 for all types of recreation combined than in 1950, $11,308,000,000, compared to $11,333,000,000. The most significant drop this year was not in film industry box office, but in sales of television and radio receivers, phonographs, etc. Consumers spent $2,421,000,000 in 1951, compared to $2,848,000,000 in 1950.

Repair costs continued to bother owners of radio and TV sets. Despite the much lower volume of sales of new sets, it cost Americans $420,000,000 in 1951 compared to $324,000,000 in 1950 to keep their sets running.

Building Restrictions Reflected

Building restrictions were reflected in the fact that social and recreational construction in 1951 was $164,000,000 compared to $247,000,000 the year before and $262,000,000 in 1949. The Department of Commerce did not break down the figures as to types of construction, but film theatre building has suffered as much or more than other types.

Total number of employes in the film industry was 243,000 in 1951, compared to 248,000 in 1950 and the average annual earnings of these employes rose to $3,050 in 1951 from $2,911 in 1950. The number of full-time and part-time workers boiled down to 219,000 full-time equivalent employes in 1951, compared to 224,000 the year before.

There were 13,000 active proprietors and 232,000 persons engaged in the industry in 1951, compared to 12,000 active proprietors and 236,000 engaged in 1950.

Wages and Salaries

The film industry paid out $668,000,000 in wages and salaries and $35,000,000 in supplements to salaries in 1951, compared to $652,000,000 and $30,000,000 during 1950.

Unincorporated enterprises in the film industry had $43,000,000 of income in 1951, compared to $42,000,000 in 1950.

Corporate dividend payments fell from $56,000,000 to $54,000,000 and undistributed corporate income in the film industry dropped from $9,000,000 to $1,000,000 in the same years.

Theatre To Play Hecht Film

Hollywood.—On the advice of counsel, ABC Theatres, operators of the Beverly Canyon Theatre, Beverly Hills, this week agreed to play the United Artists release of Ben Hecht's "Actors and Sin." When the theatre had refused to comply with its booking contract, UA and Sid Kuller Productions filed an injunction move. Horace Boos, Jr., of the theatre circuit, explained that he and his associates had been told by their attorneys that they had no ground on which to base a defense. UA and Kuller sought $250,000 damages for breach of contract.

Theatre's management, which booked the film without seeing it, demurred because it felt the picture went too far in its satirizing of Hollywood and some of its people.

Hughes Makes Settlement With Simmons, Granger

LOS ANGELES.—An out of court settlement terminated the legal disputes between Howard Hughes and actress Jean Simmons and her husband, Stewart Granger. RKO agreed to pay court costs and attorney fees not to exceed $35,000.

According to terms announced by Hughes, Miss Simmons will appear in three films for RKO on a loan-out basis for $200,000 beginning in February. She will finish her present assignment at RKO.

Court exonerated Granger and his wife from all intimations of tax fraud, a point stressed by Hughes' defense.

Six Banks Aid 20th-Fox With Loan Of $7,500,000

Loan of $7,500,000 to 20th Century-Fox was made last week by six banks in order to permit the producing company to refund its existing bank debt. Action was necessitated by the divorcement of the film company from National Theatres. Loan is being made at 3¼ percent, which Fox will repay in five installments by June 30, 1957.

Institutions making the loan are: Chemical Bank & Trust Co., Chase National Bank, National Trust & Savings Association, Bankers Trust Co., Bank of America, and Manufacturers Trust Co.

Malco Buys New Interest

MEMPHIS. — Malco Theatres, Inc., and Malco Realty Corp. of Memphis this week acquired 33 percent of the outstanding stock of two corporations held by the 33-year-old partnership of M. J. Pruniski and M. S. McCord of Little Rock, Ark. Malco now has complete control of the 63-theatre chain in Arkansas, Tennessee, Kentucky and Louisiana. Crescent Drive-In in New Orleans is included. Pruniski and McCord still control and operate a chain in North Little Rock.

EXHI-BITS

Lower K. C. Theatre Valuations

KANSAS CITY. — Tax Adjustments on three movie theatre buildings owned by Fox Midwest Amusement corporation have been approved by the Jackson County Board of Equalization.

The board lowered valuation of the Madrid theatre building from $73,000 to $60,000. Adjustments on the Esquire and Orpheum totaled $85,000. L. O. Honig, representing Fox Midwest, argued before the board that a definite decline in attendance had lowered the value of the theatres. Similar boards in Cincinnati, Omaha and Nashville have recently lowered theatre valuations in those two cities.

Uphold Tax Cuts

CINCINNATI. — The Ohio State Board of Tax Appeals upheld a 10 per cent cut in the valuation of 14 local movie theatres for tax purposes. The theatres appealed for a larger reduction after the Hamilton County Board of Revision granted a 10 per cent reduction because of "economic obsolescence" resulting from a drop in attendance. The county board allowed the reduction for 19 theatres, but only 13 firms owning theatres appealed.

Adopt Seat Tax

EUGENE, ORE. — The city council has now adopted a seat tax to be imposed on all theatres and exhibition halls. The new tax will be based on a rate of 25c a year per seat in theatres, and other amusement establishments which charge admissions. Drive-in theatres will pay $1 a year for each parking space.

Illegal Picketing

HARTFORD. — Union picketing of the Kenmike Theatre, Waterbury, Conn., has been held illegal by the State Supreme Court of Errors on the grounds that it was not the outgrowth of a labor dispute but designed to force the theatre to employ only union members.

Picketing, by Motion Picture Operators, Local 304, American Federation of Labor, was carried on for nearly five months in 1950 until stopped by an injunction issued by Common Pleas Judge Richard S. Swain. None of the theatre's seven employes belongs to a union.

Loew's Gets Extension

WASHINGTON.—Loew's gets an extension from July 23 to August 23 for filing a plan for termination of its joint theatre interests with United Artists and from July 30 to August 30 to file suit if a plan is not ready by the earlier deadline, under a Justice Department request placed with the New York Statutory Court this week.

Pensacola's Tax Legal

TALLAHASSEE, FLA. — The Florida Supreme Court reversed itself this week to rule that Pensacola's amusement tax is legal and valid security for a $700,000 municipal bond. Bond issue is serving to capitalize the building of a municipal auditorium. Paramount-Gulf Theatres had challenged the legality of the bond issue.

Court ruled that exhibitors have no grounds on which to oppose the tax since the patron pays it.

Theirs the great adventure...

The stirring tales of the pioneers
who blazed America's trails
were told in "The Covered Wagon"...
"Cimarron"... and "Red River."

And now ... *for the first time* ...
comes the towering story of
the men who battered
down the barriers to the
untamed Northwest...and linked
it with a great new Nation!





HOWARD HAWKS'

THE BIG SKY

IG, FOUR-COLOR
NAT'L. AD. BOOST!

. Full pages in top weekly maga-
zines and Sunday newspaper
supplements to 33,130,822 CIRCU-
LATION . . of Life, Look, Sat. Eve.
Post, Collier's, Time, Newsweek and
American Weekly (22 cities) and
Parade (34 cities)!

Distributed by
RKO RADIO PICTURES

Based upon the novel "The Big Sky" by Pulitzer Prize winner A. B. Guthrie, Jr.

starring

RK DOUGLAS · DEWEY MARTIN · ELIZABETH THREATT · ARTHUR HUNNICUTT

CTED AND PRODUCED BY HOWARD HAWKS • SCREENPLAY BY DUDLEY NICHOLS • A WINCHESTER PRODUCTION

Legit Producer Suggests Booking Live Shows At Big Film Houses

Proposal designed to re-open closed film theatres and re-vitalize marginal houses by means of booking legitimate theatre attractions has been submitted to Theatre Owners of America by Peter Lawrence, Broadway producer. Legit shows would be presented exclusively in film theatres under the plan, it was stressed.

The plan, according to an outline presented in the TOA progress report for July, would "proffer the American people at this time a periodic change from their motion picture and television screens, yet still maintain the habit of attendance at the motion picture theatre."

Envisioned by Lawrence is a nation-wide circuit of properly equipped houses offering at least 30 weeks of sensibly-routed playing time for legitimate attractions and other live bills.

Musicals Planned

Lawrence hopes to put on in this fashion three musical comedies with top Hollywood talent at theatres of 2,000 or more seats for a top price of $2.40. Advance promotion can take the form of 35 mm. sound trailers to be shown in each house for two weeks in advance of opening, Lawrence sugested.

Contained additionally in the TOA report was an outline for a plan to provide reduced theatre prices for teen-agers. The plan was carried out in an experiment in Savannah by Earle M. Holden of the Lucas and Avon Theatres, operated by Wilby-Kincey for United Paramount Theatres.

Holden began a policy of charging 35 cents for student tickets. Regular night admission was 64 and matinee 50 cents previously. Holden had student identification cards printed, and began distribution at box offices.

Business May Build

Holden said the teen-age reduction plan was advertised in newspapers, in lobby setpieces, and in trailers. Holden said he thinks it will result "in more parents bringing their children or teen-agers to the movies, especially at night." Cards are honored at theatres at any time.

A protest against establishment of arbitrary film censorship by a private group was also carried in the TOA report in the form of a letter written by Patrick Murphy Malin, executive director of the American Civil Liberties Union, to TOA.

Malin's letter asked that TOA oppose the contemplated action of 16 members who have "requested the names of all films which have been attacked by the American Legion in order to withhold their exhibition." The action, declared Malin, "represents one of the greatest threats by private agencies to freedom of expression in recent years."

Lippert Exchanges Sold

Robert L. Lippert has sold six of his 26 Lippert Pictures exchanges and hopes to dispense with remaining branches by Sept. 30. Branches in Charlotte, New Orleans, Pittsburgh and Buffalo brought a total of $70,000 on the market last week, Lippert revealed. Dallas and Memphis franchises were sold earlier, he added.

Rackmil Elected Universal Prexy; Daff Promoted

Important moves by the Board of Directors of Universal Pictures at a meeting last week resulted in announcements of a plan to place the company's common stock on a semi-annual dividend basis, and the election of Milton R. Rackmil as president to succeed Nate J. Blumberg, who at the same time was elected Chairman of the Board. Alfred E. Daff was later appointed executive vice-president by Rackmil.

Board declared a dividend of 50 cents per share on the common stock, payable Aug. 6, 1952, to stockholders of record on July 25. Last previous dividend payment on common



RACKMIL DAFF

stock was made Dec. 19, 1951, when a year-end payment of 60 cents per share was declared. A quarterly dividend of $1.0625 per share on the 4¼ percent Cumulative preferred stock was declared payable Sept. 1, to stockholders of record on Aug. 15.

Rackmil, also president of Decca Records, was elected to the Universal Board on July 8 at the annual stockholders meeting. During the past year, Decca Records, through purchases negotiated by Rackmil, obtained 42 percent of Universal's common stock, a controlling interest. Last month Decca acquired from General Cinema Finance Corporation, Ltd., a J. Arthur Rank organization, its entire holdings of 134,375 shares of U common stock.

Rackmil announced he had no intention of making any management changes.

Daff, vice president and director of world sales since November, 1950, will assume added responsibilities on the policy level of the company, an announcement stated.

Following officers were re-elected by the Board: Leon Goldberg, vice president and treasurer; Adolph Schimel, vice president, secretary and general counsel; John J. O'Connor, vice president; David Lipton, vice president and Edward Muhl, vice president.

Tokyo Remits $6,500,000

Motion Picture Export Association has received $6,500,000 from Tokyo, of which $5,100,000 represents remittances from frozen yen account MPEA had in Japan, it was disclosed this week by the Motion Picture Association of America. Of the $6,500,000, $1,400,000 represents January-March remittances from Japanese earnings.

Loew's Earnings Reach $4,478,133

Net profit of $4,478,133, after taxes, was reported earned by Loew's Inc., for the 40 weeks ended June 5, 1952, in a weekend statement released by Charles C. Moskowitz, vice-president and treasurer.

The profit was equal to 87 cents per common share, and compared with a net of $5,567,619, or $1.08 per common share, earned for the 40 weeks ended June 7, 1951.

Loew's, Inc., earned a net after taxes of $740,817 or 14 cents per share, for the 12 weeks ended June 5, 1952. Profit for the previous year's corresponding period totaled $1,341,754, or 26 cents per share.

Moskowitz' statement gave effect to the company's revision of the film amortization table which began March 13, 1952, as to pictures released.

Experience Prompts Revision

The revision is based upon the company's most recent film income experience, Moskowitz stated, and allocates 66⅔ percent of the cost to domestic and 33⅓ percent to foreign. Previous percentages were 75 and 25, respectively.

Total cost of each picture is written off as follows: at end of 12 weeks, 44.1 percent instead of 44.8 percent as formerly; 24 weeks, 67.7 instead of 70.7; 36 weeks, 77.5 instead of 85.1; 52 weeks, 87.7 instead of 95; 78 weeks, 100 percent, same as formerly.

Moskowitz noted that if the amortization table had continued unchanged, the net profit after taxes for the period would have been $117,082 less.

UPT Sold 29 Theatres, Made $1,481,000 Profit In 1952 Second Quarter

Leonard H. Goldenson, President of United Paramount Theatres, Inc., announced last week that estimated consolidated earnings and direct and indirect undistributed earnings of partly owned non-consolidated subsidiaries for the second quarter of 1952 amounted to $1,481,000, including $921,000 of capital gains. This compares with estimated earnings of $2,081,000, including $854,000 of capital gains, for the same quarter in 1951.

During the second quarter of 1952 United Paramount Theatres disposed of 29 theatres, 23 of which were by termination of joint interests, Goldenson revealed. Transactions, in conformity with the consent decree, netted UPT $753,000 in cash with an additional $180,000 in notes. Due to the arrangements, UPT acquired six theatres.

Profit at $3,669,000

Estimated earnings for the first six months of 1952, Goldenson stated, amounted to $3,669,000, including $1,165,000 of capital gains, as compared with $4,855,000, including $1,186,000 of capital gains, for the first six months of last year.

Goldenson pointed out that the usual second quarter seasonal downturn in the theatre business was somewhat more pronounced.

Consolidated earnings, excluding capital gains, of UPT represents $.16 for the second quarter and $.71 for the six months of 1952.

BOXOFFICE PARADISE... OPEN FOR BUSINESS!



If it's solid, good old-fashioned entertainment you're after (the kind that pays and pays and pays) ...this is for you!!!

ISLAND OF DESIRE

A DAVID E. ROSE Presentation starring

LINDA DARNELL · TAB HUNTER · DONALD GRAY · A CORONADO PRODUCTION with John Laurie • Sheila Chong

(The screen's new "Sigh-Guy")

Another BIG ONE thru **UA**

Republic Will Operate Under Doubled Production Budget

Republic Pictures, through its president, Herbert J. Yates, will operate under a doubled production budget for the 1952-53 season, spending more millions than in the past two years combined, it was disclosed this week. Production expenditure will be backed up with an advertising appropriation of at least $2,500,000. Pictures will feature "the biggest stars, directors and producers in the industry," Yates reported.

Recalling that several months ago he announced that his company would "concentrate on deluxe pictures in the future," Yates revealed in a company statement that "our achievements in the deluxe field since . . . have more than born out its promise."

Yates said that in his company's determination "to make only top quality box office pictures, we have heeded the advice of leading exhibitors who tell us that color rates equal with the top stars as a ticket-seller with the result that eight of the nine pictures recently completed are in color and seven are in Republic's own three-color Trucolor process. . . ."

Production Unconfirmed

Production will not be confined to Hollywood, Yates declared. "We will sign outstanding directors and stars that can make box office pictures in other parts of the world," he added.

Included in the foreign category are plans between Republic and Herbert Wilcox, British producer, for pictures "with an international atmosphere, aimed for top box office results everywhere," Yates said.

"We of Republic refuse to be stampeded by prognosticators of doom and gloom," the Republic prexy maintained. "We do recognize, however, that the formulaes and policies that were successful last week or last year must be re-examined in light of today's changing conditions and we are flexible enough to keep ahead of the times.

"Today three things are vital to the success of a picture: 1.—story, 2.—cast, 3. — color. With these three essentials welded together properly, a producer can always be assured of success," Yates declared.

Ad Budget Items

In discussing the Republic ad budget, Yates noted that money would be utilized for space in national and local newspapers, trade papers, magazines; for spectacular world premieres and star personal appearance tours.

He said that in his opinion, "after a most exhaustive 'grass roots' study of conditions now and in the immediate future . . . there is great hope for our industry."

Yates stated that "there have been enough indications in recent weeks by the results achieved by our pictnres to convince me that the theatre business, while depleted, is certainly not in the critical state many observers would lead us to believe." He added that a "resurgence of theatre attendance that will revitalize the entire industry" may be seen with sufficient big pictures."

Republic pictures recently completed and soon to be released include "Quiet Man," in Technicolor; "Woman of the North Country," in Trucolor; "Toughest Man in Arizona," in Trucolor; "Ride the Man Down," in Trucolor and "Thunderbirds," for which a premiere in every state will be held, with each to be backed up by a hnge ad-publicity campaign.

A "summary of current studio operations" listed by Yates disclosed the following in production: "The Lady Wants Mink," with Dennis O'Keefe, Ruth Hussey and Hope Emerson, with William A. Seiter directing; "Fair Wind to Java," starring Fred MacMurray and Vera Ralston; "Then You'll Remember Me," starring Ray Middleton and Lucille Norman, and "The Sun Shines Bright," with a top cast not yet named and with John Ford directing.

Future Plans

Production plans for the immediate future include the filming of "Jubilee Trail," "Flight Nurse," "The Alamo," to star John Wayne, "Sea of Lost Ships," Santa Fe Passage," "The Woman They Almost Lynched," "One for the Road," "The Man From Texas," "Brother Van," "The Golden Tide," "Red Horizon," "Where Are We Going?" and "City That Never Sleeps."

Set Dozen "Movietime" Tours To End Of Year

First of at least 12 "Movietime U. S. A." personality tours to various sections of the country will begin Aug. 17 in Denver and continue until Jan. 1, according to plans formulated here last week at a meeting held by Marvin Schenck, Hollywood "Movietime" chairman, with a Screen Actors Guild special committee. Richard Carlson, George Murphy, Walter Pidgeon, Ronald Reagan and Kenneth Thomson comprise the SAG unit.

Schenck advised the unit that 60 plays will be needed for the tours. Writers, producers and directors are required also to complement the performers, he stated. Following the August 17 tour, junkets will be conducted in the Indianapolis area, Sept 7, and around Boston, Sept. 21.

Skouras,HooverCo-Chair VCI Mexico City Confab

Charles Skouras, head of Fox West Coast Theatres and a member of the Los Angeles Variety Tent, and George Hoover, First Assistant International Chief Barker and a member of the Miami Tent, will co-chairmen the International Variety Convention scheduled for Mexico City in the Spring of 1953, according to an announcement by Jack Beresin, International Chief Barker.

Luis Montes, organizer and First Chief Barker of the Mexico City Tent, is forming a committee to make arrangements to entertain the delegates. Chairmen Skouras and Hoover are working on plans to charter special planes to fly members to Mexico City.

Opposition Fights Quick Ruling On UPT-ABC Merger

WASHINGTON.—Suspicion has been voiced by the broadcast bureau of the FCC that Paramount has been violating the anti-trust laws despite provisions of the 1940 and 1949 consent decrees.

The FCC bureau made its charge in a brief filed in opposition to a petition presented to the Commission by American Broadcasting Co., United Paramount Theatres and Columbia Broadcasting System seeking dispensation of the hearing examiner's initial decision in the proposed ABC-UPT merger case. Paramount Pictures filed a petition along with ABC, etc.

Asked also in the petition was that the anti-trust issue be dropped; all parties be given 20 days in which to file proposed rules with the FCC, and the FCC decide the case directly.

Para Directors Involved

Directors of Paramount currently are involved in an anti-trust case concerning sports telecasts and broadcasts emanating from Madison Square Garden, and in another case in which National Screen Service has been charged with anti-trust law violations.

UPT cannot take refuge behind a statement that since formation it has not violated the anti-trust laws, since its officials were officers of Paramount at the time of brief. It was pointed out therein that violations were committed by the officials responsible for corporation policy.

CBS is reportedly concerned in the proceedings because tentative plans call for purchasing of the Balaban & Katz Chicago TV station, WBKB, in the event the merger is approved.

ABC noted in its petition that speed in settling the merger issue is needed so that the network could proceed with its winter program planning.

Paramount counsel argued that the company be granted a permanent license for its Los Angeles TV station, KTLA, and that anti-trust issues be ignored for a number of reasons.

Request Speed

In another development, DuMont filed a brief with the FCC arguing for continuation of the hearings, keeping the examiner's report and not dropping the anti-trust issues from the case. Hearing examiner is Leo Resnick.

According to the FCC broadcast bureau brief, "it can hardly be claimed that any consideration of anti-trust violations . . . can be dismissed as 'ancient history' . . . in the light of the long record of violations . . . and of the continuing alleged violations. . . ."

Hearing were recessed abruptly following submission of the joint ABC-UPT-CBS petitions.

Film Dividends Fall Off

WASHINGTON.—Film industry publicly reported cash dividends have fallen. Corporations reporting in the film industry paid out $3,755,000 in dividends this past June and a total of $13,656,000 during the first six months of 1952. Last year the figures were $4,671,000 for June and $15,063,000 for the first six months.

Staff Reviews

"Son Of Paleface"

(Paramount) Technicolor 95 Min.

Cast: Bob Hope, Jane Russell, Roy Rogers, "Trigger," Bill Williams, Lloyd Corrigan, Paul E. Burns, Douglas Dumbrille, Harry Von Zell, Iron Eyes Cody, Wee Willie Davis, Charley Cooley.

Credits: Produced by Robert L. Welch; Directed by Frank Tashlin; Written by Joseph Quillan, Welch and Tashlin; Songs by Jay Livingston and Ray Evans, Jack Brooks, Jack Hope and Lyle Moraine.

"Son of Paleface" is a sure-fire entertainment with great and wide box office appeal. It creates a pandemonium of mirth through the visual and verbal gags of Bob Hope, who appears as a smug Harvard grad out West in search of a fortune left by his father. In scenes with Roy Rogers and "Trigger," the horse, Hope lampoons the antics of cowboy life. With Jane Russell, who is uniquely cast as the "heavy," Hope tears loose through sexy and suggestive remarks. Each of the principals in this Technicolor frolic delivers songs, with the three joining in a new rendition of "Buttons and Bows," the tune that became popular with the first "Paleface" picture. When sneak previewed at the Paramount Theatre, N.Y.C., an audience that paid to see "Clash By Night" and a stage show caught on immediately to the zany spoofing of the comedy. Throughout the picture, numerous chuckles, many guffaws and a fair-sized complement of belly-laughs could be heard. Mark down "Son of Paleface" as one of the better Hope comedies, and a "must" for all situations.

STORY: When Bob Hope, a Harvard grad, arrives out West to claim the effects bequeathed by his late father, he discovers only an empty treasure chest. To save his skin from townspeople to whom his father had incurred debts, Hope makes believe he came into millions. Meanwhile, he plots an escape back east. Jane Russell, leader of an outlaw gang, pitches woo to Hope while her gang steals his chest and finds it empty. Roy Rogers, a Federal agent, discovers Jane's identity as a lawbreaker and gives pursuit. Hope, also, leaves town: he has learned the whereabouts of his father's fortune. Jane, however, manages to capture both Hope and Rogers but an attack by Indians prevents her from killing them. During the ensuing battle, Rogers absolves Jane of most of her guilt, the fortune is found and the three elude the Indians in a chase across the plains. Hope marries Jane, who serves a short jail term and rejoins him with four offsprings born in prison.

●

"Sudden Fear"

(RKO) 110 Min.

Cast: Joan Crawford, Jack Palance, Gloria Grahame, Bruce Bennett, Virginia Huston, Touch Connors.

Credits: Presented by Joseph Kaufman; Produced by Kaufman; Directed by David Miller; Screen play by Lenore Coffee and Robert Smith; Based on Edna Sherry's story of the same title.

It's been a long time since exhibitors had as strong a box office product in the dramatic field as has been brought on the scene by the independent outfit of Joseph Kaufman in "Sudden Fear." A gripping, heart-in-the-mouth fiction about an heiress who discovers her murder is planned by her husband and his mistress, this adult entertainment has a good selling title, the marquee lure of Joan Crawford and the word-of-mouth which will spread about Jack Palance, a virile, un-handsome but romantic talented actor. By involving a deceived woman in an exciting plot and counter-plot for murder, "Sudden Fear" achieves the rare and commercially-desirable end of appealing strongly to men as well as women. Making strong use of sound effects in the many tense moments, the suspense builds to such heights that the raucous jangling of a telephone bell or the rash buzzing of a door bell makes you jump out of your seat. Miss Crawford as the endangered wife turns in one of the best performances in her long and popular screen career. Keeping her character always under control, she draws strong sympathy through the conviction of her subdued actiug. Economy in development, not in production, creates a tightness which overcomes the 110 minutes of running time.

STORY: Millionairess Joan Crawford also is a successful Broadway playwright. Returning by train to her home in San Francisco, she meets Jack Palance, an actor she had fired because she felt he wasn't romantic looking. By the time the train reaches San Francisco, romance is blooming. By playing hard to get, Palance has Joan deeply in love and they marry. When Gloria Grahame, Palance's former girl friend, shows up, he reveals that he is out to get Joan's money. But Joan, feeling that the money stands between her and her husband, plans to give it away. Palance and Gloria decide to kill Joan during the three days remaining before the fortune is to be dispensed with. Joan learns of their intentions and after the first shock subtly thwarts every step they make while laying her own plans to kill Palance and throw the guilt on Gloria. When the time comes, however, she can't go through with it. Palance, discovering Joan knows his plans, goes after her, intending to run her down. He mistakes Gloria for his wife and kills her.

●

"Dreamboat"

(20th-Fox) 83 Min.

Cast: Clifton Webb, Ginger Rogers, Anne Francis, Jeffrey Hunter, Elsa Lanchester, Fred Clark, Paul Harvey, Ray Collins, Helene Stanley, Richard Garrick, George Barrows, Jay Adler.

Credits: Produced by Sol C. Siegel; Directed by Claude Binyon; Screen play by Binyon; Based on a story by John D. Weaver.

An hilarious spoof of television and its practice of playing old silent films forms the foundation of "Dreamboat." Headlined by Clifton Webb and Ginger Rogers as the one-time silent stars who become famous via video, and rising Anne Francis and Jeffrey Hunter, this comedy should click loudly all the way down the line with family audiences. Film also makes the point that television is currently dependent upon motion pictures to fill its programming schedules (as has been regularly revealed in this magazine's films on TV listing) and that viewers are subjected to rather ridiculous commercials. Highlights of this fast-paced romp are the various sequences from supposedly old films in which Webb and Miss Rogers cavort according to the scene-chewing styles of the time. There are many potential ideas that can be dreamed up to ballyhoo a date with "Dreamboat."

STORY: Clifton Webb is a stern, unpopular professor of Latin and English at a small, quiet college. When old silent movies in which he co-starred with Ginger Rogers are shown on television, Webb is dubbed "dreamboat" and becomes a national idol. He is asked to resign and his studious daughter, Anne Francis, is aghast to discover his past. Webb promises the school board to bring legal action to prevent the continued showing of his old films. With Anne, he goes to New York where Ginger and Fred Clark, an agent, try to persuade him to drop his action. Meanwhile, Anne falls in love with Jeffrey Hunter, an aide of Clark's, while trying to find out what life is all about. Webb succeeds in court, but Elsa Lanchester, the college president, fires him when he refuses to make love to her. Anne and Hunter marry, and Webb accepts a Hollywood contract. His first new picture, "Sitting Pretty," is a success, and then Webb discovers that Ginger has bought his contract from Clark.

"Lure of the Wilderness"

(20th-Fox) Technicolor 92 Min.

Cast: Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan, Tom Tully, Harry Shannon, Will Wright, Jack Elam, Harry Carter, Pat Hogan, Al Thompson, Robert Adler, Sherman Sanders, Mary Parker, Robert Karnes.

Credits: Produced by Robert L. Jacks; Directed by Jean Negulesco; Screen play by Louis Lantz; Based on a story by Vereen Bell.

Against the lush, colorful and eerie background of the Okefenokee swamp in Georgia, "Lure of the Wilderness" projects a story of violence and romance in warm tones of Technicolor. With a trio of Fox's young and growing stars, Jean Peters, Jeffrey Hunter and Constance Smith, this tale of a triangle involving injustice and human sympathy should satisfy family audiences looking for interesting entertainment. The unfamiliar locale of the Georgia swamp, where most of the film was shot, supplies distinctiveness to the simple and unaffected plot proceedings.

STORY: Jeffrey Hunter gets lost in the dread Okefenokee swamp in Georgia while looking for his hunting dog. He stumbles onto Walter Brennan and his daughter, Jean Peters, who have been living in the swamp ever since they were chased from town by a mob seeking to hang Brennan for a murder of which he claims innocence. Since only Brennan and Jean know the way out of the swamp, Hunter is a prisoner. But when he becomes convinced of Brennan's innocence and promises to get legal aid, they show him the way out. Hunter's girl friend, Constance Smith, becomes jealous of Jean when she comes to town for a dance and reveals Hunter's relationship with the two. Having obtained legal counsel, Hunter returns to the swamp to bring Brennan out. Jack Elam and Pat Hogan, the ones responsible for the murder, try to ambush Brennan, Hunter and Jean, but the trio escapes. Elam is killed and Hogan is turned over to the sheriff, clearing Brennan. Hunter and Jean turn to each other.

●

"Les Miserables"

(20th-Fox) 104 Min.

Cast: Michael Rennie, Debra Paget, Robert Newton, Edmund Gwenn, Sylvia Sidney, Cameron Mitchell, Elsa Lanchester, James Robertson Justice, Joseph Wiseman, Rhys Williams, Florence Bates, Merry Anders, John Rogers.

Credits: Produced by Fred Kohlmar; Directed by Lewis Milestone; Screen play by Richard Murphy; Based on the novel of the same name by Victor Hugo.

This latest screen adaptation of Victor Hugo's classic novel of injustice in France is an engrossing narrative which should produce strong business in most dates. A new generation is ready to see Jean Valjean lead an exemplary life after ten years in the galleys for stealing a loaf of bread, and to witness the unrelenting persecution by Inspector Javert, whose warped mind understands nothing but the letter of the law. Added to this audience are those who dimly remember the earlier version, and those who will be attracted by an iuteresting drama portrayed by a cast of strong names. In the comparatively brief (for such a long novel) 104 minutes of running time, the basic story is developed at a brisk pace, with many revealing incidents showing the character of the individuals involved. Excellent acting by all concerned and the effective backgrounds of post-Napoleonic France create a reality from which stems sympathy and suspense.

STORY: Michael Rennie, as Jean Valjean, steals a loaf of bread for a starving mother and her children. He is sentenced to ten years in a galley, where he is taught to read and write by Joseph Wiseman, another convict. Rennie also meets Robert Newton, Javert, a police officer whose father died as a convict and who has dedicated his life to enforcing the law accord-

(*Continued on page* 16)

TELEVIEWS

By AARON SLOAN

Thomas Joins Souvaine; Minimum Of 16 Features Set For Season Release

Souvaine Selective Pictures announced this week that Harry Thomas, former vice-president of March of Time Distributors, president of P.R.C. Pictures and later president of Equity Pictures, is joining the board of directors of the organization as an officer in charge of all sales activities, television and theatrical, in the domestic and international field.

Souvaine will distribute at least 16 theatrical features during its new season, six more than last year, in addition to approximately 50 of what the company labels "non-competitive" full-length pictures especially prepared for video under the trade name Cinema TV Features.

In addition to its exclusive American representation of the French governmental film combine, "L'Union Generale Cinematograhique," Souvaine now distributes the bulk of releases of the leading British producers, Romulus, Independent Film Distributors and Sydney Box Productions.

Gene Autry Day Contest Opened To All Exhibitors

Every manager of a motion picture theatre or drive-in throughout the word is eligible to enter an exploitation contest to stage a Gene Autry Day in connection with the playing of any of the western star's pictures released by Columbia. Sponsored by Gene Autry Productions, the competition offers a top prize of $1,000 U. S. Savings Bond or a trip for two to Hollywood as guests of Autry, with 17 additional awards. Entries must be filed by Dec. 31 and accompanied by evidence of the methods used to ballyhoo Gene Autry Day. Entry blanks and information are available from Pat Murphy, Gene Autry Productions, Suite 834, 342 Madison Ave., New York, N. Y.

Hamm Re-elected Head Of Calif. Exhib Group

SAN FRANCISCO.—L. S. Hamm was re-elected to his third successive term as president of California Theatres Association last week. Re-elected first vice-president was Ben Levin; secretary, Graham Kislingbury, and treasurer, Boyd Sparrow. Jerry Zigmond, now headquartering in Los Angeles, vacated the post of second vice-president. Abe Blumenfeld was elected to fill the spot.

The following board members were re-elected: Mark Alling, Blumenfeld, Roy Cooper, Hamm, Kislingbury, Earl W. Long, Ben Levin, Irving M. Levin, Richard Nasser, Sparrow and V. C. Taylor. John P. Parsons was newly elected to the board.

Save Copper Drippings

Channel Permits Granted

FCC issued 18 licenses to construct new commercial TV stations—the first such grants since the nearly four-year-old freeze ended. Three channels were awarded in Denver; two each in Springfield-Holyoke, Mass., Youngstown, O., York, Pa. One license was granted in each of these cities: Portland, Ore., Flint, Mich., Bridgeport and New Britain, Conn., New Bedford, Mass. Cities without TV service get first FCC consideration. Portland and Flint have no stations at present. Also, two licenses were granted for Spokane, Wash., and two for Austin, Tex.

Directors' TV Pay

Screen Directors Guild on the coast concluded six months' negotiations with Alliance of Television Film Producers to agree on a principal of extra pay for directors having their video films repeatedly shown on TV. Pact runs to Apr. 4, 1958; assures directors $275 for a film shown four times. Sum will cover all subsequent showings.

Denver Gets Home TV

Up until this week, Denver was the largest city in the U. S. minus a home TV station. Then, on July 21, KFEL-TV was granted FCC permission to use temporary equipment to pipe in the Democratic National Convention to the approximately 1,000 sets in the area. Within 60 days, KFEL-TV expects to have equipment for permanent use. A second station, KVOD, also applied for a temporary permit, and expects to be on the air in one week. Several other outfits, some in which local exhibitors have interests, are angling for still more channels while a local demand for 90,000 sets is envisioned for the next few months. By 1954, 150,000 sets are expected to be in use in Denver.

Industryites in TV

Bob Hope, James Stewart, Sherill Corwin, John Wolfberg all have interests in new or prospective TV channels. Bing Crosby owns a 40 percent interest in one Spokane channel.

Video Jottings

RKO Radio Pictures contracted for saturation coverage over three New York home channels to sell "Sudden Fear" and "King Kong" at the same time. Campaigns will begin 10 days prior to local openings, which are set for Aug. 7 and 8; over 350 spots will be utilized during the stretch. . . . Victor M. Ratner, who recently resigned as vice-president in charge of promotion and public relations for Macy's, New York, joined Nathan L. Halpern's Theatre Network Television as director of a new division called Theatre Tele-Sessions. Halpern said the division was created "to develop, on a nation-wide basis, the use of closed circuit television for meetings of business concerns, government agencies and other organizations" during off-hours at theatres.

A Court Ruling

The Court of Appeals in Albany ruled that personal civil rights to privacy is not violated by unsanctioned use of a person's name or picture on a video program immediately before or after a commercial is run.

Allied Unit Blasts Free 16mm. Shows

DETROIT.—Free public showings of 16 mm. movies in upstate Michigan have come under a three-fold attack launched by Ernest T. Conlon, Michigan Allied executive secretary.

Sought after by Conlon are: hearings on the subject by the Senate Committee on small business; suitable action by the U. S. District Attorney in the area where shows are ocurring; suitable investigation through National Allied.

According to Conlon, "the resort area of Northern Michigan is subject today to a rash of so-called free movies conducted by a few individuals who rent 16 mm. films, show them on vacant lots, obtain contributions from nearby merchants to put their cards on nearby screen; solicit funds from the audience on the basis of extra money necessary to continue this free entertainment. . . ."

Operators of free shows, Conlon added, "collect no Federal admission tax, obtain these movies on the basis that they are to be used for educational or club use, and thereby present a serious financial loss to the legitimate taxpaying conventional theatre that collects a substantial Federal admission tax."

Ezell Elected President Of New Drive-In Group

DALLAS.—Texas Drive-In Theatre Owners Association, a new group, elected Claude Ezell, Dallas Theatre Circuit owner, president at the group's first formal meeting, attended by 200 ozoner owners at the Adolphus Hotel. Elected vice-presidents were Jack A. Farr, Houston; Arthur Landsman, San Antonio, and E. L. Pack, Dallas. Named secretary and treasurer, respectively, were Charles Weissenberg and Tim Ferguson, both of Dallas.

The new group, according to Ezell, was formed to bring together drive-in owners for ease in coping with common problems. Special matters to be discussed at future sessions include film availabilities, company attitudes toward open-air theatres, concession operation and publicity.

Virginia's First Anti-Tax Meet Slated For July 31

RICHMOND.—First meeting to organize exhibitors in Virginia for the tax reduction campaign has been set for July 31 at the Central Restaurant, Hampton, according to Sidney L. Bowden, president of the Virginia M.P.T.A. Leonard Gordon, Newport News, will chairman the initial meeting.

Other scheduled meetings Aug. 4, Century Theatre, Petersburg; Aug. 5, "Old Drewry Place," Martinsville; Aug. 6, Flanary Theatre, Richlands; Aug. 7, Salem Theatre Salem; Aug. 8, Kavanough Hotel, Harrisonburg; and Aug. 11, Princess Ann Hotel Fredericksburg.

Pathe Lab Names Amory

Charles M. Amory was elected vice-president in charge of west coast sales for Pathe Laboratories, Inc. Amory resigned from Souvaine Selective Pictures, Inc., where he had served as vice-president of sales.

NEW APPOINTMENTS

William W. Howard, vice-president of RKO Theatres, was elevated to the post of head of circuit operations and will report directly to Sol A. Schwartz, RKO Theatres president, in his new duties. Howard began with the B. F. Keith Circuit as a vaudeville booker in 1921. He went into theatre operation in 1942 as assistant general manager to Schwartz. Nine years later he became a vice-president.

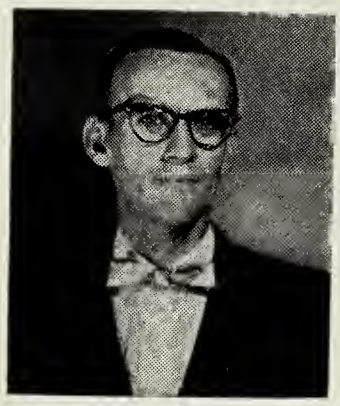
Changes resulting from Howard's appointment bring Eddie Grainger into the post of assistant to Howard in charge of the circuit's film buying and booking department. Harry Mandel was promoted as assistant to Howard. Mandel, in addition to his job as national advertising director for the circuit, will assume duties in theatre operations. Both posts become effective Aug. 4. Meanwhile, Matty Polan and Robert Sherman will continue respectively to handle the out-of-town and in-town film departments.

Jerry Shinbach, RKO Theatres midwest division manager, was placed in charge of RKO Theatres in Ohio with Joseph Alexander remaining as city manager in Cincinnati for the circuit. Added meanwhile on the circuit to the Minneapolis-Iowa division, headed by Harry Weiss, were houses in Omaha, Kansas City and Denver.

Americo Rosenberger was appointed manager for Warner Bros. in Mexico. He will operate under the supervision of Armando Trucios, WB Pacific division head.

McClanahan Succeeds Crowe As KATO Chief

LOUISVILLE.—Guthrie F. Crowe, La Grange, became U. S. District Judge in the Canal Zone following his resignation last week as Kentucky Association of Theatre Owners president. He had held the exhibitor post for several years. Ralph E. McClanahan of Estill & Irvine Theatres, Irvine, Ky., succeeds Crowe.



RALPH McCLANAHAN

Other KATO officers are E. L. Ornstein, Brandenburg, first vice-prexy; Gene Lutes, Frankfort, second vice-prexy; Cliff Buechel, Louisville, treasurer; Nell G. Borden, Louisville, assistant treasurer and secretary, and Joe Isaacs, Cumberland, board chairman.

New directors are Ned Greene, Leon Pickle, Cliff Buechel, W. O. Aspley, J. Van Snook, Lutes, L. O. Davis, W. T. Cain, Mrs. O. W. Minnix, Harold Sliter and E. L. Ornstein.

Set Dues Collection Week

(*Continued from page* 6)

in all exchange cities were copies of a four-page pamphlet entitled "United We Will Win" and a COMPO membership pledge card.

Pamphlet gives the schedule of dues payments and explains the significance of the tax repeal campaign.

Watch These Dates!

July 28-Aug. 3. Minneapolis — Executive Board meetings, ITASE—Hotel Nicollet.

Aug. 4: Minneapolis—41st Convention of IATSE—Municipal Auditorium.

Aug. 13: New York—Cinema Stamp Club meeting—Hotel Astor.

Aug. 17-Sept. 7: Edinburgh Film Festival.

Aug. 8-18: Venice Film Festival.

Sept. 2-6: Blairsden, Cal.—Western Theatre Owners convention—Feather River Inn.

Sept. 14-18: Washington—Theatres Owners of America convention and trade show—Shoreham Hotel.

Sept. 29-30: St. Louis—MPTO of St. Louis, E. Missouri & S. Illinois convention.

Sept. 29-Oct. 1: Kansas City—Kansas-Missouri Theatre Assn. fall meeting—Hotel President.

Oct. 6-10: Washington—SMPTE 72nd semi-annual convention—Statler Hotel.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!



"Mr. Sean Thornton, bachelor, meet Miss Mary Kate Danaher, spinster. Miss Danaher, meet Mr. Thornton from Pittsburgh, U.S.A.!"

starring JOHN WAYNE MAUREEN O'HARA



and BARRY FITZGERALD as Michaeleen Flynn

He's the marriage broker and the village bookie—a little man with his nose in everything and his heart in the right place!

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR | Directed by JOHN FORD

A REPUBLIC PICTURE

Staff Reviews

(*Continued from page* 13)

ing to the rules. After serving his term, Rennie adjusts to normal life with the help of Bishop Edmund Gwenn, who teaches him to trust his fellow man. Rennie goes into business, becomes successful and is made mayor of his town. Newton is assigned as police inspector of the same town, but doesn't recognize Rennie at first. When another man is accused of being him, and threatened with prison because he has never reported to a parole officer, Rennie reveals his identity. But before Newton can arrest him, Rennie leaves with Debra Paget, whom he has adopted on the death of her mother. In Paris Debra falls in love with Cameron Mitchell, a young revolutionary. Rennie must leave for London because he fears the police and Debra decides to give up Mitchell. Rennie goes to Mitchell to give his consent to their marriage and meets Newton. He escapes with Mitchell, who is wounded, but Newton follows him home. Rennie promises to leave with the inspector, but when the time comes Newton jumps in the river and Rennie is at last free.

●

"The Story of Will Rogers"

(Warner Bros.) Technicolor 109 Min.

Cast: Will Rogers, Jr., Jane Wyman, Carl Benton Reid, Eve Miller, James Gleason, Slim Pickens, Noah Beery, Jr., Mary Wickes, Steve Brodie, Pinky Tomlin, Margaret Field, Virgil S. Taylor, Richard Kean, Jay Silverheels, Wulliam Forrest, Earl Leo, Brian Daly, Eddie Cantor.

Credits: Produced by Robert Arthur; Directed by Michael Curtiz; Screen play by Frank Davis and Stanley Roberts; Adaptation by John C. Moffitt; Based on the Saturday Evening Post story, "Uncle Clem's Boy," by Mrs. Will Rogers.

There is a wealth of ticket sales in "The Story of Will Rogers." Bringing the life of this world-renowned humorist-philosopher to the screen will attract those who lived during his career with its nostalgia, while the younger ticket-buyers will be eager to learn about a colorful and famous character. A compound of comedy, human interest and political comment, the film presents the life of Will Rogers through a long series of Technicolor incidents. Although the depths of the one-time cowboy are never probed, the superficial treatment allows for a leisurely pace spiced with exploitable items such as old but familiar tunes, rodeo-style roping and riding, a Democratic national convention, the "Billy" Mitchell air controversy, the shooting of silent pictures and the musical appearances of Eddie Cantor and Al Jolson. In the title role, Will Rogers, Jr., bears a strong resemblance to his father in looks and in manner, and his acting is adequate. It is striking that the motion picture industry's own Will Rogers Memorial Hospital has been omitted from scenes showing memorials in Rogers' honor.

STORY: Will Rogers returns to his home in Oklahoma after traveling in Texas for two years. He returns just as his father, Carl Benton Reid, has arranged for Oklahoma to become a state in the U. S. Will meets Jane Wyman and although they are in love he leaves home for a trip around the world, trying to find out what he wants. When he returns, they marry. Will joins a rodeo as a roping artist. From that he goes into vaudeville, but his roping tricks don't catch on. When his assistant and horse fail to show up, Will talks to the audience and makes them laugh. His manager, James Gleason, realizes he is a warm comedian. Gaining popularity, Will becomes a star of the Ziegfield Follies and, later, the movies. His comments on politics add to his fame. He makes speeches in defense of Gen. "Billy" Mitchell's program for air power and when the depression comes he covers the country, piloted by his friend, Wiley Post, Noah Beery, Jr., arranging for benefits shows. Will receives a "favorite son" nomination for President at the Democratic convention, making Reid finally realize the worth of his son. Will then takes off on a flight to Alaska with Wiley Post.

●

"Untamed Frontier"

(Universal-International) Technicolor 75 Min.

Cast: Joseph Cotten, Shelley Winters, Scott Brady, Suzan Ball, Minor Watson, Katherine Emery, Antonio Moreno, Douglas Spencer, John Alexander, Richard Garland, Lee Van Cleff, Robert Anderson, Fess Parker.

Credits: Produced by Leonard Goldstein; Directed by Hugo Fregonese; Screen play by Gerald Drayson Adams and John and Gwen Bagni; Additional dialogue by Polly James Story by Houston Branch and Eugenia Night.

A trio of strong names backed up by Technicolor in a western with an action-sounding name should guarantee "Untamed Frontier" a strong play at the box offices of action theatres. Story of a cattle baron feuding with homesteaders offers opportunities for the hard-riding, shooting, brawling and cattle rustling that are required of oater entertainments. And with the intrigue developed in the plot, and the romantic triangle involving Shelley Winters with Joseph Cotten, an upstanding cattleman, and Scott Brady, his weak, spoiled cousin, there is an extra lure for the distaff side. Attractive Technicolor adds distinction to the outdoor scenes of action and routine cattle activities.

STORY: Minor Watson, head of a vast cattle domain, refuses to let homesteaders cross his land to reach free government land. He and his men, led by his spoiled son, Scott Brady, and hard-working nephew, Joseph Cotten, are ready to resort to violence. When Shelley Winters, a waitress, witnesses Brady's accidental killing of a man, he marries her to prevent her from testifying. Shelley loves Brady, but when she discovers his trickery refuses to have anything to do with him. She gradually wins the respect of Watson and Cotten, the latter finally falling in love with her. Brady is killed while trying to rustle his father's cattle and Watson is shot when the homesteaders attempt to force their way through his land. Cotten takes command and under the influence of Shelley lets the settlers pass through in peace.

●

"You For Me"

(M-G-M) 71 Min.

Cast: Peter Lawford, Jane Greer, Gig Young, Paula Corday, Howard Wendell, Otto Hulett, Barbara Brown, Barbara Ruick, Kathryn Card, Tommy Farrell.

Credits: Produced by Henry Berman; Directed by Don Weis; Story and screen play by William Roberts.

This is an entertaining comedy that should round out any program nicely. "You For Me" contains a number of humorous situations, breezy dialogue, good performances by all concerned and well-paced direction tied in with suitable production values. The story is light and interest is kept alive pretty much throughout the short running time. The cast is well-suited to the assignments with Peter Lawford, Jane Greer and Gig Young particularly pleasing.

STORY: Wealthy Peter Lawford is accidentally shot. At the hospital he is given the best of care except by nurse Jane Greer who, not knowing his identity, refuses to give him sympathy. He threatens to withdraw his annual grant to the hospital and Jane is fired. Dr. Gig Young asks her to try and charm Lawford into continuing his donation and she agrees. Lawford and Jane become romantically interested in each other. Young realizes that he, too, loves Jane, but they quarrel. Lawford clears up financial difficulties with his money-seeking wife, Paula Corday, and she agrees to a divorce. Before he proposes to Jane, Lawford restores the hospital donation and she accepts. But Young decides to do his research elsewhere and Jane realizes she loves him. Lawford gracefully steps out of the picture.

●

"One Minute to Zero"

(RKO) 105 Min.

Cast: Robert Mitchum, Ann Blyth, William Talman, Charles McGraw, Margaret Sheridan, Richard Egan, Eduard Franz, Robert Osterloh, Robert Gist.

Credits: An Edmund Grainger Production; Produced by Edmund Grainger; Directed by Tay Garnett; Written by Milton Krims and William Wister Haines.

A story about the fighting in Korea, with Robert Mitchum headlining the cast, "One Minute to Zero" should generate strong interest in the houses where patrons seek rip-snorting he-man adventure. The timeliness of the subject matter contains strong exploitation possibilities. Crammed into the routine story of the super-heroics of an American colonel fighting the Chinese Communists are many scenes of actual combat.

STORY: Col. Robert Mitchum meets Ann Blyth, a UN health worker, in Korea. She refuses to evacuate when war starts and Mitchum becomes attracted to her. Mitchum and his old friend, Col. William Talman, who heads the Air Command, take charge of operations. Mitchum goes into the thick of the fighting and is wounded. During his recovery, love blooms between him and Ann. But she refuses marriage, revealing that her husband was killed being a hero during the last war. Mitchum returns to the front, where Ann, on a health mission, sees him bombard civilians. She doesn't understand that many of them are Communists infiltrating the UN lines and refuses to have anything to do with him. Mitchum leads a small unit which cuts the enemy's supply line, making way for the first UN offensive move. He is upped to General and finds Ann waiting for him.

●

"Captain Pirate"

(Columbia) Technicolor 85 Min.

Cast: Louis Hayward, Patricia Medina, John Sutton, Charles Irwin, George Givot, Rex Evans, Ted de Corsia, Malu Gatica, Sven Hugo Borg, Robert McNeeley, Nina Koshetz, Lester Matthews, Sandro Giglio, Ian Wolfe, Jay Novello, Maurice Marsac, Genevieve Aumont, Mario Siletti, Robert Bice.

Credits: Produced by Harry Joe Brown; Directed by Ralph Murphy; Screen play by Robert Libott, Frank Burt and Meredyth Lucas; Based on the novel, "Captain Blood Returns," by Rafael Sabatini.

Captain Blood is back and he is up to the same type of reckless swordplay and adventures that the movie-going public likes so well. Lensed in beautiful Technicolor, this Louis Hayward starrer is loaded with action and a score of good looking young ladies. Hayward as the pirate-turned-doctor is dashing in his role, shading his portrayal with the proper actions of an adventurer. Patricia Medina is attractive, with John Sutton coming across equally well as the heavy of the piece. This is a family picture that will do good business since it contains something for everyone in the family. Based on the novel by Rafael Sabatini, "Captain Blood Returns," the picture has some good battle scenes and also captures the spirit of the days when pirates roamed the seas.

STORY: Louis Hayward, a former pirate, is now a doctor in the West Indies. On the eve of his marriage to Patricia Medina, a warrant arrives for Hayward's arrest as the pirate whom Captain John Sutton claims raided and pillaged the port of Cartagena. No one will believe Hayward as he swears his innocence and he is put aboard a ship to stand trial in England. Aided by his former crew, he is freed, takes over the ship and returns to piracy. Hayward then starts out to find who the pirate is who really raided the port. After some adventures, he finds that Maurice Marsac, who is in cahoots with Sutton is impersonating him. When he learns that they plan to attack Puerto Bello, he heads there with

(*Continued on page* 26)

Key Runs Beat Ballyhoo Drums For 'Ivory Hunter'

Following the success of employing street stunts to ballyhoo the initial key city runs of Universal-International's "Ivory Hunter," the company is making available to all exhibitors the material used in these dates.

In Portland, Ore., where the film played the Broadway Theatre, Jack Matlack, working in conjunction with Amike Vogel, U-I field exploitation representative, used a trailer in front of the theatre and a man dressed in animal furs whom they dubbed "Wildman Harold."

Signs At Zoo

They got permission to post signs at the zoo reading: "I Have Gone to the Broadway Theatre to see my cousins in 'Ivory Hunter.'" A trailer with monkeys was driven through the streets with a sign reading: "We're on our way to the Broadway Theatre to see our African cousins in 'Ivory Hunter.'"

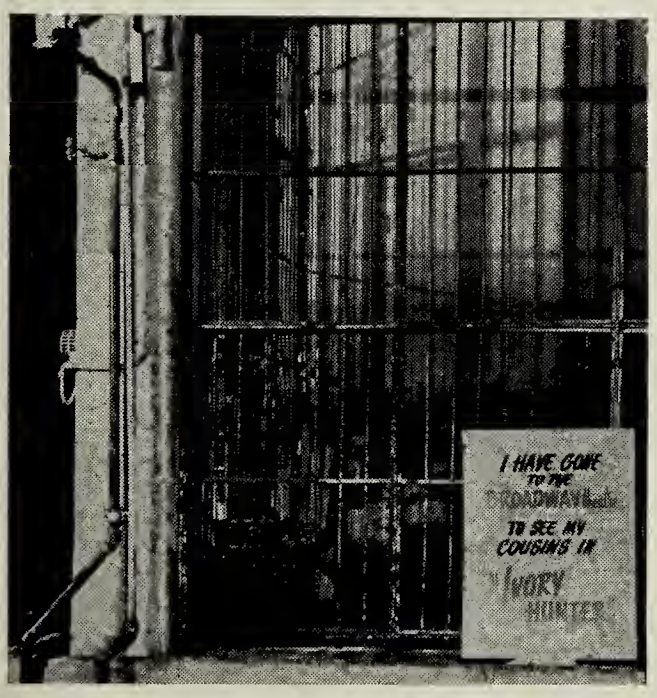
The "wild man out of the woods" stunt was repeated in connection with the opening of the picture at the Music Hall Theatre, Seattle, the State, Milwaukee, and the Grand Theatre in Chicago.

At Loew's Theatre in New Orleans, Rodney D. Toups, assisted by Ben Hill, U-I exploitation representative, dressed a 200-pound football player in a hunter's uniform for a street stunt and used him as a doorman on opening day.

Street Stunt

At the city's Audubon Park Zoo signs for "Ivory Hunter" were posted in front of the cages of the largest elephant and the lions. One of New Orleans' most fashionable ladies' dress shops devoted its two windows to a display featuring African prints with a direct tie-up card for the film.

In Buffalo, for the Lafayette Theatre, Bill Brereton, working with U-I rep. Maurice "Bucky" Harris, developed a crowd-stopping street stunt by dressing a man with a grotesque head with a sign: "I'm on my way to see 'Ivory Hunter' at Basil's Lafayette."



Gag signs plugging U-I's "Ivory Hunter" were posted in a local Portland, Ore., zoo for the film's opening run at the Broadway Theatre. Jack Matlack handled the campaign for the theatre with Amike Vogel, U-I field rep.

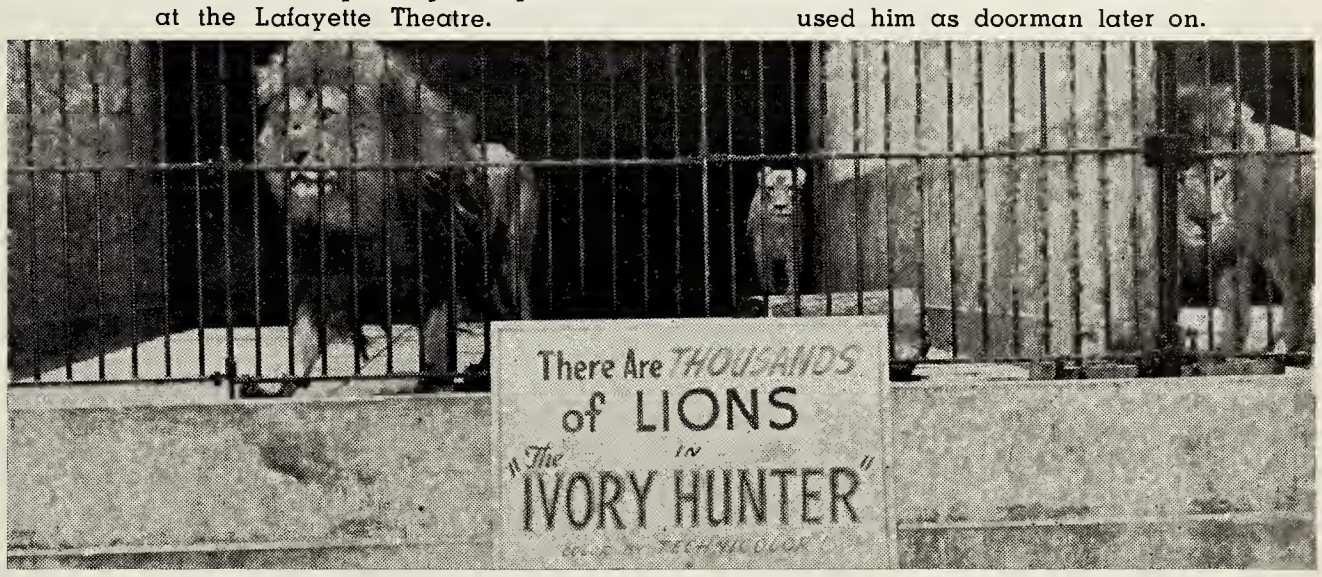
Selling "Ivory Hunter" Around Town



Man wearing a grotesque head and native garb walked Buffalo streets ballyhooing "Ivory Hunter" at the Lafayette Theatre.



Loew's, New Orleans, dressed a football player in a hunter's outfit as an advance stunt and used him as doorman later on.



In front of lion and elephant cages in New Orleans' zoo, placards were displayed advertising "Ivory Hunter" at Loew's Theatre.



Dressing a man in furs, naming him "wildman" and having him drive cages of monkeys around town stirred up interest for the picture in Portland, Seattle and Chicago.

Trailers, Heralds Exploit "King Kong"

Four open-body trailer trucks are visiting cities in five exchange areas, covering 400 theatres, carrying replicas of "King Kong," the ape, in conjunction with the current re-release of that RKO Picture. In addition to the truck tours, the RKO publicity department has prepared a tabloid herald on the picture for wide-spread distribution.

The trucks are 24-feet long and 8-feet wide. Sides and tail pieces are made up to depict a row of city skyscrapers, with the Empire State Building, which plays an important role in the film, overlooking the center.

Towering above each truck is a 10-foot King Kong with movable arms and head, clutching a replica of Fay Wray in his hairy paw. The figures are illuminated for night display by strong flood lights, powered by a portable light plant on each truck.

Trucks are set for display in downtown areas and in front of theatres. Visits are backed up by announcements over radio and television stations. A loudspeaker announces the forthcoming playdate in the area, and a panel on the truck is affixed with the name of the local theatre and the opening date.

The "King Kong" campaign was directed by Terry Turner, RKO exploitation chief.

Extensive Publicity Campaign Heralds Theatre's Refurbishing

LOS ANGELES.—Advertising, publicity and exploitation concerning the extensive refurbishing of the Paramount Theatre literally blanketed the area for weeks in advance of the re-opening. The campaign stressed various improvements in the theatre, as well as free parking and free tokens, and was climaxed with the placing in newspapers of special 20 x 40 ads before and after opening day.

Two local papers co-operated by running special advertising sections in which various contractors and sub-contractors who worked on the remodeling participated with space purchases. Special ad campaigns on the refurbished theatre were conducted also for 30 community newspapers in and around greater Los Angeles.

Girls Sing Jingles

Clever jingles were sung by girls on television spots to boost the opening. Radio stations kept listeners posted with stories of amounts of money spent to recondition the house.

One video personality co-operated by conducting over a one-month period a search for 12 women to serve as hostesses on opening night. The search was climaxed with the appearance of a Paramount Pictures talent scout, who aided in selecting winners.

One of the key exploitation stunts occurred when the City Council saw introduction of a resolution commending Paramount on refurbishing the house. Resolution was publicized in the papers.

An arrangement was made with a parking lot chain for patrons to park free near the theatre after 5 p.m. daily and all day Sundays and holidays. This plan received extensive publicity and advertising space.

Free Bus, Trolley Tokens

In another stunt, conducted with local transit lines, patrons were told they could receive free bus and trolley tokens by presenting transit transfers at the Paramount box office when the theatre re-opened.

Officials of these lines helped by distributing folders in vehicles throughout southern California. Folders outlined the tie-up and plugged the theatre's first two shows. Additional publicity was given the stunt in 15-inch permanent display cars which were mounted on the vehicles.

The theatre's policy of maintaining a 65-cent matinee until 6:30 for the convenience of office workers and late shoppers was proclaimed via a mass distribution of printed blotters in office buildings and around the downtown area.

Cards In Hotels

Distributed among leading downtown hotels for use in rooms were cards which welcomed visitors to the city and announced the re-opening.

Opening night ceremonies were glamorized by the flashings of large arc lights, which remained in action on the two succeeding nights. The City Council president, attending the opening, pressed a button which illuminated the marquee during the ceremonies. Appearances were made by Lizabeth Scott, John Ireland, Paul Douglas, Jan Sterling, Ronald Reagan, Nancy Davis and Frank Faylen. Picture played was "Red Mountain," which starred Miss Scott and Ireland.

Fox Offers Movietone Selling Aids

As a means of aiding exhibitors in advertising and promoting a well-rounded and varied show, 20th Century-Fox is offering a special line of merchandising aids for its Movietone News. Included in the package of promotional aids are a short trailer reading "Also Movietone News," which can be spliced on to the end of the feature trailer, as well as a lobby display, photo and advertising slugs for use in newspapers, heralds and theatre programs.

Child's Drawing Contest On Cows Milks Interest In "Island Rescue" Date

NEW YORK.—An innovation in drawing contests for youngsters was utilized by the Park Avenue Theatre to generate interest in the run of "Island Rescue," a Universal-International British release.

Geared toward children of elementary school age, the contest called for best examples of "cow" art. A cow figures prominently in the picture's plot.

Children were asked to submit drawings in any graphic medium of these animals. Youngsters were not required to see the picture or visit the theatre in order to participate. The one "must" was that all drawings be rendered freehand.

Prizes included a U. S. Savings Bond, first editions of the novel on which the picture was based, and tickets to the Park Avenue. A tie-up with a publishing house brought in the novels.

Prizes were awarded at a ceremony at the theatre, when winners were photographed with the judges.

Inexpensive Stunts Color, Promote 'Carbine Williams'

Hartford. — Ballyhoo involving guns, jails and marksmanship figured in the promotional drive conducted by the Poli Theatre for the engagement of Metro's "Carbine Williams."

Among the inexpensive stunts was the erection of a large display piece on which a jail door and a barred window were imprinted. The face of James Stewart, as he appears in the picture, was placed behind the window, from which a space was cut out, under a bold head: "Killer Or Hero?" Beneath the window were playdate credits.

Rifle Meet Held

Placed on parked cars were smal squares of paper on which this message was imprinted: "This is a summons to see M-G-M's true, thrilling drama. . . ."

Two men were dressed as convicts and sent on a street tour. A sign on one read: "We escaped from the chain gang!" A sign on the other read: "Drama, as you like it! Torn from today's headlines!" Both signs carried playdate credits.

A "'Carbine Williams' championship rifle meet" was held by a local arms club under sponsorship of the Poli management while a local sporting goods store tied in with the theatre by listing on playdate posters that the store carried a complete supply of rifles and shotguns.

Restaurant Tie-In

In another tie-in, a restaurant advertised as a dessert a "striped brownie" which was listed on the menu as inspired by the film.

A false front on a downtown restaurant was affixed with one-sheets advertising the Poli engagement while a novel poster, tying in a topical mutiny of convicts with the film, was set up on a busy street.



An advance lobby display for 20th Century-Fox's "Wait 'Til The Sun Shines, Nellie" was built around a 1900 locomobile steamer with girls and men wearing clothes appropriate to that era. Model auto was obtained from James Melton museum. Men in picture (l. to r.): David T. Katz, Roxy exec director, and Melton.

REGIONEWS

ALBANY

John Gardner, operator of the Colony, Schenectady, hopes to open the new Turnpike Drive-In, two miles east of McCormack's Corners between Schenectady and Albany, about Aug. 15. A television room and play area will be included in the project. Despite objections by 115 signers of petitions to declare the 80-acre site a residential zone, Gardner started construction in late June, claiming that his deed contained no restrictions. . . . Charles Dortic, who resigned as Columbia branch mgr. to take a salesman's position with the company in Pittsburgh, will be honored at a farewell dinner on July 28. Norman Jackter, formerly salesman in Washington, D. C. succeeds Dortic as branch mgr. here. . . . Smalley Theatres of Cooperstown played host to branch managers of Albany exchanges at the annual Hall of Fame game.

Neil Hellman, operator of the Lincoln Drive-In, Philadelphia, and owner of the Paramount and Royal, Albany, sold the Palace, Troy, to an International Papermakers Local for conversion into a recreation center at a reported price of $25,000. . . . Warner's Madison, Albany, has resumed weekday matinees. John Brousseau is mgr. . . . The 600-seat Capitol, only motion picture theatre in Ballston Spa and operated by the Benton-Schine Corp., closed indefinitely due to poor business. James Finnemore had been mgr. for 27 years. . . . Benton-Schine's State in Mechanicville dropped Tuesday performances for the summer. . . . Saul J. Ullman, upstate gen. mgr. for Fabian, reports an upswing in business after the 4th of July. . . . Bob Lamont, office mgr. for Lamont Theatres, has a new daughter named Michele.

BOSTON

After 22 years in the industry, James O'Loughlin resigned as mgr. of Warner's Port Theatre, Neburyport, upon being appointed Juvenile Probation Officer for Essex County Court. Robert Howel, mgr. of the circuit's Regal Theatre, Hartford, succeeds O'Loughlin at the Port. . . . A new 500-car drive-in on Route 44, Smithfield, R. I., is being readied for a mid-August opening, to be operated by Maurice Safner and Ted Rosenblatt, owners of the Somerset Drive-In. Booth equipment is being installed by Mass. Theatre Equip. Co. and concession building was designed and equipped by Theatre Candy Co. . . . Ralph Paradis, formerly with Lockwood & Gordon, has been appointed mgr. of Royal Bolduc's Lisbon Drive-In, Lewiston, Me.

Smith Mgmt. has placed Joe Bresnahan, formerly at the Strand Haverhill, (now closed) into the Orpheum, Gardner. . . . Nate Goldberg, formerly at the Plymouth, Worcester, is managing director of the West Boylston Drive-In for E. M. Loew. . . . Bob Weiner is New England publicist for Columbia, succeeding Dick Stephens, resigned. . . . In a contest conducted in the concession stands of Warner Mass. Theatres, staff of the Port Theatre, Newburyport, under mgr. Jim O'Loughlin, won first prize, and Guido Luminello's Warner, Lawrence, second. . . . Henry Goodman, mgr. at E. M. Loew's Lancaster Theatre, is hospitalized with an eye infection and is temporarily replaced by Anthony Pirante. . . . Barbara Warren, booker at Affiliated and daughter of the Ernest Warrens of the Warren Theatre, Whitman, will marry Lt. Morris Nelson, Jr. on Aug. 16. . . . Frank Perkins, Jr. has been upped from asst. at the Center, Boston, to full mgr. at the Publix for E. M. Loew.

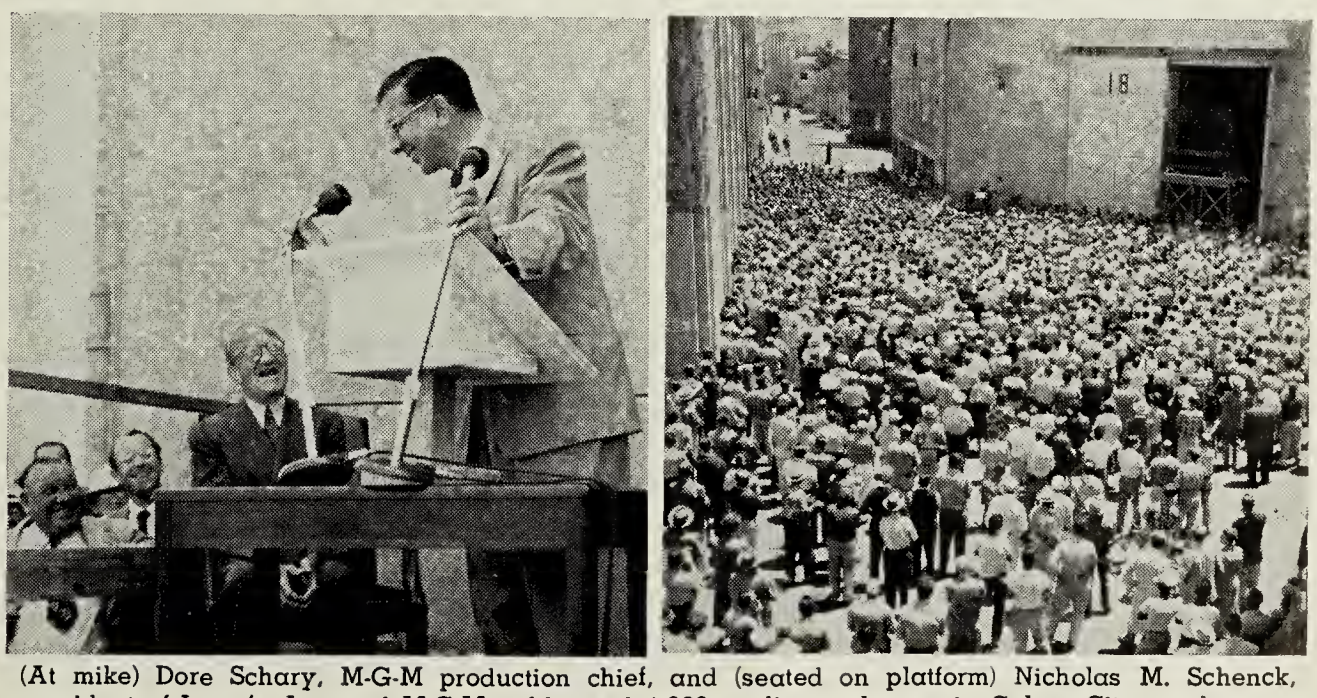
Francis Dervin, Republic dist. mgr. who was recently appointed distributor chairman by the COMPO national committee for elimination of the Federal admissions tax, called a meeting of district and branch mgrs. and prominent local exhibitors to outline a campaign for New England industryites. Independent Exhibitors, through its pres. Norman C. Glassman, has pledged full support to the campaign. . . . The tear gas bomb incident at the 4000-seat Metroplitan during the Johnnie Ray engagement had little effect on the grosses. Management anticipated a $60,000 week. . . . Redstone's Neponsit Drive-In has started its second season of Sunday morning church services, sponsored by the Dorchester Ministerial Assn. of Protestant Churches. . . . More than 100,000 people, mostly children, mobbed "Wild" Bill Elliott and the Jimmy Fund officials during their tour of Maine, N. Hampshire and Vt. on behalf of the Children's Cancer Research Foundtaion. Elliott was promised by the poungsters that they will go all out for the "Jimmy" drive.

BUFFALO

Lazar Theatres, Inc. is the new name of the company headed by Louis Lazar, which has just purchased Darnell Theatres, with headquarters in this city. Lazar was formerly v.p. in charge of international operations of Paramount Theatres in Paris. Elmer F. Lux will continue as v.p. and g.m. for the new organization. Nineteen theatres in N. Y., Ohio, Va., Md. and Ky. are included. . . . Niagara Mohawk Power Corp, local utility firm, reports that there are now 273,995 TV sets in this area. Local exhibitors, however, report no appreciable drop in attendance during the Republican convention and that many thronged to see the Robinson fight pictures the week previous. . . . The Buffalo Museum of Science has opened its annual series of free Sunday afternoon movies for children and adults. . . . In case you haven't seen it elsewhere, Paul Whiteman is quoted as saying that when TV's growing pains have been alleviated, movies will be stronger than ever.

In order to avoid further accumulation of interest while an appeal is pending in the U S. Court of Appeals, three distributors, Paramount, RKO and Warner, paid $22,-619.58 to the Federal Court Clerk's office, which sum equals an award plus interest in favor of Bordonaro Bros. Theatres of Olean. . . . Friendly public reaction was created during showing of "Scaramouche" at the Buffalo Theatre when an employee in a swashbuckling outfit dropped nickels in expired parking meters and left a card on the windshield explaining it was thru courtesy of Scaramouche. . . . Dipson Theatres have taken over operation of the Diana at Medina, formerly run by Warner. The 153 Corp., headed by John Osborn, is operating the Keeney at Elmira, also formerly under the Warner banner. . . . "Quo Vadis, which broke attendance records when first shown here, is now being shown simultaneously at the Seneca, Kensington, Elmwood, Riverside and Star Drive-In at 76¢ for adults and 25¢ for children.

W. Anderson's State at Friendship closed for the summer, also Joseph Warda's Depew at Depew. . . . . J. D. Woodburn reopened Higgins Hall at Chatauqua. . . . Closed are the Dundee at Dundee, the Newfane at Newfane and the Cameo at Syracuse. . . . George F. Tater is building a new drive-in on Transit Rd. near Lockport . . . . Blatt Bros. Mercer County Theatre Corp. are the new owners of Star Drive-In, Blas-



(At mike) Dore Schary, M-G-M production chief, and (seated on platform) Nicholas M. Schenck, president of Loew's, Inc. and M-G-M, addressed 4,000 studio employees in Culver City on the new order of things at the studio. A long shot of the mass meeting by "lot 18" is shown at the right.

BUFFALO (cont'd.)

dell. . . . Wm. Colson announces a new Thursday to Sunday policy for the Casino, Buffalo. . . . M. P. Slotnick changes to a new policy of Sunday, Monday, Friday and Saturday at the Arnett Theatre, Rochester.

CHICAGO

Walco Corp., operated by Silverstein and Silverstein, will reopen the 3400-seat loop Oriental the first week in Aug. Charles Hogan, booking agent, will be managing director under an all film policy. Harold Brown was named house mgr. . . . Judge Sam Perry has accepted contention of B&K attorneys in the Zimmerman Eagle Theatre anti-trust case, that they cannot claim damages beyond the two year period. Other film defendants in this case will make similar requests during the next court session. . . . Charles Meters has been named a director of the Chicago Variety Club. Drive-Ins are making audience oollections for the Club's LaRabida Sanitarium.

Jack Kirsch, pres. of Allied and gen. chairman of the forthcoming Allied States national convention at the Morrison Hotel, Nov. 17-19, has appointed the following to head the various committees: S. J. Papas, and Arthur Schoenstadt, Year Book; Richard Salkin, Entertainment; Bruce Trinz, Publicity; Arthur Sass, Reception and Registration; Jack Rose, Special Events, and Sam Krimstein, Decorations. . . . Harry Stern, special rep. for Azteca Films, with home offices in Los Angeles, announces the opening of a Chicago sales branch at 410 S. Michigan Ave. . . . Lopert's Ziegfield Theatre will reopen after Labor Day. . . . Kon-Tiki Enterprises, Inc., with offices here, has been formed by Sol Lesser Productions, Rand-McNally and Thor Heyerdahl, producer of the film. The new company will merchandise throughout the world a full catalog of articles bearing a "Kon Tiki" motif.

The Sun Theatre has been sold and will be turned into a ballroom. . . . Anderson Circuit reopened its Times Theatre in Morris, Ill. . . . Film Delivery service has been reduced to eight trucks, closing out five routes due to theatre shutterings. They report a 30% drop in the number of houses formerly serviced. . . . Fine Arts Michigan Ave. Bldg., housing World Playhouse and Studebaker theatres, is up for sale. . . . Jack Shumow was named local mgr. of Classic Pictures. . . . Ted Tokarz has taken over the Holiday Theatre, Round Lake, and will operate it throughout the summer as there is plenty of tourist trade in this territory. . . . Jack Hunt, Barger Drive-In mgr., is in Wesley Hospital for checkup.

Judge Philip Sullivan postponed hearing of Norman Theatre $200,000 anti-trust case against major film companies, also the George Topper Star and Garter anti-trust suit for $540,000. Both were set for Feb. 20 of next year. . . . Closed for the summer are Great States' Majestic Theatre, Streator; the Times in Rossville, operated by Fred Born; Lyric in Monticello, operated by Simmons Circuit; Collins Theatre, Joliet, managed by Joe Etheridge; Moe Wells' Public Theatre; and Sinuel Roberts' White Palace, Schindler and Loomis. . . . Theatre owners are protesting the use of ads by TV advertisers in which viewers are told they are seeing and hearing first-run films on their sets. . . . Hal Stevens, Paramount exchange mgr., expects receipts of a half million for 20 weeks of "Greatest Show" at the Palace Theatre. . . . John C. Oswald, veteran union operator, and Nathan Shure, founder of N. Shure Co., premium house, passed away.



Ben Kalmenson, Warner distribution chief, presides over meeting of district managers at home office. L to R: (seated) Robert Smeltzer, Mid-Atlantic dist. mgr.; Norman Ayers, Eastern; Henry Herbel, West Coast; Roy Haines, Western div. sales mgr.; Norman H. Moray, short subjects chief; Samuel Schneider, v.p.; Kalmenson; Doak Roberts, Southwest; John F. Kirby, Southern div. sales mgr.; Jules Lapidus, Eastern and Canadian div. sales mgr.; Haskell Masters, Canada; Howard Levinson, legal dept.; (standing) F. D. 'Dinty' Moore, Central; Art Anderson, Midwest; Hall Walsh, Prairie; W. O. 'Ollie' Williamson, Jr., Southeast; and Ben Abner, metropolitan branch mgr.

CINCINNATI

Carl Coriell, operator of theatres at Stockport and Versailles, O. (the latter closed) has leased the Rand, Lynchburg; Brad, Bradford, and Avon, New Vienna, and plans to reopen them shortly. . . . Newbold Circuit of W. Va. opened its new Skyline Drive-In at Oak Hill, W. Va. . . . Realart of Cincinnati has acquired rights to the following new productions for the Cincinnati and Indianapolis territories: "Fighting Rats of Tobruk," "Kid Monk Baroni," and "Breakdown.." . . . Amy Banker, formerly with Mid-West Theatre Supply, joined the staff of Monogram in the booking dept. . . . F. W. Huss, Jr. of Associated Theatres, is one of the five exhibitors in Ohio to exhibit a newsreel in his Park Theatre here without first submitting it to the censorship board. . . . Donald Sweeney, RKO booker, whose parents and brother met their death in a tragic automobile accident, is now making his home in Milwaukee with an aunt.

Despite fears of exhibitors, business in theatres during the Republican National Convention was above normal. . . . The local Paramount office recently added the Columbus area to its sales coverage, with John Gentile, formerly W. Va. salesman, covering Columbus. Michael Gould is new salesman for the Dayton territory and James Doyle will handle W. Va. . . . Jack Goldman, operator of the Roosevelt and Lincoln theatres here, recently ceased operation of the Roxy, Lockland, O. Future plans for this house are indefinite. . . . Nelson Ward is rushing completion of his drive-in at Mt. Sterling, Ky., hoping to get in several months of operation before the season ends. . . . Guy Greathouse, Palace Theatre, Aurora, Ind. and Grand at Rising Sun, Ind. is in the Bethesda Hospital for a kidney ailment.

CLEVELAND

Variety Club is moving from its Hotel Carter rooms to Hotel Hollenden, where it will share quarters and bar facilities with the 216 Club. . . . Jack Warfel, Cleveland Press writer, said of the "86 Cleveland movie houses bright with entertainment in 1947, more than 25 now shelter only shadows and memories. Movie operators claim it is a "weeding out" of aged outmoded auditoriums, but closed house operators attribute it to TV. . . . Perc Essick, Cleveland movie operator, reported telecasting of Republican Convention aided attendance at theatres as public tired of seeing nothing but convention coverage.

Columbus now has 10 drive-ins, latest being the new North-Hi with a 700-car capacity and under control of H & S Theatres, headed by Lee Hoffheimer and Albert

FILMS TELEVISED JULY 12 to 25

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Carmen (French)	Vivian Romance	Superfilm 11-26-46
Crimes At The Dark House	Tod Slaughter	
Dangerous Cargo	Eric Von Stroheim	
Dizzy Dames	Marjorie Rambeau	
The French Key	Albert Dekker	Rep. 5-18-46
French Leave	Jackie Cooper	Monogram 4-25-48
The Frightened Man	Dermot Walsh	
Hell Bound	Leo Carillo	Tiffany 3-1-31
Homesteaders of Paradise Valley	Allan "Rocky" Lane	Rep. 4-1-47
Identity Unknown	Richard Arlen	Rep. 4-2-45
It's Never Too Late To Mend	Tod Slaughter	
Love On The Dole	Deborah Kerr	4 Continents 10-12-45
The Mad Intruder	John Emery	
Meet The Navy	Royal Canadian Force	
Murder In The Yukon	James Newhill	
Murder Is News	John Gallaudet	
Neck and Neck	Walter Brennan	World Wide 11-8-31
Paris Underground	Constance Bennett	U.A. 8-23-45
Secrets of Chinatown	Nick Stuart	Northern Films 2-20-35
Shanghai Chest	Roland Winters	Monogram 7-11-48
Spring In The Park Lane	Michael Wilding	Eagle Lion 9-22-49
Stage Struck	Conrad Nagel	Monogram 6-13-48
Strawberry Roan	Carol Raye	Universal 12-6-33
Sweepstakes Annie	Tom Brown	Liberty Pic. 1-30-35
Texas Marshal	Tim McCoy	PRC 6-19-41
The Titan	Fredric March (Narrator)	Pandore Films 1-4-50
Vengeance	Wendy Barry	~~Col. 0-8-30~~
Without Children	Bruce Cabot	First Div. 7-1-35

CLEVELAND (cont'd.)

Sugarman. . . . Greater Cleveland movie operators, particularly downtown first-runs, are expected to announce attendance this summer is on the upgrade.

DALLAS

A rash of court cases has broken out in South Texas, ranging from anti-trust to recovery of percentages. Latest is a suit by seven distributors against Bryan Amusement Co., operators of the Queen, Palace and New Dixie theatres in Bryan, based on alleged under-reporting of receipts on percentage engagments. . . . The 1948, $2,000,000 anti-trust suit filed by I. B. Adelman, owner of the Delman Theatre, against Interstate Circuit and seven distributors, may soon reach trial in Federal District Court in Houston. Adleman has charged that the Delman Theatre was excluded from bidding on top bookings and that he was forced to sell two other theatres to Interstate for less than they would otherwise have brought.

Federal Judge Joe W. Sheehy has dismissed a suit by Log, Inc., in which Julius Gordon sought by injunction the right to show features at his new King Drive-In in Houston 31 days after first-run at nabe theatres. . . . Lew Bray will resign as Rio Grande Valley dist. mgr. for Interstate on Aug. 14 to take over five Valley theatres he has purchased. They are the Strand, Harlingen; State, Mercedes; Ritz and Gem, Weslaco; Queen, McAllen. . . . The Market St. Drive-In, Houston, is performing a community service and obtaining patron good will unmatched in that city. Owners C. G. and H. N. Mitchamore have donated their theatre for non-denominational church services every Sunday morning. Invalids, industrial shift workers and others flock to the services at which they may worship as they please in the privacy of their cars.

The Majestic, Fort Worth, tried a "Movie Marathon' in which it presented 56 films—28 double features in 28 successive days. . . . Texas has gained 35 new drive-ins and three indoor theatres during the first half of 1952—almost one-sixth of the nation's total of new theatres. . . . An outbreak of polio caused Emil Grunwald to close his Moulton Theatre, Moulton, for most of June. A few other houses closed because of the epidemic but it is reported theatre grosses have not been noticeably affected. . . . The Splendora Theatre in Cleveland, Tex. should et good coverage of its programs since Wm. T. Hensley, news editor of the Cleveland Advocate, has just bought it from Mrs. Leo Krise of Houston.

DENVER

Black Hills Amusement Co. has opened its new Rapid Drive-In at Rapid City, S. D., with 500-car capacity. Fred Brown, film buyer and booker for Black Hills, is in St. Luke's hospital for a checkup and possible surgery. . . . Clarence Olson resigned as Paramount branch mgr. and Jim Ricketts, head booker, was installed as temporary mgr. by George Smith, div. mgr. . . . Wm. Peregrine, former asst. mgr at the Orpheum, has been added to the Lippert exchange force as student salesman. . . . Western Service & Supply, theatre supply dealers, have gone into retail TV sales, handling RCA, whose equipment they handle for theatres. . . . Frank Sheffield, former film salesman, was a film row visitor from his present home in N. Car., where he has entered another business. . . . Robert Patrick, partner in the Lakewood, Lakewood, Colo., welcomed a shecond daughter, named Patricia Ann.

Black Hills Amuse. Co. is planning drive-ins in all of their cities presently having none. They just opened a 300-car ozoner at Chadron, Neb. and have plans for outdoor theatres at Deadwood, Hot Springs, Sturgiss and Belle Fourche, all in S. D.; Gordon, Neb., and Newcastle, Wyo. Each will have a 300-car capacity. . . . Paul Rothman and Lem Lee have sold the United Concessions to L. D. Ebersole, who will call it the Ebersole Concession Co., Ebersole operates a similar business at Wichita, Kans. . . . Robert Selig, exec. asst. to the pres. of Fox Intermountain, turned down an offer of the managing directorship of the Roxy, New York. . . . Tom Bailey, Lippert franchise owner, has added Mutual Productions to his list. . . . Mrs Marie J. Green has opened her new 280-seat Green at Lodgegrass, Mont.

DES MOINES

The Capitol Drive-In, this city's fourth and largest ozoner, is under construction just outside the north city limits, with opening set for Sept. 1. Behind this $150,000 investment are Lloyd Hirstine, of Kansas City, Mo., who will act as mgr.; Homer Strowig, owner of theatres in Okla. and Kans., and Clarence Schultz, pres. of Consolidated Agencies of K. C., Mo. who operates theatres in that area and in Marshalltown and Mason City, Ia. The 19-acre project will accommodate 700 cars, with provisions to raise it to 1,000, and will include a concrete patio equipped with 200 chairs, the largest screen in Iowa, a glass-enclosed snack bar and refreshment counter, a fully equipped playground, large rest room and lighting of the "Blue Moonlight" type.

A partnership has been formed between Ralph and Carl Olson of Des Moines and Paul Bramblett of Davenport in the construction of a drive-in southeast of Charles City in St. Charles Township on Hyway 14. Plans are for opening in late summer.

DETROIT

Harry Balk, independent circuiteer, is incorporating the Apollo Amusement Co. and the Eliot Amusement Co., capitalization of $25,000 each, in connection with the two theatres of that name which he now runs. . . . H. F. Reves, correspondent for the Independent in this area, made a beeline for Springfield, Ill. to attend the national convention of Ass'n Business Writers of America as this year's president, which he will follow with a vacation at points west. . . . Joseph DePaul reports Soo Amusement Co. will build a 700-car drive-in on a 40-acre tract near Saulte Ste Marie on U. S. 2 and Brimley Road. . . . Norbert Glaser of the Family is in Harper Hospital, convalescing from a lung operation.

Irwin J. Gill closed the Manchester Theatre at Manchester, whiich he took over from Richard Weir about a month ago. . . . Don Garey, associated with the Hastings Drive-In operated by Jack Gurney, is taking over the 236-seat Arcade at Middleville and will book through Independent Exhibitors Theatre Services, headed by Clive R. Waxman. . . . C. Greenhoe, who had the Flo at Nashville several years ago, is returning to show business with acquisition of the Sheridan Theatre at Sheridan from George Burns, who has been running it for the past three months. . . . The Huron at Pontiac, managed by Wayne Smith for Forest C. Ketzler and S. C. Bouford, is trying out for independent booking. . . . Nate Plunket was named acting mgr. of the RKO Uptown. . . . Sam D. Fralick, part owner of the Kingston and Ritz at Cheboygan, succumbed to a heart attack. . . . William Carlson, former Variety chief barker and one of the state's best known showmen, passed away in Ft. Lauderdale, Fla.

INDIANAPOLIS

Alliance Circuit, which controls the new Embassy and Jefferson theatres in Fort Wayne, is asking the FCC for a license to operate a TV station there. . . . Attorneys for Alliance will ask dismissal of the government case in Federal Court, Terre Haute, in which the circuit is accused of anti-trust violation. . . . Early in Sept., the circuit will reopen the modernized, 3100-seat Embassy Theatre (formerly the Emboyd) in Fort Wayne, where it also operates the 1100-seat Jefferson. . . . Kenneth Morris was named mgr. of Alliance Theatres in Frankfort, Ind; James Runk named mgr. of the Liberty Theatre, Terre Haute.

LOUISVILLE

Kato threw a farewell party for Guthrie F. Crowe, who resigned as pres. to accept an appointment as U.S. District Judge in the Panama Canal zone. Succeeding Crowe is Ralph E. McClanahan of the Estill and Irvine Theatres, Irvine, Ky. Other officers elected include E. L. Ornstein, Ornstein Theatres, Brandenburg, 1st v.p.; Gene Lutes, Chakeres dist. mgr., Frankfort, 2nd v.p., and reelected were Cliff Buechel, Mary Anderson, Louisville, treas.; Nell G. Bordon, Louisville, asst. treas. and secy. Elected chairman of the board was Joe Isaacs,



LOUISVILLE (cont'd.)

Cumberland Amuse. Co. Directors elected in the various districts follow: 1st dist., Ned Greene, Mayfield; 2nd, Leon Pickle, Henderson; 3rd, Cliff Buechel, Louisville; 4th, W. D. Aspley, Glasgow; 5th, J. Van Snook, LaGrange; 6th, Gene Lutes, Frankfort; 7th, L. O. Davis, Hazard; 8th, W. T. Cain, Louisa; 9th, Mrs. O. W. Minnix, London; and directors-at-large, Harold Sliter, Lexington, and E. L. Ornstein.

Victor Bledose, formerly with Falls City Equipment Co., is now employed as a projectionist at Switow's Indiana Theatre, Salem, Ind. . . . Two first-run movies, "For Men Only" and "Unknown World," have been billed for a five-day run at the Kenwood Drive-In here. . . . In conjunction with "Ivory Hunter" at the first-run Kentucky Theatre, the management had on display in the lobby a live European baby fawn, which was bottle fed three times daily, arousing considerable interest. . . . The Scoop Theatre, which presented 7 days of different double-feature horror films, offered bonus tickets to patrons entitling them to a free admission on the seventh day if they attended the first six shows. . . . H. S. Davidson, formerly exec. dir. or Parkview's Capitol and Shelby theatres in Louisville, is now with the Alliance Circuit's Indiana Theatre, Terre Haute. . . . Exhibitors in the area are plugging their air-conditioning more than the programs and the ads are paying dividends.

MILWAUKEE

Tawas Drive-In on U. S. 23 near East Tawas, Mich., opened recently under management of William Kitchen. AK Theatre Co. is jointly owned by Ashmun Theatres and Kitchen Brothers. . . . Arthur and Harry Brungraber have opened the Starlite Drive-In on Route 47 north of Sturgeon Falls, Wisc., to hold 500 cars. . . . Paramount has gone to court to ask what are fair and reasonable rental terms for the Towne Theatre since the Federal Court had ruled that the theatre need not bid for films following an application by Standard Theatres for permission to bid in competition with the Towne. . . . Boxoffice, receipts here during the Republican Convention took an upward swing. . . . John Adler is building a drive-in on Hyways 13 and 51.

Fox-Wisconsin's three downtown theatres, the Strand, Palace and Wisconsin, ran a full page underwritten ad announcing free parking, causing a notable increase at the boxoffices. . . . The Zenith Theatre here has been taken over by the building owner, Northwest Amusement Co., headed by J. F. Meartz. Theatre Service is doing the buying and booking. . . . Harry Karp has resigned from Eskin Theatre Management Co. and Dick Saeger is the new gen. mgr. Clem Kraemer is new mgr. of the Eskin theatres at Richland Center, formerly managed by Charles Brown, who is now managing Sarah Eskin's new drive-in at Richland Center. . . . Don Barnes replaces Bill Heiman as mgr. of the Colonial Theatre here. . . . Dick Kelly is building a new ozoner at Reedsburg and hopes to have it open by late August. He also has the Badger indoor theatre there.

NEW HAVEN

Herman M. Levy, gen. counsel of TOA and exec. secy. of MPTO of Conn., back from the Republican Convention, where he



Loew's N. Y. Circuit Film Festival got underway when five beautifully decorated floats on "Girl In White," "Lovely To Look At," "Greatest Show On Earth," "Pat and Mike" and "Walk East On Beacon" left on a tour of the 65 Loew's theatres in Greater New York, with execs of Loew's, Paramount, M-G-M and Columbia taking part in the ceremony. Admiring the "Walk East On Beacon" float are Eugene Picker, Loew's, and Harry McWilliams, Columbia.

was a guest of the State Republican Central Committee, is now arranging the annual MPTO golf tournament, slated for mid-August at the Racebrook Country Club, Orange, Conn. . . . An intensified promotion campaign for summer and early fall releases playing Loew's Poli theatres in Conn. and Mass. was announced by Harry F. Shaw, the circuit's div. mgr. . . . Sneak previews held in this area include "Story of Will Rogers" at the Warner Strand, Hartford, and "What Price Glory" at Loew's Poli, New Haven. . . . With resignation of James O'Laughlin as mgr. of Warner's Port Theatre, Newburyport, Mass., Robert Howell, mgr. of the Warner Regal, Hartford, was named to succeed him and Earl Robinson, asst. at the Strand Hartford, moved into the Regal. Robert Maurello, Regal asst., becomes Strand asst. . . . Barney Tarantul, partner in the Burnside, E. Hartford, is back on the job following recovery from a serious illness.

NEW YORK

Ira Meinhardt and Monroe Kaplan, doing business as Sun Carbon Co., are the new distributors of Lorraine Carbon in New York, having taken it over from Louis Lane. . . . Last week, the RKO 81st Street become the first Broadway theatre equipped with the new full vision RCA Synchro-Screen. . . . Adolph Schimel, v.p. and general counsel for Universal, has been named chairman of the industry's Scholarship Fund at Yeshiva University for the coming year. . . . Announcement comes from Eitel Monaco, pres. of Italian Films Export, that Winthrop Aldrich, pres. of Chase National Bank, has accepted the honorary chairmanship of the sponsoring committee of "Salute to Italian Films Week, to be held at a leading N. Y. theatre Oct. 6-12. Seven new Italian films will be presented, one each evening, at gala premieres. . . . Appointment of Manny Reiner as v.p. in charge of sales of PSI-TV, Inc., producers and distributors of TV film programming, was announced by Paul White, pres. The move is part of an expansion program which includes the recent opening of a West Coast office in Hollywood.

The Ettinger Co., public relations firm headed by Margaret Ettinger, is moving from the Squibb Bldg. to larger quarters at 509 Madison Ave. . . . William Brandt has disposed of his Flatbush Theatre in Brooklyn to Samuel and Morton Smith, realtors and builders, who will convert the house into stores and offices. . . . In line with its divestiture program, Loew's will drop the Plaza Theatre, Astoria, and the Prospect, Flushing, both of which have been operated on a lease basis. Century Theatres, owners, are reported to be taking over the two theatres.

OMAHA

City Council approved rezoning to allow a new drive-in west of Omaha. Attorney Roman Hruska said the installation would cost nearly $100,000 and construction will start this month. He said the firm was incorporating under the names of himself and Russell Brehm, Lincoln theatre owner. . . . A small tornado wrecked the ozoner owned in O'Neill by R. V. Fletcher, who estimates damage at $7,000. The screen was destroyed, concession damaged, and fences were blown down. . . . State Theatre here has erected what is claimed to be the largest canopy reading attraction board in the midwest. . . . Biz is receding in the indoor houses but drive-ins are going strong here.

PHILADELPHIA

An anti-trust suit, claiming unspecified damages, has been filed in U. S. District Court by Savar Corp., operators of the first-run Savar Theatre, Camden, against eight majors and the Stanley Corp. of America. Savar claims that its theatre should have the same availability and play films on national release dates as do similar houses across the river in Philadelphia. Distributor defendants are Paramount, RKO, Warner, Columbia, Universal, UA, Loew's and 20th-Fox. . . . Grace Kelly, East Falls' gift to the cinema, and Katy Jurado, newest Mexican pepperpot, made personal appearances at the Boyd Theatre in conjunction with Miss Kelly's starrer, "High Noon." . . . A thief ran off with $100 after holding up the Renel Theatre cashier.

"King Kong," back after nearly two dec-

QUICK SERVICE!
Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 800, 723 7th Ave., N. Y. C. CI 5-6439

PHILADELPHIA (cont'd.)

ades of retirement, staged a terrific comeback n his opener at the Stanley. Another film that brought them in was the Martin and Lewis "Jumping Jacks" at the Fox, where they had to stop selling tickets a couple of times because the theatre could hold just so many. Incidentally, reports say Jerry and Dean will get a $50,000 guarantee for their week at the Mastbaum, starting Aug. 18, against 70% of the gross. . . . Rumors that the Minsky Burlesque people were taking over the Earle have been denied at Warners. . . . Sam Stiefel is shopping around for headliners—bands and vocalists—to hypo business at the Uptown in Sept. Sam aims to pick up when and where the Earle left off.

PORTLAND-SEATTLE

The West End Drive-In, newest ozoner in Spokane, Wash., has been opened by Edward W. Johnson. Erected at a cost of $100,000, it will have one of the longest projection throws in the area, allowing more cars to park in the center of the 600-acre field. An alternate long and short ramp arrangement will move the cars closer to the 56x42-ft. screen; a promenade sidewalk runs through the center of the field and each ramp is lighted. Project includes a snack bar with tinted windows to permit view of the movie from inside, a playground and restrooms. Theatre can be emptied within ten minutes. . . John Doerr, chief film buyer for Alliance Circuit, and Pete Panagos, promotion mgr., are in Seattle conferring with execs of Mid-States Circuit, which is a subsidiary of Alliance. . . . Portland's first TV station is due for official opening early in Nov. An estimated 50,000 persons attended showings of the Republican National Convention over the various free TV stations, to the great detriment of boxoffice receipts.

Martin Foster, mgr. of Portland's Guild Theatre, announces completion of its $10,000 air-conditioning system. . . . The Liberty Theatre property in Spokane has been taken over by Lerner Stores of New York and will soon be razed. The city's first talkies were introduced in the old Liberty in 1927. . . . After several months of intensive modernization at a reported cost of $250,000, motion picture fans were invited to inspect Portland's Orpheum Theatre at a gala reopening



Donald Duck listens in as Walt Disney dedicates the set dressing which Rosalind Russell will use while making her Independent Artists-RKO comedy, "Never Wave at a Wac," on the new sound stage at the Disney Studio.



The motion picture world pays impressive tribute to one of it own immortals as a record galaxy of stars gathers at Warners Beverly Hills Theatre for the formal premiere of Warner's Technicolor production, "The Story of Will Rogers." Shown here are Willard Vanderveer, Pathe News cameraman, and Eddie Cantor.

ceremony. Evergreen officials Frank L. Newman, Wm. T. Thedford and Carl A. Mahne came in from Seattle to attend the opening. . . . State Senator James Keefe (D-tlird district), who is currently managing Evergreen's Orpheum in Spokane, has started his campaign for re-election to the Washington Legislature.

ST. LOUIS

Exact meeting place and other details of the MPTO of St. L., E. Mo. and So. Ill. annual convention, set for Sept. 29-30, is still to be announced. The organization is communicating with all candidates in this exchange area to determine their views on outright repeal by Congress of the 20% admissions tax. The proposed Western Party and Family Picnic has been put off to 1953 due to pressure of other matters. At a recent meeting, Tommy James and John Meinardi reported on the demonstration of Eidophor TV which they witnessed in N. Y. . . . Settlement of the 41-day strike at the Granite City Steel Co. plant in Ill., affecting some 3500 workers, resulted in improved boxoffices in the Tri-Cities area. . . . Patrick F. Byrne, RKO salesman, was killed in an auto accident.

Weeks Theatre, Dexter, Mo., celebrated the 54th anniversary of the opening of the first motion picture theatre there by Charles M. Weeks, Sr. in 1907. . . . The Grande Drive-In on U. S. 66 at Sullivan, Mo. is being pushed to completion by owner A. Schwartz. . . . Ansell Bros. reopened their Empress Playhouse, St. L., with "Song to Remember" and "The Vatican" for an indefinite run. . . . Midwest Theatres, controlled by Phil Smith of Boston, Mass., reopened their Overland Theatre, Overland, Mo. . . . Recent closings includ the Uptown, St. L., owned by A. L. Matreci; St. Louis Amusement's Capital, St L.; the Downing, Downing, Mo., operated by J. R. and Earl Ruth; Mullaney Bros. Ricky Theatre at Mattoon, Ill.; Fox Midwest's Illinois Theatre, E. St. L., Ill., and the Rex, Bellevile, Ill. . . . Tom Baker plans to close his Sheran Theatre, Bunker Hill, Ill. on Aug. 1 for an indefinite period.

Grand opening of Larkin & Davis' 200-car Ellington Drive-In at Ellington, Mo. was held on July 12. . . . Austin E. Allcorn opened his 300-car Autovue Drive-In near Mountain Grove, Mo. . . . L. H. Pettit of the Star Theatre, Ava, Mo., has opened his 300-car ozoner near that city. . . . Turner-Farrar Assn. recently applied to the FCC for authority to own, operate and maintain a TV station in Harrisburg and using Ultra High Frequency Channel 22. . . . Fanchon & Marco's "Know Your Movies" quiz on Radio Station KWK is attracting considerable attention.

Bloomer Amusement Co. is celebrating the 3rd anniversary of its Skyview Drive-In on S. 46th St., Bellevile, Ill. . . . Joe Sarfaty, U-I salesman who was seriously injured in on auto in Feb. is out of the hospital. . . . All Fanchon & Marco houses in this area brought the recent political conventions to patrons on TV sets located in the lobbies. . . . Lippert hit the first-run jackpot recently with three of its features in F&M deluxe houses, including "Valley of the Eagles" at the Fox; "For Men Only" at the Missouri, and "Loan Shark" at the Ambassador. . . . Turner-Farrar's new Starlite Drive-In on Route 45 near Wassen, Ill. is being readied for an Aug. 15 opening. . . . Arthur W. Anderson, former Warner branch mgr. in Minneapolis and who most recently served as acting mgr. for the Prairie District while Hall Walsh was convalescing, has been upped to dist. mgr. for the Midwest District.

SAN FRANCISCO

Jack Thorsen, former mgr. of the Royal here and the Shamrock Drive-In, San Jose, has been named mgr. of the Manor, San Mateo, replacing Joseph Daily, who resigned to go into radio advertising. . . . Hulda McGinn, public relations rep. California Theatres Assn., has been named West Coast liaison for the motion picture div. of the General Federation of Women's Clubs. . . . Jimmy Lyons, popular KNBC evening disc jockey who was appointed by Jerry Zigmond to the daytime job of publicizing the Paramount, St. Francis and State to succeed Robert Palmer, has been ballyhooing U-P's attractions via the airways from the lobbies, has ad-libbed from the stage with stars on personal appearance junkets, interviewed celebs from his broadcasting den at KNBC and making sure that the city is well informed about the three Market St. houses. . . . James Myers, mgr., Monogram and Allied Artists, was expected back at his desk last week following surgery.

The board of directors of California Theatres Assn. reelected L. S. Hamm to the presidency for a third term. Also reelected were Ben Levin, 1st v.p.; Graham Kislingbury, secy.; Boyd Sparrow, treas. Abe Blumenfeld was elected 2nd v.p. to fill the post formerly held by Jerry Zigmond. . . . Maury Schwarz, owner of the Bridge, S. F., borrowed an original letter and painting of Bonnie Prince Charlie (circa 1747) from a book store for display during run of the film. Newspaper columnists picked up the item and Schwarz reported increased business as a result. . . . Ray Summers, mgr. of the Presidio, received good publicity from a mistake which advertised "Oliver Twist" as Shakespeare's. It was picked up by columnist with a "rib," and proved of good exploitation value. . . . Homer Curran, founder of the Curran and Geary theatres, S. F., passed away at his Beverly Hills home at the age of 67.

Eidophor Projects Color Video With Black & White Means

The new system of large screen color television which 20th Centrury-Fox proposes to offer to motion picture theatre owners is a further development of a black-and-white system originated by a group of Swiss scientists at the Federal Institute of Technology and Dr. Edgar Gretener A. G. of Zurich.

Through the joint efforts of this Swiss group, CBS and Fox's technical staff, the original black-and-white equipment was converted to project a color picture with ample illumination to satisfy the needs of even the largest theatres.

The process has been given the name "Eidophor," a descriptive word derived from Greek meaning "image bearer."

Like Standard Projector

The Eidophor projector is very much like a standard motion picture projector: being approximately the same size, weight and shape. It uses the same type of light source, the carbon arc, and the same kind of electrical panels for the sound controls as are now commonly used, plus, of course, similar panels for the picture (or video) channels. This projector and the electronic circuit panels will mount conveniently in the booth. Auxiliary power units can be mounted in the booth or elsewhere.

Projection lenses are used to magnify the desired images on the theatre screen. Thus, any screen size and throw distance now used in theatres can be duplicated by the Eidophor.

In the case of the motion picture projector, a band of film carrying a series of images is passed intermittently thru the light beam, a shutter being provided to cut off the light while the film is traveling. In the Eidophor projector, instead of photographic images on a strip of film, a sequence of images is created on a thin layer of a special liquid (about the consistency of honey) which is placed on a slowly rotating mirror surface in a position optically equivalent to the position of the film in an ordinary projector.

Succession of Images

The succession of images on the thin liquid layer is produced by means of electrons deposited on the surface of the liquid; these electric charges are proportional to, and controlled by, the television (picture) signal, in much the same manner that a television signal is used to produce an image in a television picture tube.

The essential difference is that in the home receiver tube the electron beam strikes the end of the tube and causes the phosphor material to glow, point-by-point and line by line, with a brightness which is proportional to the point-to-point brightness of the original scene.

In the Eidophor projector, however, the electron gun causes the Eidophor liquid to take on tiny surface irregularities and thus to change its optical properties; the picture so produced appears very much like the relief image in hardened gelatin used in some photographic processes, after the silver image has been bleached away. By means of auxiliary lenses and properly arranged mirrors the instantaneous picture on this "image bearing" layer of liquid is projected to the screen.

In the Eidophor system the light from the arc passes thru auxiliary lenses to a plane mirror arranged in parallel bars—and set at about 45° to the light beam direction, which reflect half the light downward. (Half, because the widths of the mirror bars and the spaces between them are substantially equal.) So half the light is lost, just as half the light is lost by the shutter blades in the standard motion picture projector. The light that travels downward strikes the Eidophor liquid film, and the reflecting mirror surface on which the film is carried.

This mirror reflects the light straight back along the same path provided there is no picture (or distortion) of the Eidophor liquid surface. When there is no such picture, the reflected light strikes the tilted mirror bars, and is again reflected back to the lamp house, not to the screen. Hence there is no light on the screen when there is no picture on the Eidophor liquid.

Light Reflected

However, when a picture is formed on the Eidophor liquid, the optical properties of the liquid layer are changed, and the light reflected by the Eidophor mirror is bent aside (or deflected) enabling it to pass thru the slots between the tilted bars. The picture forming light passes thru the objective lens and then strikes a final mirror which directs it to the screen.

Since the amount of the deflection of the light from each point-by-point area of the Eidophor picture depends on the amount of deformation of the Eidophor liquid at that picture point, and since each picture point is "scanned" by the electron beam many times a second, a complete picture reaches the screen.

Simply, color is achieved by a small wheel composed of red, green and blue segments which is inserted in the beam of light at the arc lamp of the projector and is rotated so that the red, green and blue segments are placed in position in the beam at the instant that the television signal contains picture information of the corresponding color. This is roughly the field sequential method of CBS home color TV.

NC's New Style Projector Carbon Has Arc Stability

National Carbon Company announces a new style projector carbon for mirror type lamps utilizing "Suprex" carbons in medium and large size theatres. Announcement follows completion of a successful period of operation in theatres throughout a representative cross-section of the country. The new carbon has outstanding characteristics of arc stability and high current efficiency due, in part, to a patented composition.

Designated as the new 9mm x 14 in. "Suprex" positive carbon, it is rated at 65-75 amperes in contrast with the former 9mm "Suprex" carbon at 75-85 amperes. At these lower currents the new carbon gives more light at the same carbon consumption and the same light at a lower carbon consumption; in addition, it gives a cooler operating lamp and improved stability at a decrease in current and maintenance costs. The arc voltage is lower than used with the former 9mm "Suprex," being approximately 41 volts at 65 amperes and 45 volts at 75 amperes.

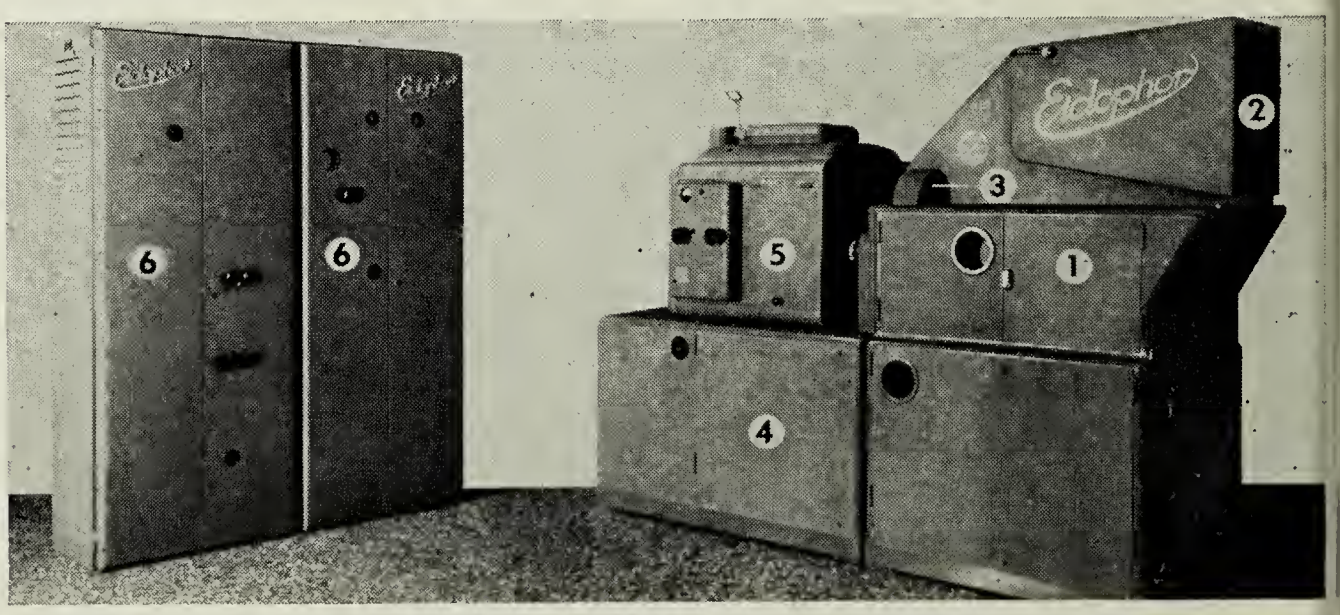
Current Rating Characteristics

Because of its stability and current rating characteristics, the new 9mm carbon can be used in place of the present 8mm "Suprex" carbon merely by using the proper holder and guides to give equal light and better distribution at the same current and lower carbon consumption. It also can be used to give increased light and better distribution at higher current. The new 9mm x 14 in. "Suprex" positive carbon was designed for use with the "National" 8mm x 9 in. "Orotip" C negative carbon.

The new 9mm x 14 in. "Suprex" positive projector carbon is manufactured by National Carbon Company, a division of Union Carbide and Carbon Corporation.

Airer Projectors Visible

HOUSTON.—A glassed-in projection booth, designed to allow patrons a close-up look at the projectors while in operation, will be a new and unusual feature of the $1,000,000 King Center Drive-In Theatre, which is being constructed with a two-way screen on a 15-acre tract five miles from here. The screen will be suspended on a 65x60 steel framework.

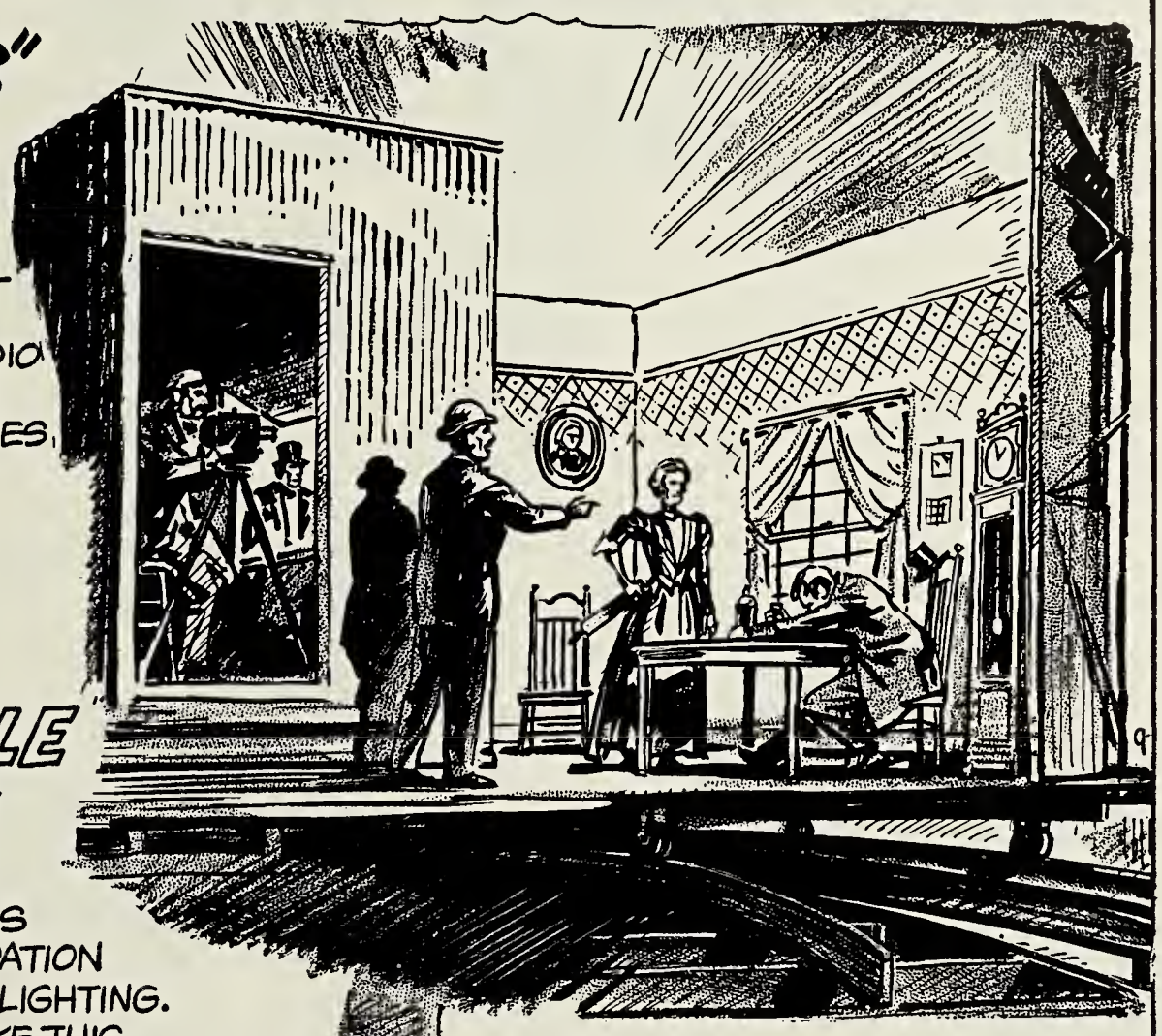


Eidophor large screen color television projector equipment consists of: (1) Eidophor projector; (2) projection light beam hood; (3) color wheel; (4) auxiliary services (vacuum pump, thermostat, and system for Eidophor cooling); (5) projection lamp (Ventarc type) and (6) television receiver circuits.

SEEING IS BELIEVING!

"BLACK MARIAS"

LIGHTED THE INFANT FILM INDUSTRY BY LITERALLY FOLLOWING THE SUN. NAMED AFTER AN ORIGINAL **EDISON** DESIGN BUILT IN 1893, THIS REVOLVING STUDIO PROVIDED A SHED FOR THE CAMERA, AND METAL FRAMES, TO WHICH SCENERY WAS ATTACHED.



BRILLIANT, CONTROLLABLE WHITE LIGHT

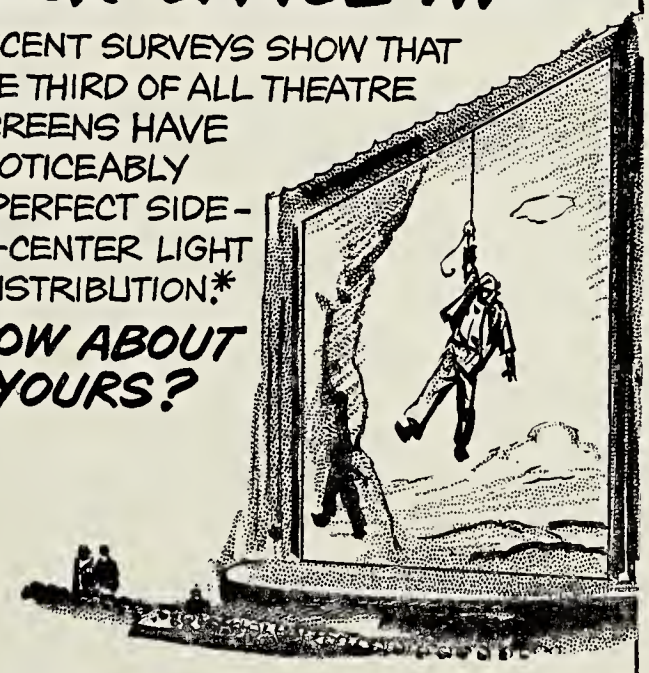
OF "NATIONAL" CARBON ARCS BROUGHT VIRTUAL EMANCIPATION FROM THE SUN FOR STUDIO LIGHTING. WHOLE MINIATURE CITIES LIKE THIS SET FOR **UNIVERSAL'S "BROADWAY"** (1929) WERE LIGHTED BY "NATIONAL" CARBON ARCS.



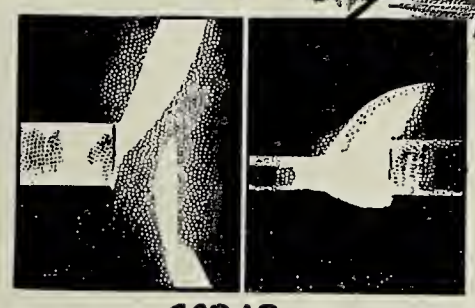
BOX OFFICE TIP

RECENT SURVEYS SHOW THAT ONE THIRD OF ALL THEATRE SCREENS HAVE NOTICEABLY IMPERFECT SIDE-TO-CENTER LIGHT DISTRIBUTION.*

HOW ABOUT YOURS?



*Report on Screen Brightness Committee Theatre Survey, Journal SMPTE, September, 1951.



GET IN THE SCRAP FOR DEFENSE —SAVE YOUR COPPER DRIPPINGS!

THE "NATIONAL" CARBON ARC... NOTHING BRIGHTER UNDER THE SUN

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, New York

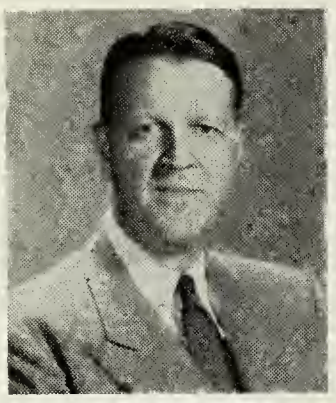
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

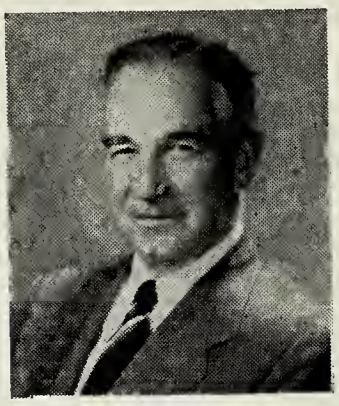
NATIONAL CARBON EXEC APPOINTMENTS



ARTHUR C. BRYAN



P. M. BUHRER



C. O. KLEINSMITH

Three top executive appointments in the National Carbon Company, a division of Union Carbide and Carbon Corporation, have been announced by A. S. Johnson, president of National Carbon. Arthur C. Bryan was made vice-president in charge of sales, while P. M. Buhrer and C. O. Kleinsmith both were appointed executive vice-presidents of the company.

Bryan has been in various sales posts with National Carbon since 1935. Buhrer has been connected with the company's research and development activities during his many years with NC, and Kleinsmith has been associated with sales also.

Top Exhibition Space Set For TESMA Meet

The greatest amount of exhibition space ever provided for a theatre equipment trade show, 151 booths, is being prepared for the 1952 TESMA convention, Nov. 15 in Chicago, which will be held in conjunction with TEDA and Allied States Association of Theatre Owners. Display area will cover two floors in the Morrison Hotel.

Booths for TOA's Annual Convention and Trade Show, scheduled for Sept. 14-18 at the Shoreham Hotel, Washington, D. C., are expected to be filled, according to present indications, by the time the sessions begin. Close to one hundred equipment manufacturers, confectionery and soft drink companies have already agreed to exhibit their wares.

Circuit Sells Cotton Candy

CHICAGO.—Alliance Circuit has installed cotton candy machines in its theatres which play Paramount's "The Greatest Show on Earth." Theatres report a heavy play for the circus-type candy with good profits. Following up the circus atmosphere, Pete Panagos, circuit's promotion manager, reveals that circus acts are boosting business for drive-ins in Marion, Frankfort and Logansport, Ind.

Free Popcorn At Ozoners

NASHVILLE, TENN. — Blevins Popcorn Company reports that many drive-ins are increasing popcorn sales by giving patrons sample boxes when they purchase tickets. Upped business results rapidly, the company claims.

"Cool" Gets Featured Billing

Bloomington, Ind. — On the seventh straight day of 90-plus temperatures, Fred Dowdy, a theatre manager here, hauled down his marquee movie title to substitute: "Who Cares—It's Cool."

Staff Reviews

(*Continued from page* 16)

his men. He sinks his ship in the harbor and Marsac's vessel founders on it. A battle ensues with victory for Hayward and his men. He has proven his innocence and plans to marry Patricia.

●

"Lost In Alaska"

(Universal-International) 76 Min.

Cast: Bud Abbott, Lou Costello, Mitzi Green, Tom Ewell, Bruce Cabot, Minerva Urecal, Emory Parnell, Michael Ross.

Credits: Produced by Howard Christie; Directed by Jean Yarbrough; Screen play by Martin A. Ragaway and Leonard Stern; Story by Elwood Ullman.

Alaska. But with only fair material to work in their adventures up North in "Lost In Alaska." But with only fair material to work with, the popular team still manages to get a fair share of laughs. There is no doubt that the rabid Abbott and Costello fans will find satisfying entertainment here, but others may experience just a mild reaction. The acting is average as is the story and direction. There aren't always enough funny moments to sustain some of the scenes.

STORY: Bud Abbott and Lou Costello rescue Tom Ewell when he attempts to commit suicide because his girl, Mitzi Green, refuses to see him. He turns out to own one of the largest gold mines in Alaska and gives the boys sacks of gold. When Abbott and Costello find out they are being sought for Ewell's supposed murder they try to persuade him to go to the police, but they get stuck on a boat going to Alaska. Once there, they find that Ewell's friends want to kill him to get the gold he left them in his will. Abbott and Costello have to protect Ewell so they can clear themselves in the States. Saloon owner Bruce Cabot tries to persuade Mitzi to marry Ewell as part of a murder plot. She tells Ewell and he plans to hide the gold. Abbott and Costello meet with Cabot and his men and Ewell's friends, all anxious to dispose of him. Costello solves things by accidentally pushing the gold into the ocean. Everybody becomes friends, with Mitzi and Ewell deciding to marry.

●

"Breakdown"

(Realart) 75 Min.

Cast: Ann Richards, William Bishop, Anne Gwynne, Sheldon Leonard, Wally Cassell, Richard Benedict, Joe McTurk, John Vosper, Roy Engel, Norman Rainey, Hal Baylor, Elena Sirangelo, Gone Covelli, Michele King.

Credits: A Pegasus Production; Executive producers, Max M. Gilford and Theodore Ticktin; Produced and directed by Edmond Angelo; Screen play by Robert Abel; Based on his own stage play, "The Samson Slasher."

"Breakdown" is a somewhat unusual fight film that will get its best reception as a program entry. Film is based on the novel premise of a physically-deformed prize fight manager, who mentally takes a beating outside the ropes while his fighter takes one inside the ring. There are some dramatic segments of the picture, which are moving and gripping. Film also has some good boxing sequences. Drawbacks in the feature are portions of too flowery dialogue and a penchant for dwelling too much on the femme interests in the picture. Robert Abel's screen play, apart from the aforementioned points, is a workman-like job. Wally Cassell turns in a sock performance as the fight manager with William Bishop effective as the boxer. Ann Richards does as well as she can with her role, while Richard Benedict is convincing as a punch-drunk fighter.

STORY: Wally Cassell, a fight manager, is seeking a good heavyweight. He finds him in William Bishop who is in prison due to a frame-up. He gets his ward leader brother, Sheldon Leonard, to get Bishop freed. Bishop, under Cassell's guidance, racks up 12 knockouts and politician John Vosper helps bring pressure to bear for Bishop to fight the champ. Cassell refuses, but Leonard talks him into changing his mind. Bishop takes a horrible beating during the fight with Cassell mentally taking blows with him. Cassell dies of psychic trauma and Bishops finds out that he was railroaded to prison by Vosper and Leonard, who are prison-bound now themselves.

Broadway Theatre Signed For Cinerama Unveiling With Color Shorts Billed

The new motion picture projection system called Cinerama, which involves a process that throws a picture onto a curved screen for three-dimensional effect, will be unveiled for the public in mid-September at the Broadway Theatre, house owned by the Schuberts.

Performances will be conducted for an extended run on a two-a-day schedule with a contemplated top price of $2.40. Subjects to be shown will be a series of short color films, produced by Lowell Thomas and Michael Todd, controllers of Cinerama, and edited under the supervision of Merian C. Cooper.

The shorts will be of a spectacular nature, well suited to the depth-sensation created by Cinerama projection. Production is estimated to have cost $750,000.

Previews Were Held

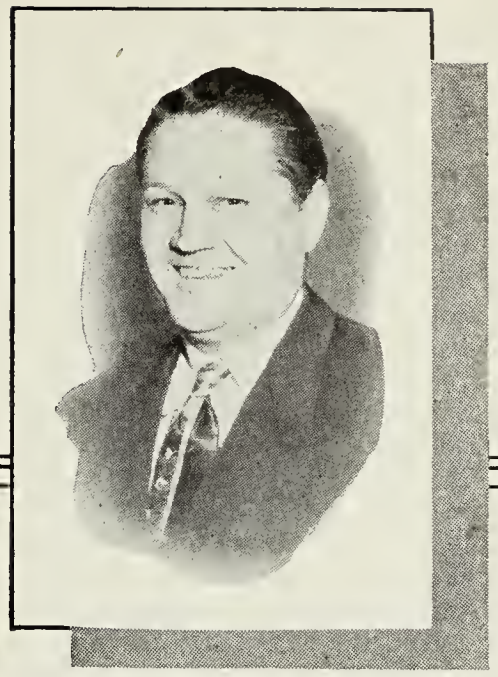
Originally, the first Cinerama public showing was to highlight a feature Alexander Korda began producing this month. Production, however, will not be completed until fall, and a winter premiere is contemplated.

The Broadway bill will feature shorts that include scenes of a roller-coaster in motion and of the Edinburgh Music Festival.

When the program is premiered for the public at the Broadway, extensive conversion will have been completed to make room for the special apparatus and screen Cinerama requires.

Three projectors are needed, a special curved screen must be installed and a sound system must be outfitted with six speakers for the showings.

Elton Houck, General Manager, Houck Theatre Circuit—Dallas, Cisco, Waco, Temple and Houston, Texas,



***says:* "Chewing Gum is a 'best seller' at our concession stands. It is extra profit and doesn't interfere with other concession sales."**



Yes...Chewing Gum Improves Your Profit Picture!

It Pays To Display and Sell Your Patrons' Favorite Brands

● People just naturally like to chew gum at the movies. Chewing gum freshens the taste after they've had a snack or treat from the refreshment counter—helps them to relax and adds to their enjoyment of the theatre. And—they buy their chewing gum where they notice a display of it that's easy to see—easy to buy from.

Take advantage of this fact to build extra profits and good will for your theatre. Show Wrigley's Spearmint, Doublemint, "Juicy Fruit," and other popular, best-selling brands of chewing gum in an open, "easy-to-buy-from" display. Your customers will appreciate it, and you'll find it profitable.



AG126

Oboler Screens 3-Dimension Pic For Exhibitors

Sid Pink, associate to Arch Oboler in his production company, came up with a new angle when he invited local exhibitors in Los Angeles to a screening of "Bwana Devil," the first three-dimensional film made in Hollywood. The exhibitors saw 25 minutes of the film, which is similiar to seeing a big trailer.

"Exhibitors can answer any questions that come up in their minds by seeing this much of the film. They can find out what they want to know about 3 dimension, the beauty of the color, the quality, the story and the production," Pink explained.

"The biggest question is: 'will the film come off well three dimensionally."

Former Exhibitor

Pink stated that the 3 dimensional film is the biggest box office thing that ever hit the industry. He pointed out that he is a former exhibitor and cited the fact that Oboler Productions will handle their own distribution on "Bwana Devil."

He expressed the opinion that exhibitors should be happy that there is an independent producer who has the nerve to handle his own distribution. The company will have screenings like the aforementioned throughout the United States.

Cast in this first three dimensional film, which was filmed using the Natural Vision 3 dimensional process and lensed in Ansco color, are Robert Stack and Barbara Britton.

"This process will make TV look flat," Oboler says. Within three years 70 percent of the motion pictures made will be in 3 dimension. After you have seen 3 dimension and you go home and look at flat TV, it has lost its appeal. This will do for motion pictures what sound did for the same industry in its battle against radio." Oboler produced and directed his 3 dimensional feature.

Good Adventure Picture

Pink added: "It was important to make a movie that would stand on its own as a good solid adventure picture to determine 3 dimension as an entertainment medium not as a trick picture."

Natural Vision is the only process that can be put into a motion picture theatre as is. The only requirement is the harnessing of two projectors and the use of glasses made for viewing 3 dimension. Pink pointed out that the glasses are lightweight and disposable.

"If 3 dimension isn't the answer, what is?" Pinked asked "I would like exhibitor cooperation. The burden of the gamble is on us, not the exhibitor. This is an industry-wide proposition. The exhibitor should encourage people to see this film. If his opposition has this one, he may have the next one."—*R. B.*

WB Films Despite Fire

In spite of the hardships caused by the recent studio fires, Warner Bros. production program is proceeding on schedule, the studio announced. Company executives attribute the ability to continue production on schedule to the studio personnel's great skill and teamwork in circumventing the obstacles created by the fire.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Dore Schary announced the purchase of "Kiss Me Kate," Cole Porter's stage success. Jack Cummings will produce it and Porter will confer with Schary and Cummings on any plans for additional songs for the score. Production is scheduled for early fall.

* * *

Elliot Paul, famed novelist and raconteur, was signed by Sol Lesser Productions to write the narration for "Under The Red Sea," documentary adventure film of submarine explorations by Dr. Hans Hass, Viennese scientist. Paul, author of more than a score of novels including "The Last Time I Saw Paris" and "Murder On The Left Bank," has already checked into RKO Pathe to start his assignment.

* * *

Jack Broder Production signed Lex Barker to star in "Battles of Chief Pontiac." Felix Feist will direct with Irving Starr as producer and Herman Cohen as associate producer. No release has been set as yet. . . . Jeff Chandler was given a new seven-year starring contract by Universal-International replacing the original contract which still has several years to run. Chandler's first assignment under his new deal will be "Sioux Uprising," to be filmed in Technicolor. . . . Joan Rice plays the femme lead in Warner Brothers' "His Majesty O'Keefe," which stars Burt Lancaster and is currently shooting in the Fiji Islands, with Byron Haskin directing.

* * *

Steve Broidy, president of Monogram and Allied Artists, returned to the studio following a two months' absence. After conferring with eastern executives of the companies, he participated with 64 other leaders in various industries in a conference on current defense problems to which he was invited by Secretary of Defense Robert S. Lovett. Following the defense conference and accompanied by Harold Mirisch, companies vice-president who returned to Hollywood with him, he went to England where he made arrangements with Associated British Pictures Corp., executives to accelerate joint production plant. Under this arrangement, two joint production will be completed this year.

* * *

Mike Frankovich currently producing "Decameron Nights" in Spain with Dr. William Szekely, is working out plans for another film to be made there next Spring, and is discussing the starring of Louis Jourdan in the project. Technicolor feature, to be titled "Fiesta Time," is slated as a four-part episodic picture based on four Spanish legends; three of Spain's top bullfighters — Antonio Velasquez, Jose Maria Mortorell and Juan Posada, would be in the film, but the bullring would not be the major theme of the production. Major portion of the picture would be photographed in Segovia. Film financier Josef Auerbach left for Europe to confer with Frankovich and Jourdan on the venture.

* * *

William Castle has been inked by producer Sam Katzman to direct the Rhonda Fleming starrer at Columbia, "Serpent of the Nile," the story of the famed Cleopatra, which will go before the Technicolor camera Aug. 8. . . . Wayne Morris' next starrer for Vincent M. Fennelly's Silvermine Productions will be "The Eyes of Texas," for Monogram release. . . . Patrice Wymore will co-star with Virginia Mayo and Steve Cochran in the WarnerColor production, "Back To Broadway." Gordon Douglas will direct and Henry Blanke will produce for Warner Brothers. . . . "Timber Wolf," starring Kirby Grant will be the next Lindsley Parsons production for Monogram release in his series of Canadian Mounted Police adventure films.

* * *

RKO Radio Studios and Aubrey Schenck Productions, Inc., concluded arrangements for the distribution by RKO of six features which Schenck Productions will complete within the next two yeasr, C. J. Tevlin, vice-president in charge of studio operations, an-

(*Continued on next page*)



Hal Wallis, producer of "Come Back, Little Sheba," congratulates director and stars of the picture on their work. Daniel Mann, left, is the director. The ladies, from left, are Shirley Booth and Terry Moore. Burt Lancaster is also starred. Film will be released by Paramount.

Anna Maria Alberghetti Called Latest Child Star With BO Draw By Taurog

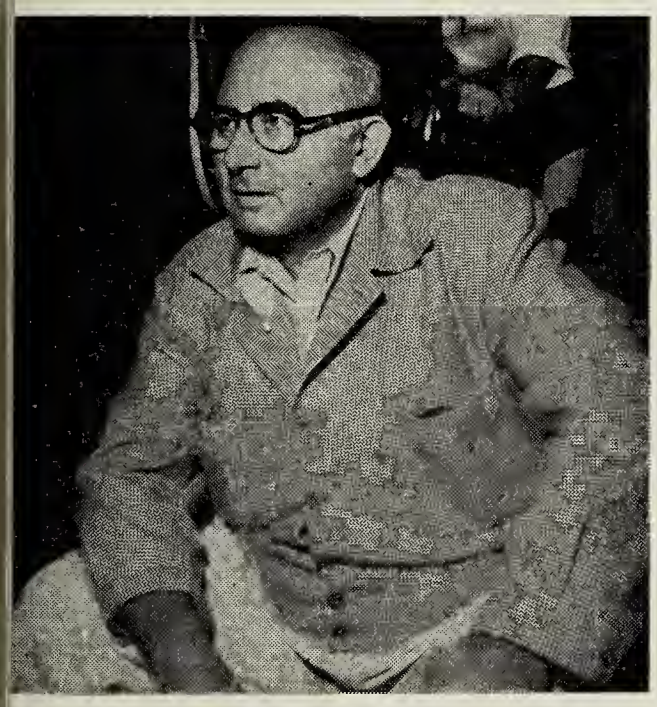
By Richard Bernstein

"Studios have been more right than wrong on child stars," said Director Norman Taurog on the set of "The Stars Are Singing," which he is megging for Paramount. "Look how long some of the child stars have lasted."

When it comes to child stars in motion pictures, there is no better authority than Taurog, who has directed Judy Garland, Deanna Durbin, Mickey Rooney, Marcia Mae Jones, Junior Durkin, Robert Coogan, Jackie Coogan and many others.

In 1931, he directed "Skippy" for Paramount, which won him an Academy Award and rocketed his then tiny nephew, Jackie Cooper, to stardom. In 1936, he directed the Dionne Quintuplets in their 20th Century-Fox film, "Reunion." In his current assignment, Taurog is directing Anna Marie Alberghetti, whom he believes has all the makings of a big star.

How do you tell whether a youngster has the ingredients from which stars are made? Director Taurog explains it this way: "You can tell when a child has naturalness and personality. We help them brush off the



NORMAN TAUROG

rough edges. You can't go inside a person and put talent there; however, a director can bring talent out. Anna Marie Alberghetti has a God-given voice. She can sing and put heart in it, and she can act."

"The Stars Are Singing" also boasts some other top personalities in the world of entertainment. The film introduces Rosemary Clooney and Bob Williams and his dog, Red Dust. Miss Clooney is the young lady who sent the song, "Come On 'A My House," zooming to success. Film has Lauritz Melchoir toplining the cast.

"No Awkward Age"

Concerning Anna Marie, Taurog said, "I don't think that she can do child parts. In this film, she is a 'teen-ager about her real age. She will be able to do the same type of films that Deanna Durbin and Judy Garland did at her age. There will be no awkward age for Anna Marie."

Taurog is well aware of the fact that exhibitors have been eager to find exploitable child stars whose films would do business like those of the youngsters of the past. Anna Maria, the director thinks, "is the 'teen-age singing star that exhibitors have been waiting for."

The discovery of youngsters who have starring potential for the screen is no easy feat. "Nine times out of ten, you can meet a child and tell what you can do with her or him. Studios make the mistake in hiring youngsters when they aren't sure that they have talent. They press too hard searching for child stars. Child stars will find the studios."

Directors have their problems too. "You are helpless unless the kid likes you. You must never talk down to them, you must talk to them like a grown-up."

Excellent Exploitation Material

Taurog believes that Miss Alberghetti is a youngster who can be excellent exploitation material. The fact that she tours the country in between pictures as a concert star is a strong point. In this way, she will get to meet and talk to the movie-going public and also enhance her reputation as well as public relations.

Taurog opined that here is the young star that the exhibitors should get behind and sell.

Not limited to child stars alone, Taurog is considered one of the top comedy directors in the business. He directed Dean Martin and Jerry Lewis in "The Stooge" for Hal Wallis and again directed the comedy twosome in "Jumping Jacks."

Betty Hutton, Husband Quit Para To Free-Lance

Release of Betty Hutton from her Paramount contract, scheduled to expire January, 1953, to permit her and her husband-director, Charles O'Curran, to produce her films on a partnership basis, was announced last week by Abe Lastfogel, head of the William Morris Agency.

Lastfogel said the arrangement was entered into "to allow Betty a freer hand in selecting her starring vehicles and to permit appearances on TV if she so desires." Miss Hutton joined Paramount in 1940 and with the exception of one film, "Annie Get Your Gun," she has been with the studio continuously. O'Curran has been a dance director.

Katzman Inks New Pact For 7 Years With Col.

Producer Sam Katzman signed a new seven-year contract with Columbia Pictures last week to run from Jan. 1, 1953 to Dec. 31, 1959. Katzman's production schedule calls for a minimum of 15 pictures a year, a grand total of 105 during the seven-year period.

More than 50 percent of Katzman's program will be filmed in Technicolor, with eight being done in color each year and seven in black and white. Of the latter, two will be serials.

HOLLYWOOD

(Continued from preceding page)

nounced. First of the six will be "Beachhead," based on the novel, "I Got Mine," by Richard Hubler. Filming will begin in September. "The Swamp Fox," from an original story, "The Lion and The Fox," will be the second production. It will be in Technicolor. The other four productions will be announced shortly. Schenck has most recently associated with Associated Producers and Players. His recent productions include, "Target Unknown," "T-Men" and "Red Stallion."

* * *

Line-up for M-G-M's "Battle Circus," which Pandro S. Berman is producing and Richard Brooks is directing from his own screen play, is Humphrey Bogart and June Allyson with Keenan Wynn.

* * *

Ray Beall, representative of the Motion Picture Theatres of Texas, paid a visit to Hollywood to arrange for trailers starring Joan Crawford, a native Texan, for the Gonzales Warm Springs Foundation appeal which commences Aug. 27. Trailers also feature polio victim Beverly Mills of Smiley, Texas, and are directed by David Miller. Bob O'Donnell is general chairman of the appeal. Beall also handled arrangements for TV film clips and tape recordings featuring Dean Martin and Jerry Lewis, who will star in the International Review at the State Fair of Texas Oct. 4-19

* * *

Julia Adams will co-star with Glenn Ford in Universal-International's "Man From The Alamo." Film will be lensed in Technicolor and will tee off in late August. Aaron Rosenberg will produce and Budd Boetticher will direct.

* * *

Associate producer Herman Millakowsky is in Italy launching production preparation for "Follow Your Star," romantic musical which Republic will film in that country. . . . Gerald Mayer will direct Metro's "See How They Run," which will be produced by Sol Fielding. Film is to be based on the best selling story by Mary Elizabeth Vroman which won the Christopher Award last year. . . . Tony Curtis and director George Marshall have been signed for George Pal's "Houdini" at Paramount. Curtis will play the title rose of the fabulous magician and escape artist. . . . Walter Wanger's next film production for Allied Artists will be "The Royal Mounted Police." It will be filmed in color and goes before the cameras next month.

Title Changes

Universal-International: "**A Man's Country**" is the new title for "Roughshod." (Stars Audie Murphy; Nathan Juran directing).

Paramount: "**The Lion's Share**" is the new title for "The Rebel." (Stars John Payne, Jan Sterling and Lyle Bettger; William Pine and William Thomas will produce).

Lippert: "**I'll Get You**" is the new title for "**The Black Pawn.**" (Stars George Raft; Bernie Luber producing).

: Hollywood Production :

COLUMBIA

Shooting

SALOME—THE DANCE OF THE SEVEN VEILS
(Technicolor)
(Beckworth Productions)
Cast: Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson, Alan Badel, Basil Sydney.
Producer .....Buddy Adler
Director .....William Dieterle

MEMBER OF THE WEDDING
(The Kramer Company)
Cast: Ethel Waters, Julie Harris, Brandon de Wilde, William Hansen.
Producer .....Stanley Kramer
Director .....Fred Zinnemann

AMBUSH AT TOMAHAWK GAP
Cast: John Derek, John Hodiak, David Brian, Maria Elena Marques.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

Cutting

SAVAGE MUTINY
(Esskay Pictures Co.)
Cast: Johnny Weissmuller
Producer .....Sam Katzman
Director .....Spencer Bennet

WINNING THE WEST
(Gene Autry Productions)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

ALL ASHORE
(Technicolor)
Cast: Mickey Rooney, Dick Haymes, Jody Lawrance, Ray McDonald, Peggy Ryan, Barbara Bates, Lee Scott, Jack Harmon, Eugene Faccuito.
Producer .....Jonie Taps
Director .....Richard Quine

THE OUTLANDERS
(Technicolor)
(Scott-Brown Productions)
Cast: Randolph Scott, Donna Reed, Claude Jarman, Jr., Lee Marvin, Big Boy Williams, Richard Denning, Ray Teal, Clem Bevans, Jeanette Nolan.
Producer .....Harry Joe Brown
Director ..... Roy Huggins

THE 5,000 FINGERS OF DR. T
(Technicolor)
(The Kramer Company)
Cast: Peter Lind Hayes, Mary Healy, Tommy Rettig, Hans Conreid, Bob and Jack Heasley.
Producer .....Stanley Kramer
Director .....Roy Rowland

INDEPENDENT

Shooting

MAN TRAP
(Alexander Paal Production, Shooting in London)
Cast: Paul Henreid, Lois Maxwell, Kieron Moore, Hugh Sinclair, Lloyd Lamble, Anthony Forwood, William Travers.
Producer .....Alexander Paal
Director .....Terence Fisher

BWANA DEVIL
(Ansco—3 Dimension)
(Arch Oboler Prod.)
Cast: Robert Stack, Barbara Britton, Nigel Bruce, Hope Miller.
Producer-director .....Arch Oboler

MESA OF LOST WOMEN
(Howco Production)
Cast: Jackie Coogan, Richard Travers, Kelly Drake, Alan Nixon, Chris Pin Martin, Lyle Talbot.
Producer ..... Ron Ormond
Director ..... Ron Ormond

THE VELVET CAGE
(Wisberg-Pollexfen Prod.)
Cast: Helen Walker, Ross Elliott, Susan Morrow.
Producer ... Aubrey Wisberg and Jack Pollexfen
Director ..... E. A. Dupont

STREET OF SHADOWS
(Nassour Pictures, Inc. Shooting in London)
Cast: Cesar Romero
Producer..Edward and William Nassour
Director ..... Richard Vernon

Shooting

Cutting

MEMORY OF LOVE
(Auerbach Film Productions)
(Shooting in Stockholm)
Cast: Anita Bjork, George Nader.
Producer .....Josef Auerbach
Director .....Robert Spafford

DECAMERON NIGHTS
(Film Locations, Ltd. Productions)
(Distributed by Eros Films, Ltd.)
(Shooting in Spain)
Cast: Joan Fontaine, Louis Jourdan, Godfrey Tearle, Joan Collins, Binnie Barnes, Marjorie Rhodes, Noel Purcell.
Producer ..... Mike Frankovich
Director .....Hugo Fregonese

BELA LUGOSI MEETS THE GORILLA MAN
(Jack Broder Productions)
Cast: Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita, Muriel Landers, Al Kikume, Mickey Simpson, Martin Garralaga.
Producer .....Maurice Duke
Executive producer ....Herman Cohen
Director .....William Beaudine

RUBY GENTRY
(Bernhard-Vidor Productions)
Cast: Jennifer Jones, Charlton Heston.
Producer .....Joseph Bernhard
Director .....King Vidor

THE OUTLAW MARSHAL
(Royal West Prod. Inc.)
Cast: John Carpenter, Texas Rose Bascom, Frankie Darro, Douglas Dumbrille, Ken Duncan.
Producer .....Johnny Carpenter
Exec. Producer .....Alex Gordon
Director .....Yakima Canutt

I WAS JACK MORTIMER
(Trans-Globe Production; Shooting in Vienna)
Cast: Donald Buka, Jean Camden, Francis Lederer, Adrienne Gessner, Manfred Inger.
Producer ..... Turhan Selahettin
Director ..... Gunther Von Fritsch

Lippert PICTURES, Inc.

Shooting

"I'LL GET YOU"
(Eros Films, Ltd.)
(Shooting in London)
(For Lippert Release)
Cast: George Raft.
Producer .....Bernie Luber
Director .....Seymour Friedman

GAMBLER AND THE LADY
(Intercontinental Films Production)
(Shooting in London)
(For Lippert Release)
Cast: Dane Clark.
Producer .....Anthony Hinds
Director .....Sam Newfield

PRESENT ARMS
(Hal Roach Productions; For Lippert Release)
Cast: William Tracy, Joe Sawyer.
Producer .....Hal Roach, Jr.

Cutting

SCOTLAND YARD INSPECTOR
(Intercontinental Films)
(Shooting in London)
(For Lippert Release)
Cast: Cesar Romero, Lois Maxwell.
Producer ..... Anthony Hinds
Director ..... Samuel Newfield

METRO-GOLDWYN-MAYER

Shooting

I LOVE MELVIN
(Technicolor)
Cast: Donald O'Connor, Debbie Reynolds, Richard Anderson, Dean Miller, Donna Corcoran, Barbara Ruick.
Producer .....George Wells
Director .....Don Weis

NAKED SPUR
(Technicolor)
Cast: James Stewart, Robert Ryan, Janet Leigh, Ralph Meeker, Millard Mitchell.
Producer .....William Wright
Director .....Anthony Mann

SOMBRERO
(Technicolor)
Cast: Pier Angeli, Ricardo Montalban, Yvonne de Carlo, Vittorrio Gassman, Cyd Charisse, Nina Foch.
Producer .....Jack Cummings
Director .....Norman Foster

SMALL TOWN GIRL
(Technicolor)
Cast: Jane Powell, Farley Granger, Ann Miller, Bobby Van, Billie Burke, Fay Wray, S. Z. Sakall, Nat "King" Cole.
Producer .....Joe Pasternak
Director .....Leslie Kardos

NEVER LET ME GO
(Shooting in London)
Cast: Clark Gable, Gene Tierney, Richard Haydn, Bernard Miles.
Producer .....Clarence Brown
Director .....Delmer Daves

MY MOTHER AND MR. McCHESNEY
(Technicolor)
Cast: Greer Garson, Walter Pidgeon, Donna Corcoran, Agnes Moorhead, Philip Ober, Arthur Shields.
Producer .....Edwin H. Knopf
Director .....Jean Negulesco

THE GIRL WHO HAD EVERYTHING
Cast: Elizabeth Taylor, Fernando Lamas, William Powell.
Producer .....Armand Deutsch
Director .....Richard Thorpe

STEAK FOR CONNIE
Cast: Van Johnson, Janet Leigh, Louis Calhern, Walter Slezak, Barbara Ruick, Gene Lockhart.
Producer .....Stephen Ames
Director .....Edward Buzzell

VAQUERO
(Ansco)
Cast: Robert Taylor
Producer .....Stephen Ames
Director .....John Farrow

JEOPARDY
Cast: Barbara Stanwyck, Barry Sullivan, Ralph Meeker.
Producer .....Sol Fielding
Director .....John Sturges

Cutting

STORY OF THREE LOVES
("Equilibrium" Episode)
Cast: Pier Angeli, Ricardo Montalban.
Producer .....Sidney Franklin
Director .....Gottfried Reinhardt

DESPERATE SEARCH
Cast: Howard Keel, Jane Greer, Patricia Medina, Keenan Wynn, Lee Aaker.
Producer .....Matthew Rapf
Director .....Joseph H. Lewis

TRIBUTE TO A BADMAN
Cast: Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan, Gloria Grahame, Gilbert Roland, Paul Stewart, Leo G. Carroll, Elaine Stewart.
Producer ..... John Houseman
Director ..... Vincente Minnelli

PLYMOUTH ADVENTURE
(Technicolor)
Cast: Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, Dawn Addams, Barry Jones, Richard Anderson Rhys Williams, Lowell Gilmore, Noel Drayton.
Producer ..... Dore Schary
Director ..... Clarence Brown

TIME BOMB
(Shooting in England)
Cast: Glenn Ford, Anne Vernon, Victor Mattern.
Producer .....Richard Goldstone
Director .....Ted Tetzlaff

ROGUE'S MARCH
Cast: Peter Lawford, Janice Rule, Richard Greene, Leo G. Carroll, John Lupton, Phyllis Stanley.
Producer .....Leon Gordon
Director .....Allan Davis

PRISONER OF ZENDA
(Technicolor)
Cast: Stewart Granger, Deborah Kerr, James Mason, Jane Greer, Louis Calhern, Robert Douglas, Robert Coote.
Producer ..... Pandro S. Berman
Director ..... Richard Thorpe

SKY FULL OF MOON
Cast: Carleton Carpenter, Jan Sterling, Keenan Wynn.
Producer ..... Hayes Goetz
Director ..... Norman Foster

LILI
(Technicolor)
Cast: Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Kurt Kasznar, Zsa Zsa Gabor.
Producer ..... Edwin H. Knopf
Director ..... Charles Walters

BOBOGRAM PICTURES

Shooting

DOWN PERISCOPE
(Allied Artists)
(Lindsley Parsons Prod.)
Cast: Mark Stevens, Bill Williams, Dorothy Malone.
Producer .....Lindsley Parsons
Director .....Lew Landers

KANSAS PACIFIC
(Allied Artists)
(Cinecolor)
Cast: Sterling Hayden, Barton MacLane, Eve Miller.
Producer .....Walter Wanger
Director .....Ray Nazzarro

Cutting

HIAWATHA
(Cinecolor)
Cast: Vince Edwards, Yvette Dugay, Stuart Randall, Stephen Chase, Gene Iglesias.
Producer .....Walter Mirisch
Director .....Kurt Neumann

GUNS ALONG THE BORDER
Cast: Johnny Mack Brown, Phyllis Coates, Dennis Moore.
Producer .....Vincent M. Fennelly
Director .....Lewis Collins

BATTLE ZONE
(Allied Artists)
Cast: John Hodiak, Linda Christian, Stephen McNally. Philip Ahn, Dave Willock, Todd Karns, John Fontaine.
Producer .....Walter Wanger
Director .....Lesley Selander

HIRED GUNS
Cast: Whip Wilson, Phyllis Coates, House Peters, Jr., Stanford Jolley.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

FLAT TOP
(Cinecolor)
Cast: Sterling Hayden, Richard Carlson, Keith Larson, John Bromfield.
Producer .....Walter Mirisch
Director .....Lesley Selander

SEA TIGER
Cast Marguerite Chapman, John Archer
Producer ..... William F. Broidy
Director ..... Frank MacDonald

Hollywood Production

Paramount Pictures

hooting

ROMAN HOLIDAY
(Shooting in Rome)
ast: Gregory Peck, Audrey Hepburn, Eddie Albert.
oducer .....William Wyler
rector .....William Wyler

PONY EXPRESS
(Technicolor)
ast: Charlton Heston, Rhonda Fleming, Jan Sterling, Forrest Tucker, Michael Moore, Stuart Randall, Pat Hogan.
oducer .....Nat Holt
rector .....Jerry Hopper

hooting

PLEASURE ISLAND
(Technicolor)
ast: Don Taylor, Leo Genn, Dorothy Bromiley, Audrey Dalton, Joan Elan, Elsa Lancaster, Peter Baldwin.
oducer .....Paul Jones
rector .....F. Hugh Herbert

SCARED STIFF
(Hal Wallis Prod.)
ast: Dean Martin, Jerry Lewis, Lisabeth Scott, Carmen Miranda, Dorothy Malone, George Dolenz.
oducer .....Hal Wallis
rector .....George Marshall

THE STARS ARE SINGING
(Technicolor)
ast: Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior, Mikhail Rasumny, Tom Morton, Paelo Alberghetti, Bob Williams and Red Dust.
oducer .....Irving Asher
rector .....Norman Taurog

utting

ROAD TO BALI
(Technicolor)
ast: Bob Hope, Bing Crosby, Dorothy Lamour.
oducer ..... Harry Tugend
rector ..... Hal Walker

TROPIC ZONE
(Technicolor)
(Pine and Thomas Productions)
ast: Ronald Reagan, Rhonda Fleming, Estelita, Grant Withers, Noah Beery, Jr.
oducer .....William Pine and William Thomas
rector .....Lewis R. Foster

HURRICANE SMITH
(Technicolor)
st: Yvonne DeCarlo, John Ireland, James Craig, Forrest Tucker, Richard Arlen, Lyle Bettger.
oducer .....Nat Holt
rector .....Jerry Hopper

RKO RADIO PICTURES

hooting

BLACKBEARD THE PIRATE
(Technicolor)
ast: Robert Newton, Linda Darnell, Keith Andes, William Bendix, Torin Thatcher, Richard Egan, Irene Ryan, Skelton Knaggs.
roducer .....Edmund Grainger
irector .....Raoul Walsh

THE MURDER
ast: Robert Mitchum, Jean Simmons, Mona Freeman, Herbert Marshall, Barbara O'Neil, Kenneth Tobey.
roducer-director .....Otto Preminger

EAUTIFUL BUT DANGEROUS
ast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
roducer .....Robert Sparks
irector .....Lloyd Bacon

THE DIFFERENCE
(Filmakers Prods.)
Cast: Edmond O'brien, Frank Lovejoy, William Talman, Virginia Huston, Elizabeth Fraser, Jose Tovay.
Producer .....Collier Young
Director .....Ida Lupino

BREAK-UP
Cast: Jean Simmons, Jane Darwell, Victoria Horne.
Producer .....Robert Sparks
Director .....Roy Rowland

NEVER WAVE AT A WAC
(Independent Artists Pictures Inc.)
Cast: Rosalind Russell, Marie Wilson, Paul Douglas.
Producer .....Frederick Brisson
Director .....Norman Z. McLeod

Republic

Shooting

THE LADY WANTS MINK
(Trucolor)
Cast: Dennis O'Keefe, Ruth Hussey, Eve Arden, William Demarest, Hope Emerson.
Producer-director .....William Seiter

FAIR WIND TO JAVA
(Trucolor)
Cast: Fred McMurray, Vera Ralston, Victor McLaglen.
Associate producer-Director...Joe Kane

Cutting

TROPICAL HEAT WAVE
Cast: Estelita.
Associate producer .....Sidney Picker
Director .....R. G. Springsteen

DESPERADOES OUTPOST
Cast: Allan "Rocky" Lane.
Associate producer .....Rudy Ralston
Director .....Phil Ford

SOUTH PACIFIC TRAIL
Cast: Rex Allen.
Associate producer ...Edward J. White
Director .....William Witney

THUNDERBIRDS
Cast: John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans.
Associate producer-director ..... John H. Auer

RIDE THE MAN DOWN
Cast: Brian Donlevy, Forrest Tucker, Rod Cameron, Ella Raines.
Associate producer-director .....Joseph Kane

THE WAC FROM WALLA WALLA
Cast: Judy Canova, Stephen Dunne, George Cleveland, June Vincent.
Associate producer .....Sidney Picker
Director .....William Witney

20th CENTURY FOX

Shooting

TAXI
Cast: Dan Dailey, Constance Smith.
Producer .....Samuel G. Engel
Director .....Gregory Ratoff

MY COUSIN RACHEL
Cast: Olivia DeHavilland, Richard Burton, Ronald Squire.
Producer .....Nunnally Johnson
Director .....Henry Koster

Cutting

FARMER TAKES A WIFE
(Technicolor)
Cast: Betty Grable, Dale Robertson, Thelma Ritter.
Producer .....Frank P. Rosenberg
Director .....Henry Levin

POWDER RIVER
(Technicolor)
Cast: Rory Calhoun, Cameron Mitchell, Corinne Calvet.
Producer .....Andre Hakim
Director .....Louis King

NIAGARA
(Technicolor)
Cast: Joseph Cotten, Marilyn Monroe, Jean Peters, Richard Allan, Casey Adams, Lurene Tuttle, Dan Wilson.
Producer .....Charles Brackett
Director .....Henry Hathaway

TONIGHT WE SING
(Technicolor)
Cast: Ezio Pinza Roberta Peters, Tamara Toumanova, David Wayne, Dan Croft.
Producer ..... George Jessel
Director ..... Mitchell Leisen

BLOODHOUNDS OF BROADWAY
(Technicolor)
Cast: Mitzi Gaynor, Scott Brady, Richard Allan.
Producer ..... George Jessel
Director ..... Harmon Jones

PONY SOLDIER
(Technicolor)
Cast: Tyrone Power.
Producer .....Samuel G. Engel
Director .....Joseph M. Newman

THE SNOWS OF KILIMANJARO
(Technicolor)
Cast: Gregory Peck, Susan Hayward, Anne Francis, Hildegarde Neff, Ava Norring, Helene Stanley.
Producer .....Darryl F. Zanuck
Director .....Henry King

UNITED ARTISTS

KANSAS CITY 1-1-7
(Players and Producers Production;
Cast: John Payne, Coleen Gray, Preston Foster, Dona Drake.
Producers .....Edward Small, Sol Lesser, Sam Briskin
Director .....Phil Karlson

MOULIN ROUGE
(Moulin Prods. and Romulus Films)
(Shooting in Paris)
Cast: Jose Ferrer, Collette Marchand, Zsa Zsa Gabor, Ann Todd, Danielle Darrieux.
Producer .....Anthony Veiller
Director .....John Huston

Universal International

Shooting

MISSISSIPPI GAMBLER
(Technicolor)
Cast: Tyrone Power, Piper Laurie, Julia Adams, John McIntire, John Baer, Paul Cavanaugh.
Producer .....Ted Richmond
Director .....Rudolph Mate

"A MAN'S COUNTRY"
(Technicolor)
Cast: Audie Murphy, Susan Cabot, Charles Drake, Paul Kelly, Jack Kelly.
Producer .....Aaron Rosenberg
Director .....Nathan Juran

SEMINOLE
(Technicolor)
Cast: Rock Hudson, Barbara Hale, Anthony Quinn, Richard Carlson, Hugh O'Brian.
Producer .....Howard Christie
Director .....Budd Boetticher

LONE HAND
(Technicolor)
Cast: Joel McCrea, Barbara Hale, Alex Nicol, Chet Allen, Jimmy Hunt.
Producer .....Howard Christie
Director .....George Sherman

DESERT LEGION
(Technicolor)
Cast: Alan Ladd, Arlene Dahl, Richard Conte, Akim Tamiroff, Oscar Beregi.
Producer .....Ted Richmond
Director .....Joseph Pevney

Cutting

THE GREAT COMPANIONS
(Technicolor)
Cast: Dan Dailey, Diana Lynn, Chet Allen, Kyle MacDonnell, Scat Man Crothers.
Producer .....Albert J. Cohen
Director .....Douglas Sirk

CATTLE KATE
(Technicolor)
Cast: Maureen O'Hara, Alex Nicol, Hugh O'Brian, Jeanne Cooper.
Producer .....Leonard Goldstein
Director .....Lee Sholem

WILLIE AND JOE BACK AT THE FRONT
(Shooting in Japan)
Cast: Tom Ewell, Harvey Lembeck, Mari Blanchard, Russell Johnson.
Producer ..... Leonard Goldstein
Director ..... George Sherman

MAGIC LADY
Cast: Loretta Young, Jeff Chandler, Alex Nicol, Frances Dee, Lynn Bari.
Producer ..... Albert J. Cohen
Director ..... Joseph Pevney

GUN HAND
(Technicolor)
Cast: Rock Hudson, Julia Adams, John McIntire.
Producer ..... William Alland
Director ..... Raoul Walsh

WARNER BROS.

Shooting

BIG JIM McLAIN
(Shooting in Honolulu)
Cast: John Wayne, Nancy Olson, Jim Arness, Gordon Jones, Veda Ann Borg.
Producer...John Wayne-Robert Fellows
Director .....Edward Ludwig

SPRINGFIELD RIFLE
(WarnerColor)
Cast: Gary Cooper, Phyllis Thaxter, David, Brian, Philip Carey, Alan Hale, Jr., Lon Chaney, Jr., Paul Kelly, James Millican.
Producer .....Louis F. Edelman
Director .....Andre De Toth

THE DESERT SONG
(Technicolor)
Cast: Kathryn Grayson, Gordon MacRae, Steve Cochran, Raymond Massey, Dick Wesson, Allyn McLerie.
Producer .....Rudi Fehr
Director .....Bruce Humberstone

STOP, YOU'RE KILLING ME
(WarnerColor)
Cast: Broderick Crawford, Claire Trevor, Virginia Gibson, Sheldon Leonard, Charles Cantor, Joe Vitale, Howard St. John.
Producer .....Lewis F. Edelman
Director .....Roy Del Ruth

THE MASTER OF BALLANTRAE
(Technicolor)
(Shooting in London)
Cast: Errol Flynn, Beatrice Campbell, Roger Livesey, Anthony Steel, Felix Aylmer, Francis De Wolf, Yvonne Furneaux.
Director .....William Keighley

Cutting

THE IRON MISTRESS
(Technicolor)
Cast: Alan Ladd, Virginia Mayo, Joseph Calleia, Ned Young, Alf Kjellin.
Producer ..... Henry Blanke
Director ..... Gordon Douglas

ABBOTT AND COSTELLO MEET CAPTAIN KIDD
(Woodley Productions, Inc.)
Cast: Bud Abbott, Lou Costello, Charles Laughton.
Producer .....Alex Gottlieb
Director .....Charles Lamont

Let's remove the SHUSH!
...and get some PUSH!
your BOXOFFICE is *Only*
as GOOD as your
SHOWMANSHIP!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

CE DEPARTMENT SUIT
HIO PROTESTS SWELL
ION'S PRESS JOINS IN
ITICAL MOTIVES SEEN

CC IGNORES TRUST
INVOLVEMENTS

REPRINT ARBITRATION
MS FOR CONFERENCE

"ION" BAN MAY CAUSE
OF OHIO CENSORSHIP

STON URGES COMPLETE
AX REPEAL SUPPORT

REVIEWS
pages 12, 13, 18

No. 2 August 9, 1952

Entered as second class matter October 25, 1946, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published monthly by THE ITOA Independent, 1270 Broadway, New York 36, New York. Subscription $1.00 a Year, Single copy 10 cents.

THE QUIET MEN

IT is now a few weeks since John Q. Public first picked up his favorite newspaper and read on page one that the United States Government, through the Department of Justice, charged several motion picture companies with anti-trust violations and conspiracy designed to prevent him from seeing top feature films gratis on his home television screen. Adding insult to injury, the man in the streets was informed that the industry was denying motion picture entertainment to the armed forces and veterans' hospitals. This, in substance, was the bird's eye view of the pending litigation to which the public was exposed.

Strange as it may seem, John Q. wasn't surprised even if we were. After all, wasn't this in

See Page 5

HOW BIG IS "IVAN

FLASH! ALL OPENINGS SENSATIONAL!
Press-Time Figures: New All-Time M-G-M Non-Holiday Record at Music Hall, N. Y.! Cleveland, Houston Frisco, Atlanta, Evansville Make Box-Office History!

"M-G-M has a real hit in 'Ivanhoe'." —**HEDDA HOPPER's** *nationally syndicated colum*

"A great picture." —**LOUELLA PARSONS'** *nationally syndicated column*

"Tops 'Quo Vadis'. Greatest spectacle in a decade."
—**LOUIS SOBOL's** *nationally syndicated colun*

"Out-Quo Vadises 'Quo Vadis'." —**EARL WILSON's** *nationally syndicated column*

"Better than 'Quo Vadis'." —*Nationally distributed* **N. Y. SUNDAY MIRROR**

"Terrific for Robert Taylor." —**SHEILA GRAHAM's** *nationally syndicated column*

"Picture of the Month." —**CHRISTIAN HERALD**

"Picture of the Month." —**PARENTS' MAGAZINE**

"Thrilled yours truly." —**FRANK FARRELL's** *Scripps-Howard column in N. Y. World-Telegram and Sun*

"Clashing tournament scenes are pulse-pounding and the storming of th castle is as rousing a battle as has been filmed in recent years."
—**LOOK MAGAZI**

"Best Drama of the Month." —**LOUELLA PARSONS** *in Cosmopolitan Magazine*

"Handsome, exciting Technicolor Movie." —**WOMAN'S HOME COMPANION**

"A Movie of the Month. Robert Taylor fights, rides and loves his way to glory." —**AMERICAN MAGAZINE**

"Picture of the Month." —**REDBOOK MAGAZINE**

HOE"?



EVERY DAY IT GROWS BIGGER AND BIGGER!

'Sock 4th Week!" SAYS VARIETY!

After breaking a 23-year record in its London World Premiere opening, its business continues socko in 5th big week!





THE HONORS BEGIN!
(*Left*) Christian Herald Award
(*Above*) Parents' Magazine Medal

PUBLICITY PENETRATION TOPS!

Film Research Surveys, Inc. reports remarkable "Want-to-see" total in public poll in 32 cities, typical of eagerly waiting audiences throughout the nation.



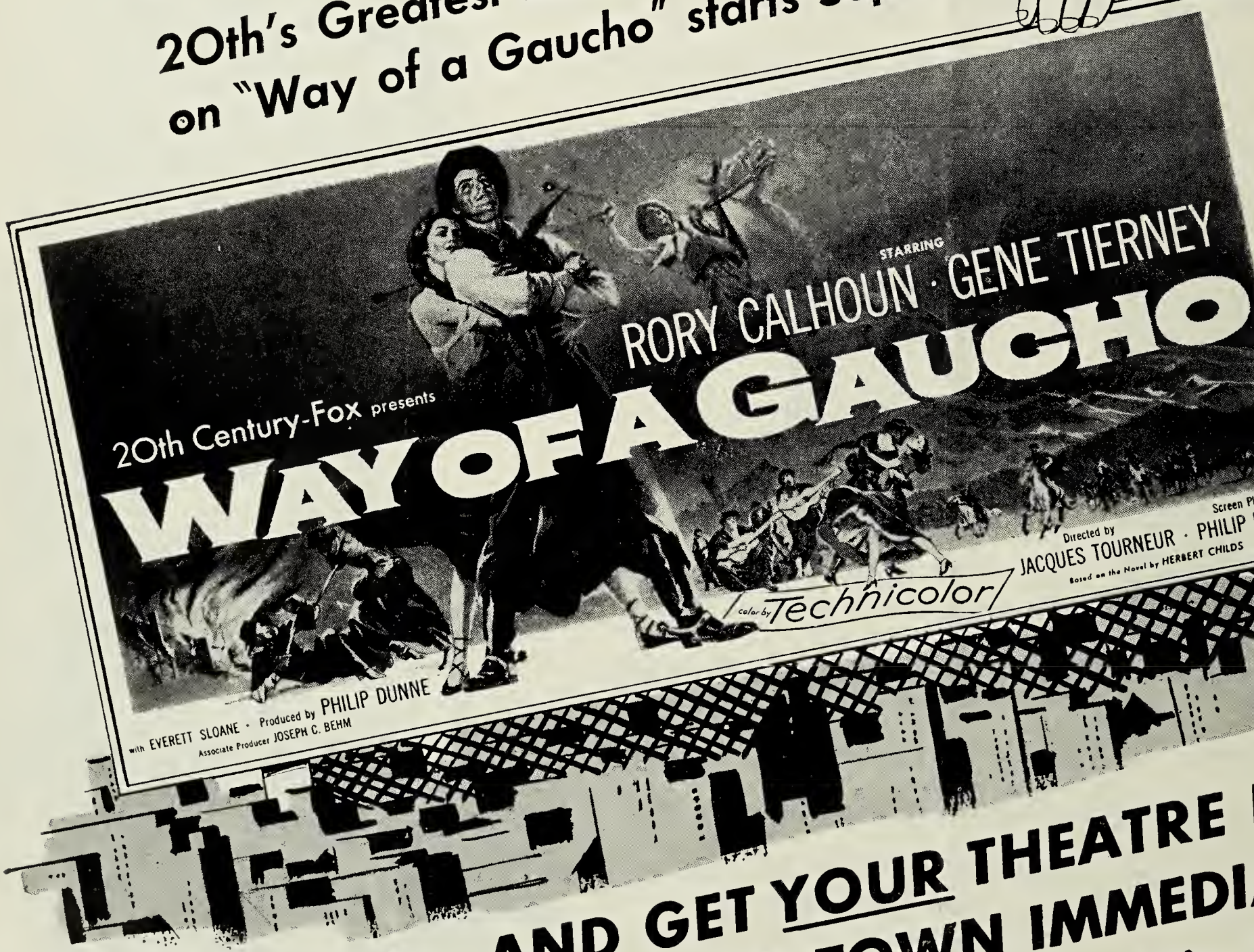
NEVER A SHOW LIKE "IVANHOE"!

Wherever You Turn...



YOU'LL SEE THIS 24-SHEET EVERYWHERE IN THE U.S.A.!

20th's Greatest Billboard showing on "Way of a Gaucho" starts Sept. 1st!



YOUR THEATRE
•
YOUR DAT

DATE IT NOW—AND GET YOUR THEATRE NAM ON THE BOARDS IN YOUR TOWN IMMEDIATELY

* See your 20th Representative for deta



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS

Vol. 30 No. 2
August 9, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

line with the television ads and commercials promising set owners the finest pictures and practically everything capable of transmission over the air waves? All he had to do now was sit back in his living room and wait and soon he'd be seeing "Ivanhoe," "Greatest Show on Earth" and all the other great Hollywood films without paying a dime.

The industry was caught flat-footed—a sad commentary on its Washington liaison. Hadn't we been put on notice that the television interests were the fair-haired boys in the nation's capital? During the past year alone, several congressmen introduced measures attempting to brand embryonic theatre television as a "monopoly" and outlaw the medium. Other legislators expressed desires to make every important piece of entertainment capable of reception on home video sets subject to public domain. Even the F.C.C. told the industry it had to give its films to TV or else. We certainly had warning.

This was motion picture public information and liaison at its worst. There was no immediate reply ready for release with publication of the suit to lessen the sting, present a strong rebuttal and clarify the misleading impressions. In fact, the film company defendants have thus far remained silent, except for a brief rejoinder from Republic, when there is a crying need for them to speak up and meet the issue squarely. Why? We strongly doubt that legal propriety can justify such a position. There is no question that the defendants are going to fight this through the courts to a judicial determination. But there is no victory if we lose the verdict in the court of public opinion. There must be a show of hands at a time when silence makes suspect.

And what has MPAA's Eric Johnston as an industry spokesman done to protest this outrageous government action? Absolutely nothing. This week, he told the IATSE convention that elimination of the admissions tax was the salvation of the industry. That will be purely academic if this suit is successful since there won't be any theatres from which to collect the tax. This is one time when silence is not golden.

It's difficult to assess any blame on COMPO, the industry's public relations watchdog, for a failure to act in this situation. COMPO must reflect the complete industry attitude and the film companies have been non-committal.

Exhibition expects to hear, and must be reassured by, a vigorous reply to the government suit from these sources. Up until now, theatre owners have been carrying the ball alone and have been most vociferous in their objections to the Justice Department. It is time for the film companies to speak out on this issue forthrightly. There is some indication at press time that one film company defendant is considering a strong statement. We hope that it leads the way.

The industry arguments are sound and convincing and should be disseminated with every means at our command. On this most important job, the surface has only been scratched. In getting the public to understand what this suit means, we can certainly use our screens to great advantage, if necessary. We can also enlist the aid of the nation's newspapers, even though some of them own television stations, and feature writers, even though some of them write television columns. For example, Jack Gould, New York Times TV editor, stated that the Department of Justice is asking the film industry to play "Sir Galahad" to television and "commit hari-kari with a smile on its face." In addition, he pointed out to his video readers that this "Washington agency seems infected with the fever that somehow TV has some preordained right to show on its screens anything that it wants without regard to the economic consequences." John Rosenfield in the Dallas Morning News, describes the suit as "incredible" and points out that while his paper operates a TV station "it doesn't ask a free ride on another man's business." An Indianapolis Star editorial calls this suit "a shocking assault on property rights." The Cleveland Plain Dealer calls it "fishy."

Isn't it frightening to think that a sister industry jumps to our defense while the film companies under attack stick their heads in the sand like ostriches and do nothing?

The basic issue is the survival of free enterprise and it must not be beclouded by extraneous matters. To compel any industry to play sugar daddy to its

(*Continued on page 9*)

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

Charge Political Motivations For Features-For-Video Action

Political motivation was charged as the main reason underlying the government features-for-television anti-trust action by several leading exhibition groups. One source threatened the unprecedented use in "self-defense" of the nation's 22,000 screens against the government charges.

Accusations of political motivation were hurled by Abram F. Myers, Allied board chairman and general counsel; Texas COMPO Showmen, and Trueman T. Rembusch, Indiana Allied prexy.

The Myers message was his second attack on the suit filed in a week. The Texas exhibitors, preceding Myers, sent irate wires to President Truman and Governor Adlai Stevenson. It was this group that threatened the 22,000-screen retaliation.

Rembusch, latest to charge politics, sent letters on behalf of his Allied unit to both Senator John Sparkman, chairman of the Senate Small Business Committee and Democratic candidate for Vice-President, and Attorney General James P. McGranery.

Agrees To Extension

The Justice Department in Washington disclosed meanwhile that it has agreed to grant an extension to Oct. 15 for defendants to file answers to suit charges. Extension was requested by RKO Pictures attorneys and was granted without objection. Next week was the original time due for answering. Extension means that suit will be prevented from being aired prior to the fall national elections.

The D. of J. is slated for a thorough re-organization under McGranery, it was reported this week in Washington. Reorganization plans, it was learned, were discussed by McGranery with members of the House Judiciary sub-committee, headed by Rep. Frank L. Chelf (D. Ky.), group now investigating the D. of J. Under special probe are the qualifications of the D. of J. staff and the conduct of departmental affairs.

The suit is "based on political rather than legal considerations," Myers declared.

Charging that the suit "was hastily whipped up for use in the coming campaign" as a "good will gesture" toward television, Myers forecast that it "will soon be recognized as the most devastating assault on small business ever made.

Merchants Beginning To Realize

"All merchants are just beginning to realize how much their prosperity depends on the successful operation of the theatres and how seriously they are affected by a stay-at-home television society."

Myers further tagged with the label of chicanery the filing of the suit in California instead of New York, when none of the defendant companies is a California corporation and only one has its principal place of business in Hollywood.

"We can think of only one reason for filing this case in California," Myers declared. "That is, that the California courts are less congested and by putting on the pressure the Department might be able to force the case to trial during the political campaign.

"We cannot remember another instance where the Department showed such eagerness to force an anti trust case to an early trial," he added.

Turning to the complaint itself, Myers claimed it contains "misleading and prejudicial allegations," "vague and indefinite charges," and that the "reasonable clearances" which it asks the court to provide for between theatre and 16 mm. runs, including telecasts, should, in the light of the standards set by the Supreme Court in the Paramount case to determine what is reasonable clearance, "be measured in years, not days."

Admission Prices Involved

The factors which the Supreme Court said should be taken into consideration, he pointed out, include: admission prices of the theatres involved; their operating policies, such as the showing of double features, gift nights, giveaways, etc., and the rental terms and license fees paid by the theatres and the revenue derived by the distributors.

Clearance, as defined by the High Court, Myers noted, should not exceed "what is reasonably necessary to protect the licensee on the run granted." Since a TV station showing films competes with every theatre in its broadcasting area, he declared, "in measuring the clearance between such a station and theatres, the film rental paid by the station would have to be pitted against the combined film rentals of all the theatres.

"Unless the Department is going to switch the rules this late in the game, the boon which it would confer on TV may be more illusory than real," Myers noted.

With regard to the other two standards mentioned, Myers said that a reasonable clearance to protect a theatre against the competition of a television station, which charges no admission fee and "specializes in giveaways, premiums and lotteries," if judged by approved standards, "should be measured in years, not days."

Decide Every Controversy

And, he added, if the Government's request for a court order directing the defendants to grant unrestricted licenses for exhibition, including telecasting, of 16 mm. features, it would mean that the Court would have to decide every controversy arising over licensing terms.

"If that isn't Governmental control with a vengeance, you name it," Myers stated.

Furthermore, he said, the film companies should have the right to protect their primary theatre market, which is dependent on boxoffice receipts, "from the devastating blight of free shows. . . . That is a matter of self-preservation for themselves and of necessary protection to their customers on whose continued operation they are themselves dependent."

The Texas wire stated that the suit "is so illogical and its pleadings are so drastic that we can not construe it as anything but a political 'squeeze' on personalities thought to be Republican in sympathies."

Rembusch said in his letter to Sparkman that the action is "so illogical in its pleadings, and so drastic in the remedies sought that it can only be construed as political in its inception."

The Texas wire, sent earlier, charged that "the suit wears so many earmarks of punitive and extortionate motives that it will

(*Continued on page* 29)

Arbitration Plans Readied For Approval

In an atmosphere of complete agreemen and optimism, a legal Drafting Committe was appointed this week at a meeting o the Continuations Committee of the Con ference on Arbitration to put into fina form all the details thus far completed This report will then be submitted to th General Arbitration Conference for fina approval.

Legal Drafting Committee also will work on proposals for a system of conciliation t supplement the arbitration program along lines which have been agreeable to those attending the meetings of the Continuations Committee.

FCC To Ignore Trust Involvement

WASHINGTON.—The Federal Communications Commission has cleared the way for film companies to remove the blot of the "Paramount" anti-trust case from their records in qualifying for permanent television licences. FCC ruled last week that in acting upon applications of those who are already licensees it will not consider "any activities involving possible anti-trust violations not directly involving radio communications which occurred more than three years' before the filing of applications.

In particular reference to Paramount, in connection with the current catch-all proceedings involved in the proposed merger of United Paramount Theatres and the American Broadcasting Company, the Commission threw out all evidence concerning any of the parties relating to the anti-trust phase, dating back before August 7, 1948, three years in advance of the date on which the license renewal applications were originally designated for hearing.

Granted In Effect

In acting upon the recent petitions of Paramount, UPT, ABC and the Columbia Broadcasting System for elimination of the anti-trust phase from the merger proceedings, the FCC, although not granting this request in full, actually did so in effect, since the Supreme Court decision in the major case was handed down in May, 1948, and the hearings had touched on alleged anti-trust violations dating back almost 20 years.

All observers are agreed that the decision represented a great victory for Paramount in particular, and the film industry in general.

The Commission, however, denied the request made in the petitions to waive the preliminary report of hearing examiner Leo Resnick and close the hearings immediately, turning the case over to the full Commission for direct action.

Whether this means that the hearings actually will resume—they were suspended pending action on the petitions—is not yet certain. Resnick is scheduled to hold a conference with all the parties first.

Only the Paramount phase still is incomplete. This revolves principally about relationship with Scophony and other anti-trust aspects, no longer at issue in the light of the new ruling. But the FCC broadcast bureau, in its petition opposing the requests, questioned the credibility of some of the key witnesses.

Exhibitor Protests Swell Against Government Suit

The voices of exhibition have risen to a sharp crescendo of protest over the government anti-trust suit against the major distributors, aimed at giving availability of 16 mm. new feature films to television stations.

Anger over the government's move was expressed in wires and letters to the attorney general's office by leading exhibitors and theatremen's organizations from all over the U. S.

It was pointed out in these protests that the government, through its suit, is interfering with private property rights and will, if successful, bring about destruction of the exhibition field.

Wires continued to reach Washington despite a Department of Justice note to exhibitors that the suit is not intended in any way to damage theatre business.

Clapp Gives Explanation

A disclosnre by Newell A. Clapp, acting assistant attorney general, pointed out that the snit "recognized the desirability" of continuing reasonable clearance between runs of a feature in a theatre and its release in 16 mm. for TV and other non-theatrical purposes.

Clapp said there is no intention to deprive exhibitors of their opportunity to operate at a profit and that the problems with which they have been confronted as a result of the development of television are recognized by the department.

These problems, he added, will be given full attention in considering what action should be taken to curb continuation of these activities by the defendant companies, if they are found guilty of the Sherman Act violations with which they are charged.

Theatre Owners of America, named in the suit as a co-conspirator, but not a defendant, meanwhile decided that it may ask to be included as a defendant in order to be in a better position to fight the allegations.

Herman M. Levy, TOA general counsel, said that his organization is shocked at the government action and at the naming of TOA as a co-conspirator. "TOA knows no reason at all why it should have been so named," he said. Levy added that he will place the matter before the TOA board "for full discussion" at the next meeting in September.

Loew's, Para Excluded

Also excluded from the suit as defendants were Paramount and Loew's. The government has stated that neither company operated 16 mm. departments in the U.S.

The government has charged in its suit that the film companies were engaged in "an unlawful combination and conspiracy in restraint of . . . inter-state trade and commerce in 16 mm. feature films."

The only film company to voice any protest whatsoever to the government action was Republic. Herbert J. Yates, prexy, stated that "we do not know of and have never been a party to any conspiracy to refuse to serve pictures to television stations."

Yates noted that his company has made films available to TV stations for the past year through a wholly-owned subsidiary, Hollywood Television Service, Inc., a corporation not named as a defendant.

The other defendants are 20th Century-Fox, Warner Bros. Pictures, Warner Bros. Distributing Corp., RKO Pictures, Columbia, Screen Gems, Universal, United World Films, Pictorial Films and Films, Inc. Latter two firms are independent 16 mm. distributors.

Spearheading exhibition's protests was the Independent Theatre Owners Association, New York organization headed by Harry Brandt. In a telegram to Attorney General James P. McGranery, Brandt said that ITOA will do everything in its power to defeat the purpose of the suit.

Brandt alleged the purpose to be destruction of a free market and the motion picture industry. His wire stated that the suit is, in the opinion of ITOA, "ill-advised and contrary to the American principle of free enterprise."

According to Brandt, "the televised showing of a theatrical feature film on television destroys its commercial value for theatrical

(*Continued on Page* 18)

Call On Johnston, Prexies To Reply

The Board of Directors of the Independent Theatre Owners Association went on record at its meeting this week in New York calling upon Eric Johnston, president of the Motion Picture Association, and the presidents of the motion picture company defendants in the suit commenced by the Department of Justice to compel the sale of feature films to television to take a militant public stand with respect to the litigation:

"This is no time for silence on the part of industry leaders. This is a suit calculated to destroy the motion picture industry and it's time for segments other than exhibition to meet the issue squarely and with forthrightness. We are confident that the defendants will defend themselves to the hilt in court for vindication on these preposterous charges but if the industry remains quiet until that time we will have lost our case with the public.

"It's high time the MPAA publicly denounced this government action for what it is—a high-handed attempt to have the industry commit suicide to give its life blood to a competitive medium. The film company presidents must likewise meet the issue squarely and assure theatrical exhibition that the television interests are not going to be ceded public support and their stock in trade by default. As one board member remarked, 'Let them stand up and be counted'."

Press Of Nation Joining In Attack On JD Action

The government's anti-trust action against the majors, seeking to make Hollywood films available in 16 mm. size to all prospective buyers, was vigorously blasted during the past two weeks by various newspaper columnists and editors.

Protests emanated from diversified sections of the nation, most of them charging that if the government suit proves successful, the general public would be deprived of the enjoyment of theatre-going since houses would be forced to shut down.

One of the strongest columns on the subject was written by Jack Gould, radio and television editor of "The New York Times." Gould wrote that "stripped of all legal phraseology, the practical effect of the move by Attorney General Joseph McGranery is to ask the film industry to hurry up and commit hari-kari with a smile on its face."

Fair Play Mentioned

Fair play on the part of the government was touched upon in Gould's column in his statement that "eager as the set owner may be to see more of Marilyn Monroe and less of Frankie Darro, the department's action can hardly be regarded by the layman as a very equitable way of achieving that highly desirable end."

If the government is successful in its action, television stations would in all probability win the right to bid for first run product in competition with theatres. "Under today's economics in the television field," Gould wrote, "with only 109 stations in operation, the most that a film can earn from TV fees is in the neighborhood of $25,000.

"For this paltry sum," the "Times" columnist continued, "the producer presumably is expected to aggravate the crisis in his own business that has been caused by TV competition. In addition, he is supposed to be willing to sacrifice the $200,000 he could probably earn by showing the film another time in theatres."

TV Stations Still Few

Gould wrote that while TV stations are still few in number, "Hollywood can hardly be blamed for not wanting to jeopardize its own existence merely to provide an attractive jackpot prize for TV. Realism clearly dictates a further waiting spell."

Noting that all entertainment media are currently going through a period of adjustment regarding TV, Gould wrote that the D. of J. "would do well to study . . . the inherent economic paradox of TV . . . more thoroughly and patiently before aspiring to the role of the television viewer's Sir Galahad."

From W. Ward Marsh of the Cleveland "Plain Dealer" came the warning that the public is in greater danger than ever before of watching theatres close permanently as a result of the government action.

Marsh commented that "anyone, save a willfully blind and politically minded government, can see that this alleged trust-busting move can lead only to the complete

(*Continued on page* 19)

Schenck Denies Resignation Rumors

Nicholas M. Schenck, president of Loew's, Inc., issued the following statement denying reports of his resignation:

"Contrary to several rumors printed in various newspaper columns, I have no thought of resigning from Loew's, Inc. The reports are untrue and unfounded."

RKO Theatres, Subsids Show Profit Of $36,935 For Second '52 Quarter

Net profit of RKO Theatres and subsidiary companies for the second quarter of 1952 was $36,935.60, after taxes and all other charges, including profit of $9,253.99 on sale of capital assets, before taxes, it was reported this week. This compares with net profit for the second quarter of 1951 of $109,697.69, after taxes and all other charges, including profit of $8,183.24 on sale of capital assets, before taxes.

Consolidated net profit for the first six months of 1952 was $174,802.99, after taxes and all other charges including profit of $16,518.55 on sale of capital assets, before taxes, as compared with net profit for the first six months of 1951 of $551,639,41, after taxes and all other charges including profit of $378,886.73 on sale of capital assets, before taxes.

Studio Heads, COMPO Executives Hold Talks

HOLLYWOOD.—Studio heads will meet next week with COMPO officials. Sessions will revolve around COMPO plans, notably those concerning the drive for repeal of the 20 percent Federal admission tax and the progress and accomplishments of "Movietime U.S.A."

Studio heads expected to attend the meet are Y. Frank Freeman, Dore Schary, Jack Warner, William Goetz, C. J. Tevlin, Darryl F. Zanuck and Harry Cohn. Herbert J. Yates will be abroad and unable to be present.

In addition to the meeting with the studio heads COMPO officials also plan Ia session with heads of the guilds and other organizations who are members of COMPO.

Fight Postal Rate Rise

DES MOINES. — A recent hike in postal rates on theatre advertising could be abolished if exhibitors joined in a concerted protest movement in letters to or direct contact with Congressmen, according to Leo Wolcott, Allied Iowa-Nebraska board chairman. Basis for Wolcott's belief is that theatre advertising generally weighs less than one-half ounce and is delivered within a 50-mile radius of house. He urged exhibitors to demand a definite stand on the issue from their Representatives.

"Native Son" Ban May Cause Ohio Supreme Court Test On Censorship

CINCINNATI.—Constitutionality of Ohio's movie censorship law is in for another attack as the result of a petition filed by Classic Pictures, Inc., asking the state's Supreme Court to compel the Ohio Department of Education to issue a certificate permitting the public exhibition of the film "Native Son."

The division of film censorship last November refused to grant a certificate to "Native Son," claiming it was "not of a moral, educational, amusing or harmless character." In questioning the ruling, Classic Pictures is claiming that the banning of the picture is an "unconstitutional infringement of the firm's right to free speech and of the press and of its right of free expression and communication." This approach stems from the U. S. Supreme Court's recent ruling on "The Miracle," which holds that motion pictures have equal protection with the press under the Constitution.

Sought Test Issue

Earlier, the motion picture industry, under the aegis of the MPAA, had sought a test issue of the state's censorship tribunal by showing an uncensored newsreel in a movie theatre. But since Classic Pictures has taken its action directly to the Ohio Supreme Court it is possible that this issue may be decided first. A decision on the "Native Son" action, however, could possibly refer only to the state's right to ban a film and not, as with newsreels, its right to review them.

Dr. Clyde Hissong, state education director, has revealed that the censorship division has banned "The Miracle."

Lust Attacks Censors

ROCKVILLE, MD.—There is no more justification for the censoring of a motion picture than for censoring a newspaper, Sidney B. Lust, head of Lust Theatres, told the Kiwanis Club here this week. Pegging his talk on the arrest in Ohio of exhibitor Martin Smith for showing a newsreel that hadn't been reviewed first by the state's censorship division, Lust outlined recent court decisions which indicate the rights to free expression for the screen. He pointed out that in spite of these rulings, seven states still have censorship boards.

Removal of Censors

In calling for the removal of the remaining censors, Lust declared there would still be safeguards against "obscenity and indecency" because those "who produce and show motion pictures are high-minded and honorable" and "have demonstrated their fine sense of public responsibility. . . ." He emphasized his point by asking: "Are the morals of the people in the 41 states that don't have censors one iota lower than the morals of the people in the seven states that do?"

He called the industry's Production Code voluntary "machinery for insuring decency and good taste in films." In addition, Lust said, "there is no city, county or state in the country that doesn't already have on its statute books adequate laws to punish anyone who exhibits immoral, indecent or inhuman subjects. . . ."

Form State Units For Tax Fight

Industry leaders began organization this week of state committees pledged to campaign for repeal of the Federal 20 percent admission tax. Co-operating in the COMPO drive, which is being steered by a national tax repeal campaign committee, leaders in each state started to appoint committee chairmen for each Congressional district to spearhead local drives.

Among the states and territories organized thus far are Arkansas, the Indianapolis exchange territory, Wisconsin, the New England states and the Chicago territory.

Para Earns $1,430,000 In Second 1952 Quarter; $2,785,000 In 6 Months

Paramount Pictures Corp. has estimated the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the second quarter ended June 28, 1952 at $1,430,000, after provision for U. S. and Canadian income taxes. Earnings represent $.61 per share on the 2,342,096 shares outstanding.

Consolidated earnings for the six months ended June 28, 1952 computed on the same basis are estimated at $2,785,000, or $1.19 per share.

Consolidated earnings for the quarter ended June 30, 1951 were estimated at $1,421,000 and represented $.62 per share on the 2,302,140 shares then outstanding.

Exhibitor Drive Results In Cutting Of Ad Rates

SAN FRANCISCO.—Successful campaign for lower newspaper ad rates in San Mateo, Calif., as waged by Hal D. Neides of Blumenfeld Theatres, is reaping positive results in the area.

Taking larger ads, besides Blumenfeld houses, are Westland Theatres, for their Laurel, San Carlos, and Fox West Coast Theatres, for the Broadway, Burlingame; Fox, San Mateo, and Baywood, Baywood. Theatres previously ran directory-sized ads.

First victory in the campaign came with a free quarter-page ad in the San Mateo "Times," saluting the industry from its publisher.

Anglo-U.S. Accord Seen

LONDON. — Prompt accord is expected when British and American delegates sit down in Washington Sept. 8 to re-negotiate an Anglo-American film trade pact for 1953. Flying from London will be Sir Frank Lee, Board of Trade permanent under secretary; Sidney Golt, BOT chief films officer, and a Treasury aide.

Possible drawback in forthcoming Anglo-U. S. film dealings may come from the decision here to limit imports from non-sterling countries to what Britain could afford.

Full COMPO Tax Repeal Support Urged In Johnston's IATSE Talk

MINNEAPOLIS.—Personnel in all branches of the industry were urged to get "energetically and wholeheartedly behind the expertly-managed campaign of COMPO to repeal the 20 percent federal admission tax" and state and local admission taxes by Eric Johnston, MPAA prexy, in an address this week before the 41st biennial convention of IATSE and moving picture machine operators of the U. S. and Canada.

In a speech well peppered with statistics to reveal the position of the industry today, Johnston described the taxes as a top factor in the current box office decline.

Rising costs, television and love ("We have had a record number of marriages—and a record number of babies") were cited by Johnston as additional top factors.

Johnston Gives Advice

Regarding rising costs, Johnston advised his audience to "work twice as well and to think ten times before wasting ten cents of anything. It behooves us all to sparkplug our efficiency and eliminate waste wherever we can."

Johnston noted that from 1946 to 1951, all consumer expenditures in the U. S. rose by more than 40 percent, or about 60 billion dollars. But the industry's share of total consumer expenditures, he added, fell from 1.09 to 0.66 percent. "Our job is to reverse this trend," he said.

The MPAA prexy told the IATSE members that the industry, despite a box office decline which he put at 15-20 percent, "is very much alive and kicking. He said that the industry is in "a period of transition."

The box office decline was based on figures recorded at the 1946 peak, when yearly admissions totaled one billion six hundred million dollars as against the current figure of approximately $250,000,000 below that sum.

The Johnston address was delivered at a convention which followed a week-long meeting of the IATSE general executive board, held at the Hotel Nicollet.

About 1,200 delegates attended the convention, representing wide-spread divisions in the industry. Sessions were held in the Municipal Auditorium with Richard F. Walsh, IATSE prexy, presiding.

Others to speak were Maj. Leslie E. Thompson of RKO Radio Pictures, Charles W. Perrine of Minnesota Amusement Co. and Benjamin Berger, president of North Central Allied. Government officials also spoke.

Labor Men Speak

Labor spokesmen included James L. McDevitt, director of Union Label Trades Dept. of the AFL; Robert A. Olson, president of Minnesota State Federation of Labor and a Local 509, IATSE, member; Walter Cramond, president of the Minneapolis Central Labor Union, and William Sinnot, also of the CLU.

Foremost among the resolutions passed at the convention was one instructing Walsh to try to induce the Justice Department to reconsider its action with respect to the industry features-for-television case.

Another resolution had IATSE members going on record as asking each local to urge members to visit Congressional candidates to obtain pledges of support for the repeal of the 20 percent Federal admission tax.

RKO Will Release 6 Huntington Pix

RKO Radio completed negotiations with Huntington Hartford this week for the distribution of two productions annually for the next three years. Films will be produced by Hartford's Theasquare Productions, it was announced by C. J. Tevlin, RKO vice-president in charge of studio operations.

First two productions, to be made within the next year, will be announced shortly, following conferences now in session between representatives of RKO and Hartford's production company.

RKO will begin distribution in September of Hartford's already completed feature, "Face to Face." This is a picturization of two famous short stories: "The Secret Sharer," by Joseph Conrad, and "The Bride Comes to Yellow Sky," by Stephen Crane. These have been packaged for a feature running 91 minutes.

James Mason stars in the Conrad sea story, with Gene Lockhart, Albert Sharpe and Michael Pate. It was directed by John Brahm from the script by Aeneas MacKenzie.

Robert Preston stars in the Stephen Crane's story, which introduces Marjorie Steele, Mrs. Huntington Hartford. Direction is by Bretaigne Windust from a script by James Agee.

Cohn Hits Stock Sales Talk

Hollywood.—Harry Cohn, president of Columbia Pictures, this week denied rumors that he was interested in selling his stock in the company. Cohn's statement said:

"Rumors continually reaching me from various sources indicate that so-called negotiations for the purchase of my stock in Columbia Pictures have been or are in progress. I wish to deny categorically that I have authorized such negotiations."

Rotus Harvey Bows Out As President Of WTO; Cites Pressure Of Biz

SAN FRANCISCO. — Rotus Harvey, president of Western Theatre Owners, has announced his resignation from that office. Harvey gave as his reason, the press of personal business.

Six weeks ago Harvey quit the presidency of the Independent Theatre Owners of Northern California. He is an executive of Westland Theatres with headquarters in this city.

He was one of the original group which formed WTO (formerly PCCITO) in 1939 and since then has held either the post of trustee for the Northern California unit or chairman of the board. When the office of president was initiated two years ago, he was elected and has remained at the helm of the association ever since.

WTO's new president will be elected at the next board of trustees meeting, the date of which has not been set.

$450,000, Improved Runs Asked In Two Xhib Suits

CHICAGO.—Improved runs and damages totaling $450,000 were asked by exhibitor plaintiffs last week in two suits filed in Federal District Court, Davenport, Iowa. Damages were asked by E. A. Panos, operating the Capitol, Iowa City, together with improved run. Defendants named were the eight majors, Central States Theatre Corp., and Tri-States Theatre Corp. of Des Moines.

A suit filed for the Coronet, Davenport, operated by Panos, James Stopulos and James Sullivan, seeks only improved run. Named as defendants were all film companies excepting Columbia and United Artists. Tri-States and Central States were included as defendants.

The Quiet Men

(*Continued from page* 5)

competition and destroy its own markets is dangerous theory, completely alien to the profit system. And the American people, with their sense of fairness, will recognize that they have been duped and hoodwinked by selfish interests once they are given the facts.

For The Record

Recently, we met the new president of Universal-International, Milton Rackmil. He entered the record business when the prophets of doom predicted its speedy demise because of the advent of radio. Evidence of his good judgement is best reflected in the tremendous strides made by the record business since that time.

Once again, Mr. Rackmil has defied the calamity howlers and has actively entered the motion picture industry. A man of vision, he believes that the industry's future lies in front of it with many new accomplishments yet to be achieved. The business needs men like him at the top level.

REPUBLIC DOE

TREMENDOU

WESTERN UNION

W P MARSHALL PRESIDENT

SYMBOLS

DL = Day Letter
NL = Night Letter
LT = International Telegram
VLT = International Vacation Letter

CLASS OF SERVICE

This is a full rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA241 DL PD-FAX MINNEAPOLIS MINN 25 1153A-
1952 JUL 25 PM 2 58

J R GRAINGER-
REPUBLIC PICTURES CORP-1740 BROADWAY-

SURELY YOU WILL BE PLEASED TO KNOW GLOBAL PREMIERE OF YOUR "WOMAN OF NORTH COUNTRY" AT NORSHOR THEATRE DULUTH MINNESOTA A TREMENDOUS SUCCESS. THOUSANDS LINED THE STREETS. TRAFFIC AT A STANDSTILL. MORE THAN SIX THOUSAND JAMMED THE BLOCK IN FRONT OF THEATRE. THEATRE FILLED TWO HOURS BEFORE SCHEDULED START OF SHOW. AUDIENCE REACTION TO PICTURE EXCELLENT. BUSINESS FAR BEYOND EXPECTATIONS. LAST NIGHT AT STATE THEATRE MINNEAPOLIS IN CONNECTION WITH AQUATENNIAL CELEBRATION WE REPEATED THE DULUTH PREMIERE TO EVEN GREATER RESULTS. COOPERATION FROM REPUBLIC LEFT NOTHING TO BE DESIRED. WE ARE MORE THAN PLEASED. YOU HAVE ANOTHER WINNER IN "WOMAN OF NORTH COUNTRY."-
HARRY B FRENCH MINNESOTA AMUSEMENT CO.

Duluth

HERBE
Pre

WOMAN OF THE

TRUCOLOR BY CONSOLIDATED

Starring RUTH HUSSEY · R
with J. CARROL NAI
Screen Play By NORMAN REILLY RAI
Associate Producer-Director JOSEPH K

IT AGAIN !!!

TWO MORE SMASH PREMIERES BRINGING STARS AND ENTERTAINMENT TO MOVIE-GOERS THE COUNTRY OVER



YATES

NORTH COUNTRY

MERON · JOHN AGAR · GALE STORM

IM DAVIS · JAY C. FLIPPEN

By CHARLES MARQUIS WARREN and PRESCOTT CHAPLIN

A REPUBLIC PICTURE

Republic Pictures Corporation

Exhibitor Reviews

"Just For You"

(Paramount) Technicolor 104 Min.

Cast: Bing Crosby, Jane Wyman, Ethel Barrymore, Robert Arthur, Natalie Wood, Cora Witherspoon, Ben Lessy, Regis Toomey, Art Smith, Leon Tyler, Willis Bouchey, Herbert Vigran.

Credits: Produced by Pat Duggan; Directed by Elliott Nugent; Screen play by Robert Carson; Based on "Famous" by Stephen Vincent Benet.

STORY: Widower Bing Crosby, top Broadway musical producer and song writer, discovers on the night of his latest hit that he has failed as father to Robert Arthur, a prep school student who resents living in his father's shadow, and Natalie Wood, a youngster who doesn't want to bother her busy father. Crosby puts off asking Jane Wyman, star of his show, to marry him until he straightens out his relationship with his children. Jane even tries to help, but Arthur, who has a crush on her, misunderstands and thinks Jane is in love with him. Crosby does succeed in getting Natalie what she wants most, admission to an ultra-exclusive school, run by Ethel Barrymore. When Arthur learns that Jane isn't in love with him he is broken hearted, and when the youth discovers she is going to marry his father, he runs away and joins the Air Corps. Crosby takes an entertainment unit to different air bases, but doesn't catch up with his son until much later in Alaska. Arthur, who has grown up, arranges for Jane to be present to sing with his father.

REVIEWER: MURRAY LeBOSS, general manager, Cinema Circuit, New York and New Jersey. (Exhibitor 19 years).

"This is a wonderful picture, crammed with the kind of entertainment that everyone everywhere will enjoy completely. Naturally, the box offive returns should be tops in almost every spot where 'Just For You' is played. The picture has everything to offer in the proper manner, from just the right people for each role to Technicolor which is superb. As a whole, this is well-rounded entertainment which moves along rapidly, presenting comedy, tunes and dancing."

REVIEWER: AL SHUKAT, Charles Theatre, New York. (Exhibitor 16 years).

"Most movie-goers will find this latest Bing Crosby starrer a highly pleasing entertainment. Since it unites Crosby and Jane Wyman again, following their success in 'Here Comes the Groom,' there should be a big interest on the part of ticket-buyers. Crosby, who is always entertaining, gets across his likeable and relaxed style with some novelty tunes and romantic ballads. And, in this picture, he plays and looks his age, with greying hair at the temples. The story is somewhat similar to previous screen plots, but there always is a production number, comedy routine or vocal coming up to keep the viewer's interest steady."

EXHIBITORATING—
"JUST FOR YOU"

Box Office Draw—VERY GOOD-EXCELLENT

Star Value—EXCELLENT

Production Qualities—VERY GOOD-EXCELLENT

Story Content—GOOD-VERY GOOD

Audience Classification—GENERAL

Staff Reviews

"What Price Glory"

(20th-Fox) Technicolor 111 Min.

Cast: James Cagney, Corinne Calvet, Dan Dailey, William Demarest, Craig Hill, Robert Wagner, Marisa Pavan, Casey Adams, James Gleason, Wally Vernon, Henri Letondal.

Credits: Produced by Sol C. Siegel; Directed by John Ford; Screen play by Phoebe and Henry Ephron; Based on the play by Maxwell Anderson and Laurence Stallings; Songs by Jay Livingston and Ray Evans, Erno Rapee.

Eminently successful both as a stage play and a silent film, this farce about a pair of rough-house Marines and a French mademoiselle during World War I comes across in its current remake as a riotous, noisy and sometimes touching comedy. The dialogue is for the most part crisp and pointed, with the war treated as a matter-of-fact business, custom made for the Marines. As the wise-cracking "Sgt. Quirt," Dan Dailey gives competent support to the brisk performing of James Cagney, who plays the cocky "Capt. Flagg." Corinne Calvet, as the girl loved by both, is easy to look at. Dressed in Technicolor, the entire production registers with the visual splendor that is a characteristic of a John Ford picture. Action alternates between a behind-the-lines French setting and the front; the mood thus varying from humor to pathos. Sprinkled into the proceedings are a new tune by Livingston and Evans and, of course, the famous "Charmaine," the melody played in the first film version.

Audience reaction at the Roxy Theatre, N. Y., where the film was sneaked, was generally favorable. During the comic scenes between Cagney and Dailey, laughter rose to a high pitch.

STORY: Somewhere in France during World War I, Capt. James Cagney's company of Marines reaches a village behind the lines to await replacements. As Cagney reunites with Corinne Calvet, a French girl, Sgt. Dan Dailey, his friendly-enemy, arrives to take charge of replacements. Dailey and Cagney quarrel over an old love issue, but Cagney departs for Paris on a pass, leaving Dailey in charge of the outfit. Cagney returns to find Dailey involved with Corinne, whose father demands a marriage. Cagney, gloating at a chance to get even with the reluctant Dailey, orders him to marry Corinne. Plans are changed when the company is ordered to the front. Dailey is wounded. No longer reluctant, he returns to Corinne before Cagney, who has also decided to marry the girl. Since she loves both, they play cards for her. They quarrel as all are ordered back to the front. Cagney departs first, leaving Corinne to Dailey, who reacts by rejoining his buddy on the road to battle.

●

"Affair In Trinidad"

(Columbia) 98 Min.

Cast: Rita Hayworth, Glenn Ford, Alexander Scourby, Valerie Bettis, Torin Thatcher, Howard Wendell, Karel Stepaneck, George Voskovec, Steve Geray, Walter Kohler, Juanita Moore, Gregg Martell, Mort Mills, Robert Boon, Ralph Moody.

Credits: A Beckworth Corporation Production; Produced and directed by Vincent Sherman; Screen play by Oscar Saul and James Gunn; Story by Virginia Van Upp and Berne Giler.

Being Rita Hayworth's first picture in four years, "Affair in Trinidad" has a bright box office future. Its potential grossing is enhanced by co-starring Glenn Ford with Miss Hayworth. Picture is certain to benefit exploitation-wise also from a couple of provocative samba-like dances which Miss Hayworth enthusiastically performs as well as from a face-slapping sequence which will remind the public of the successful "Gilda." Film itself presents a story of international plotting with proven suspense and interest building devices employed. Miss Hayworth's face and body photograph as well as ever and should have the men drooling while the women dream wishfully.

STORY: In a port of Trinidad, cafe singer-dancer Rita Hayworth's estranged husband is found dead. It is supposed to be suicide, but the authorities are suspicious of Alexander Scourby, wealthy internationalist and big admirer of Rita, who they know is involved in intrigue. They ask Rita to play along with him to get evidence of his activities. Glenn Ford, brother of Rita's dead husband, shows up and is not satisfield with the verdict of suicide. He begins suspecting Scourby and interferes with Rita's movements. Rita and Ford are attracted to each other but she cannot tell him of her work for the police. Not understanding why she is playing up to Scourby, Ford throws her over. Rita discovers that Scourby and his men are working on plans for a rocket attack on the U. S., but is discovered. Scourby and his men are ready to shoot her before leaving when Ford shows up in time to save the day. Rita and Ford turn to each other.

●

"Park Row"

(United Artists) 79 Min.

Cast: Gene Evans, Mary Welsch, Bela Kovacs, Herbert Heyes Tina Rome, George O'Hanlon J. M. Kerrigan, Forrest Taylor, Don Orlando, Neyle Morrow, Dick Elliott, Stuart Randall Dee Pollack, Hal K. Dawson.

Credits: A Samuel Fuller Production; Produced, directed and written by Samuel Fuller.

Here is a picture that can be exploited to top box office prominence. In telling the dramatic history of the development of newspapers in this country, "Park Row" is packed with colorful incidents, anecdotes and press lore. The enthusiastic backing the Samuel Fuller production has already received from the nation's newspapers and what is coming, plus the entertainment and ballyhoo values of rapid-paced action, adult and torrid omance and an "inside" peek at a profession which has always aroused the curiosity of the general public, should draw them to "Park Row" for capacity business. In its telling of how an eager and honest newspaperman battles to keep his new paper alive, the film condenses the highlights of American Journalism, although without regard to historical chronology. But this approach makes possible the recognition of the great and thrilling men and moments in our country's ever-free press.

STORY: During the early days of American Journalism most of the famous papers were published on one street, Park Row. Gene Evans, a two-fisted newspaperman, is fired from the Star by its publisher, Mary Welsch, when he criticizes its policy. With the backing of a printer, Evans gets an opportunity to start his own paper, a dream he has carried for a long time. He puts out his first edition with the story of Steve Brodie's jump from the Brooklyn Bridge. Evans uses wrapping paper, butcher paper, whatever his limited means can afford —his only concern being to get out a paper with honest news presented in an exciting manner. Mary decides to fight his growth. She tries to undermine his campaign for a pedestal for the Statue of Liberty. When that fails she offers to merger their publications. Evans turns her down and Mary orders his paper destroyed. Violence breaks out and Evans' men are killed and beaten. When his press is blown up, Evans gives up. He hits the bottle, but when he wakes

up the next morning he discovers his paper on the street. Mary, who hadn't intended for such violence to take place, has given her presses to Evans' staff. And the Statue of Liberty gets a pedestal.

●

"Island of Desire"

(United Artists) Technicolor 93 Min.

Cast: Linda Darnell, Tab Hunter, Donald Gray, John Laurie, Sheila Chong, Russell Waters, Hilda Fenemore, Brenda Hogan, Diana Becker, Peggy Hassard, Michael Newell.

Credits: Produced by David E. Rose; Directed by Stuart Heisler; Screen play by Stephanie Nordli; Based on the novel, "Saturday Island," by Hugh Brooke.

There is much to attract in "Island of Desire" since it has an interesting adventure yarn liberally sprinkled with romantic possibilities and the figure of Linda Darnell. A diffrent locale is brought to vivid life by Technicolor. Good performances by the cast, and direction that draws the utmost from the story, characterizations and setting add to the film's attractiveness. While the picture starts off on a hard-to-believe note, it settles down to an interest-holding pace. Proper selling can put this across with a resounding BO play. The romance angle on an uninhabited Pacific isle is a good angle to get the women's vote.

STORY: A ship returning war wounded sinks in the Pacific when it contacts a Japanese mine. Marine Corporal Tab Hunter is one of the last to leave. He finds an empty raft and in getting away from the ship comes across Canadian nurse Linda Darnell clinging to wreckage. During days afloat, the difference in their ages causes a rift between them; Hunter refuses to pay Linda the respect she thinks is due her. They come to a tiny, uninhabited island. Hunter fashions living quarters and after a while their differences give way to love. Their solitude is interrupted by the crash-landing of British pilot Donald Gray. Linda is forced to amputate one of his arms and nurses him back to health. Hunter sees romance developing between the pair. A ship answers an SOS sent out on the plane's radio and Hunter, realizing that Gray and Linda are better suited for each other, wishes them the best.

●

"Beware, My Lovely"

(RKO) 77 Min.

Cast: Ida Lupino, Robert Ryan, Taylor Holmes, Barbara Whiting, James Willmas, O. Z. Whitehead, Dee Pollack.

Credits: A Filmakers presentation; Produced by Collier Young; Directed by Harry Horner; Screen play by Mel Dinelli; From the Broadway play, "The Man," by Dinelli.

A psychopath plays a game of cat-and-mouse with the life of a young widow in this gripping program melodrama, but the encounters which the two have are often more harrowing than entertaining. Contributing effective performances to these roles are Robert Ryan and Ida Lupino. Their conflicts in the story frequently become repetitious in incident, and the somber atmosphere which thereby is generated is never relieved. The ending leaves a number of plot strings dangling in mid-air and is not completely explained.

STORY: Robert Ryan, a handyman, finds the lifeless body of his employer in a closet and flees in horror. The discovery disturbs Ryan even after he takes on his next cleaning job at the boarding house of Ida Lupino, a widow. Unaware of Ryan's problems, Ida treats him with sympathy. He confesses, however, that he is mentally unstable and prone to forget acts of violence. Ida reacts with horror and asks him to leave. Ryan becomes belligerent and locks her in the cellar. When she promises not to report him to the police, he releases her. But Ryan catches her trying to send for help and decides to kill her. Ida faints. When awake, she sees that Ryan is preparing to leave. He is calm and shows no sign of remembering his threats. She sends a telephone repair man to get the police.

●

"Caribbean"

(Paramount) Technicolor 97 Min.

Cast: John Payne, Arlene Dahl, Sir Cedric Hardwicke, Francis S. Sullivan, Willard Parker, Dennis Hoey, Clarence Muse, William Pullen Walter Reed, Ramsey Hill, John Hart, Woody Strode.

Credits: Produced by William Pine and William Thomas; Directed by Edward Ludwig; Written for the screen by Frank L. Moss and Ludwig; From the novel by Ellery H. Clark.

A period piece concerned with piracy and a slave rebellion, "Caribbean" supplies at frequent intervals enough mayhem and violence to please the action fans. Technicolor, star names, some fanciful tropical settings and costumes help to perk interest in the proceedings. Because the performances are cut according to proven requirements and the plot turns are telegraphed, the picture is most suited for program billing.

STORY: Pirate Sir Cedric Hardwicke sends adventurer John Payne to a Caribbean isle owned by Francis S. Sullivan, Hardwicke's enemy, to figure out a method by which Hardwicke can capture the island. Posing as Sullivan's nephew, Payne falls in love with Arlene Dahl and wins the confidence of Sullivan's slaves. While Hardwicke is making ready an attack on the isle, Sullivan discovers Payne's identity and prepares to have him killed, despite opposition from Arlene. A slave rebellion breaks out simultaneously with Hardwicke's attack to throw Sullivan's plans askew. During the fighting, Hardwicke and Sullivan kill each other, leaving Arlene and Payne to go off together.

●

"Women of North Country"

(Republic) Trucolor 90 Min.

Cast: Ruth Hussey, Rod Cameron, John Agar, Gale Storm, J. Carrol Naish, Jim Davis, Jay C. Flippen, Taylor Holmes, Barry Kelley, Grant Withers, Stephen Bekassy, Howard Petrie, Hank Worden, Virginia Brissac.

Credits: Presented by Herbert J. Yates; Associate producer, Joseph Kane; Directed by J. Kane; Screen play by Norman Reilly Raine; Story by Charles Marquis Warren and Prescott Chaplin.

Republic has come up with a strong package of entertainment in "Woman of North Country," which combines excellent Trucolor camera work, a well-written script and solid acting into an engrossing, exciting tale about a grasping steel-willed iron ore queen and a rugged mining engineer. The Mesabi range in Minnesota, where the studio lensed location footage, is breath-takingly picturesque, showing this land in all its natural beauty. Joseph Kane deserves a double nod, one for his production work and another for his handling of the direction, which draws earthy, human performances from all the film's players. Aside from the quality acting, the picture boasts excitement and adventure that give it a fast-moving pace to keep stub-holders on the edge of their seats. Ruth Hussey turns in a masterful job as the woman iron baron, who even uses love as a tool in her quest for power. Rod Cameron turns in his most impressive performance in his career, giving notice that he is one of the top action stars in the business as well as an able actor. Gale Storm also comes through with a finely etched performance, with Jay C. Flippen and Jim Davis standouts in the supporting cast.

STORY: In the 1890's, mining engineer Rod Cameron goes to seek help from the family, which controls the Minnesota iron empire. He meets Ruth Hussey, who is the femme boss of the family's interests, and tells her of his plan to work the Mesabi range for iron ore. Knowing that Cameron's lease is soon due, Ruth plots with her brother, Jim Davis, to relieve Cameron of his stake. Through conniving Ruth, Davis and his henchmen steal Cameron's lease money. Cameron tracks the thugs down and kills Davis. Using reward money for Davis, a wanted murderer, Cameron builds his empire, foresaking his sweetheart, Gale Storm. He marries Ruth, who is still plotting to get him, this time with the aid of banker J. Carrol Naish. Just when Ruth is about to succeed in her plan, Gale, her father, Jay C. Flippen, and Cameron's crew come to his rescue and save the day. Ruth makes a last attempt to explain herself to Cameron, but is killed by jealous Naish, with Gale resuming her romance with Cameron.

●

"Rainbow 'Round My Shoulder"

(Columbia) 79 Min.

Cast: Frankie Laine, Billy Daniels, Charlotte Austin, Arthur Franz, Ida Moore, Lloyd Corrigan, Barbara Whiting, Ross Ford, Arthur Space, Frank Wilcox, Diane Garrett, Chester Marshall, Helen Wallace, Eleanore Davis, Eugene Baxter, Ken Garcia, Mira McKinney, Edythe Elliott, Jean Andren.

Credits: Produced by Jonie Taps; Directed by Richard Quine; Written by Blake Edwards and Quine.

"Rainbow 'Round My Shoulder" is an entertaining musical which is on a par with Frankie Laine's other offerings. This time set in a motion picture studio and dealing with how a young messenger becomes a movie star, the film is lensed in lush Technicolor which is a strong asset. Laine is very good as himself with Billy Daniels scoring both dramatically and vocally. A newcomer, who looks as if she has a big future on the screen as a singing actress is Charlotte Austin, who acts with a winning naturalness and sings both classics and popular songs. The motion picture studio angle is interesting and will probably give spectators a look at some of the inner workings of a big studio. Arthur Franz is good as the male lead, while Barbara Whiting impresses in her role. Daniels, accompanied by pianist Benny Payne, socks across his musical numbers for excellent results.

STORY: Charlotte Austin, who is interested in show business like her late father, tells her grandmother, Ida Moore, that she is working in the city library, when she really has a job as a messenger girl in a movie studio. After a few days at the studio, she is discovered and auditioned by Arthur Franz for Frankie Laine's new picture. Word reaches Ida and just as Charlotte is about to sign a contract, she refuses to sign as legal guardian. Charlotte leaves home. Lloyd Corrigan, Ida's butler and chef, suggests that Billy Daniels, Frankie Laine and Benny Payne headline Ida's pet charity. The show is a big success with the charity getting lots of money and Ida deciding that Charlotte, who has been one of the big hits, can sign the movie contract.

●

"Arctic Flight"

(Monogram) 78 Min.

Cast: Wayne Morris, Lola Albright, Alan Hale, Jr., Carol Thurston, Phil Tead, Tom Richards, Anthony Garson, Kenneth MacDonald, Paul Bryar, Dale Van Sickle.

Credits: A Lindsley Parsons Production; Produced by Lindsley Parsons; Directed by Lew Landers; Screen play by Robert Hill and George Bricker; From the story, "Shadow of the Curtain," by Ewing Scott.

"Arctic Flight" is a top credit for both Ewing Scott and Lew Landers. Landers took over directing chores from Scott, who became ill before completion of the film and Scott was then given associate producer credit. A goodly portion of this Alaskan adventure story dealing with Communism was shot on actual location in the Diomedes. It tells of the narrow date line that divides Little Diomede, which is 2½ miles away from Big Diomede in Russia.

(*Continued on page* 18)

TELEVIEWS

By AARON SLOAN

Closed Circuit Experiment

Fabian Theatres executives gathered together a number of industry toppers one night late this week at the Warner Theatre, N. Y.,closed to the public, for a special closed circuit big screen telecast of the last act of Mike Todd's musical and water extravaganza, "A Night in Venice," then taking place at the Aquacade at Jones Beach, L. I. Arrangements for the special showing were made by the closed circuit department of the DuMont Television Network. Norman W. Drescher scheduled the presentation, which lasted for a half-hour.

Actors Get Extra Pay

Monogram paid Screen Actors Guild $8,000 to be distributed to actors who appeared in five theatrical films rented by Mono to TV. Sharing in this extra compensation will be 114 actors. It is the first sum to be paid under the SAG contract covering sales to TV of theatrical films made after Aug. 1, 1948.

Exhib Enters TV

Another theatreman to invest in home television is L. F. Gran of Milwaukee. General manager of Standard Theatres Management Corp., Gran, through ownership of $250,000 worth of stock, is the leading holder in Milwaukee Area Telecasting Corp., seeking FCC permission to operate a TV station in Milwaukee. Pending an FCC permit, the station could be put in operation for $658,870 in nine months on a 9 a.m. to midnight daily basis, Gran said.

Industry Wins A Point

MPAA and NETTC won a point before the FCC in Washington when the Commission ruled that the two groups could present their direct testimony on engineering and accounting phases of theatre TV starting Oct. 20 for as long as necessary. Other phases of the hearing, designed to secure closed circuit TV channels for theatre operation, must wait until Jan. 12.

Texas' Competition

TV competition for theatres is increasing rapidly in the Texas metropolitan areas. In Dallas and Fort Worth are 171,191 sets. Houston has 150,800, San Antonio 82,873, Metamoros, Mex., which reaches Brownsville, Tex., 21,500. The Commerce Department compiled the above figures for June 30, prior to the start of operations of the transcontinental TV network cable to Texas the next day.

A Producer's Views

Howard Hawks, recently in Chicago for the Woods Theatre premiere of "The Big Sky," which he produced and directed for RKO, said that the day is coming when the public will be able to sit at home and watch the best films produced in Hollywood for a sum comparable to that charged by Zenith Radio Corp. in the recent Phonevision experiment. Employment in Hollywood is currently good, Hawks noted, especially for technicians. Top stars and officials, however, will take salary decreases in order to permit production cost cuts, he added.

Deadline Jottings

Home set receiver production dropped more than one million during 1952's first six months from the output of 1951's corresponding period, Radio-Television Manufacturers Assn. disclosed . . . Top NPA officials agree that prospects are virtually non-existent for any easing of the theatre construction ban before 1953. The recent steel strike kept restrictions in force . . . FCC granted stations in Albany, Buffalo and Rochester, plus one for the Kansas State College of Agriculture, Manhattan, Kans., the first four educational TV licenses.

Hal Roach's Decision

Hal Roach will produce six theatrical films next year in addition to a series of pictures for TV. According to plans, the veteran film-maker will sign stars to 40-week contracts calling for them to work in both theatrical and TV features.

Random Notes

The question of whether or not the United Paramount Theatres-American Broadcasting Co. merger hearings will be resumed on a full-scale basis is slated to be tossed at the FCC for a decision. . . . The third, and largest, experiment in the use of theatre TV as a mass education medium was acclaimed universally as a success, according to Federal Civil Defense authorities. . . . Three additional grants for new TV stations were made by the FCC: two for UHF stations in Fort Lauderdale, Fla., and one for a VHF channel in El Paso, Tex. . . . Mike Todd reportedly pulled out of three-dimensional Cinerama.

UA's TV Victory

Federal Judge Harry C. Westover ruled in the Southern District Court of California in favor of United Artists that TV distribution of films originally produced for major theatrical release is not a "commercial practice" within the meaning of the 1948 contract between UA and the Nasser brothers.

The Judge's decision over-ruled a recent decision by Benno M. Brink referee in bankruptcy. As a result, the recent televising of four Nasser pictures was ruled unauthorized and must be discontinued. The decision reportedly has the effect of settling the video status of many films still being released by UA under contracts executed prior to February 1951.

Fox Sets Split For Sept. 27; Will Not Seek Delay

Separation of production-distribution and exhibition at 20th Century Fox will most likely take place on or about Sept. 27, it has been disclosed in a company release. Company could delay separation, the release indicated, but will not. Spin-off provisions of the 1951 Revenue Act might have made it possible to avoid organization of one or more new companies.

Spin-off provisions of the Revenue Act are not yet controlled by Government regulations and it is not ascertained, the company noted, whether regulations, when issued, will cover a re-organization of the type planned by 20th-Fox.

Plan Approved

According to a plan approved by stockholders last October, it is decided to organize a new theatre firm, to be called National Theatres, Inc., to control interests of 20th Century-Fox Film Corp. in common stock of Wesco Theatres Corp. and Roxy Theatre, Inc.

Plan also calls for organization of a new picture company to be incorporated in Delaware as 20th Century-Fox Film Corp. to take over the balance of present company assets.

Under the contemplated setup, the present 20th-Fox Film Corp. will be dissolved and both new picture and new theatre firm stocks will be given to present 20th-Fox Film holders in exchange for their present shares. Basis of exchange, the plan disclosed, will be one share of each new company stock for each share of present company stock.

WB Nets $4,958,000 Through Last May 31; Profits Higher In '51

A net profit of $4,958,000 has been realized by Warner Bros. Pictures, Inc., after provision of $5,100,000 for taxes and $400,000 for contingent liabilities, for the nine months ended May 31, 1952. For the nine months ended May 26, 1951, net profit was $5,808,000, after provision of $5,800,000 for federal taxes and $500,000 for contingent liabilities.

Included in the 1952 nine-month profit was $1,091,000 from capital assets sales, as compared with a corresponding 1951 period profit of $482,000.

For the 1952 period, earnings equaled $1.00 per share as against 86 cents per share for last year's similar period. For the 1952 period, film rentals, theatre admissions, sales, etc., after eliminating inter-company transactions, totaled $84,309,000 as compared with $84,870,000 for the corresponding 1951 period.

Silliphant To Leave Fox, Film "Joe Louis Story"

Stirling Silliphant, eastern publicity director for 20th Century Fox, will resign early in January to devote full time to producing "The Joe Louis Story," a film about the former heavyweight boxing champion.

Picture will be made by Federated Films, and will star Lonis in sequences re-creating several of his most famous fights. In dramatic sequences, an actor will be used to portray the fighter. Federated announced that it will launch a four-month search for the right actor to play Louis.

The most exciting action picture ever made is 'One Minute to Zero'!

HOWARD HUGHES presents

ONE MINUTE TO ZERO

starring

ROBERT MITCHUM • ANN BLYTH

with WILLIAM TALMAN • CHARLES McGRAW • MARGARET SHERIDAN

RKO RADIO PICTURES

EDMUND GRAINGER PRODUCTION • Directed by TAY GARNETT • Written by MILTON KRIMS & WILLIAM WISTER HAINES • Produced by EDMUND GRAINGER

AND SHOWMANSHIP NATIONAL ADS!

Five different styles of full page ads—one full page in Life, Look, S. E. P., Collier's, Time, Newsweek; Ebony, Am. Legion Magazine, V.F.W. Magazine—This Week Sunday supplement in 31 cities and American Weekly supplement in 22 cities FOR A SMASHING TOTAL OF 42,387,769 CIRCULATION!

PERSONALITIES IN NEW YORK

David Miller

The existence of motion pictures, even via television, will ultimately require theatres, according to David Miller, director of "Sudden Fear." In New York this week to make personal appearances for the debut of the RKO release, the director pointed out that the public has become conditioned to viewing films as part of a group and without that requirement "cannot fully enjoy the excitement that is generated by movies." This is particularly true of comedies, he said.

This audience participation, which home TV lacks, will drive the televising of features into theatres. "Pay-as-you-go devices are not the answer either," Miller added.

Word-of-mouuth, which is vitally important if a picture is to catch on, "gets impetus from the enthusiasm created while seeing a picture." In the home, this reaction is missing.

Until the industry adjusts to the innovation of television and its repercussions, production and exhibition can continue to prosper through the growing practice of participation deals with artists.

Miller explains it this way: "Because of the competition from TV and the limitations set by the economy moves, films must be *much* better, not just better. To accomplish this, more time for preparation is a necessity. Artists who have an interest in a picture will devote the extra time without incurring the exorbitant expenses which ordinarily would result."

Thus, Miller says, "we will be able to make big and important pictures within the confines of economy to keep motion picture theatres going until they are ready for the introduction of large screen TV."

The director pointed out that a number of the studios are taking up this procedure.

Miller is currently preparing a script for an untitled picture which he will independently produce in France next Spring. Idea of the picture, he explained, is to show a group of youths, 16 to 20 years old, each from a different country, who are devoting their lives to one of the arts. A multiple premiere in the countries represented by the youths is planned.

Pat Duggan

"We are really the 'patsy' industry in the country. Any time any one wants to get headlines they attack us." This feeling was expressed by Pat Duggan, Paramount producer, at a trade press conference last week.

Duggan, who feels the industry is in "better shape today from a product point of view than ever before," thinks there is a need for improved public relations in fighting back at the bad publicity the motion pictures get.

Duggan was in New York following completion of the Bing Crosby-Jane Wyman musical, "Just For You," his first stint as a producer. Film, he said, reflects the new trend in musicals which Don Hartman, production chief, has instituted at Paramount.

With increased concern for musicals, the characters, singing and dancing. All Paramount will give equal emphasis to story, mount musicals will be in color, Duggan said.

Audiences no longer are interested or entertained by song-and-dance routines thrown into a cliche plot, the producer feels.

His next assignment, "Reaching for the Stars," is a drama co-starring Ginger Rogers and William Holden. It will begin shooting Oct. 1.

Gabriel Pascal

People in Europe will always go to the movies and what business is lost on the home market during the transitional period caused by TV will be gained abroad, according to Gabriel Pascal, who just completed produing the screen version of George Bernard Shaw's "Androcles and the Lion" for RKO, his first Hollywood assignment.

At a trade press conference last week Pascal explained that once there is an amalgamation between television and motion pictures—utilizing various means such as large screen TV and pay-as-you-go systems — exhibitors will benefit greatly. The advent of television, he feels, will jostle the motion picture business. "Fifty percent of our industry is dated," he said.

Pascal, who has exclusive rights to film Shaw's works, is currently readying a musical stage version of "Pygmalion," which he will transfer to the screen if it proves a success. Pascal produced a straight film version of the play in England in 1941. On Oct. 1, he will begin shooting another piece, "The Devil's Disciple," in Hollywood with possibly Rex Harrison and Marlon Brando in the leading roles. The producer's other future project is the life story of the Indian philosopher, Gandhi.

Joseph Kaufman

Granting that exhibitors and their organizations have at times objected to he placing of recognizable merchandise in features, Joseph Kaufman expressed a doubt last week that such reactions would meet the many tie-ups worked out for "Sudden Fear," his first independent production which RKO is releasing. By beginning to formulate selling plans with the writing of the script last year, the producer explained, the picture will benefit from publicity and other breaks equivalent to $5,000,000 worth of commercial advertising.

This will benefit exhibitors who play the film, he pointed out, and added that he received no fees or other remuneration for the merchandise tie-ups in the film. "Many things were put in the picture to contribute to the selling and exploitation" possibilities only, he stressed.

Co-operation of commercial accounts will plug "Sudden Fear" nationally and internationally through the use of magazines, radio, television and personal appearances, Kaufman said.

As an example, he explained how the beginning of the Joan Crawford starrer was written to include a trip on a Western Pacific Railroad train. As a consequence, the railroad company will ballyhoo the picture via 24 sheets in all stations it controls, window displays, plugs on all its railroad tickets and by expending $5,000 for the picture's opening in San Francisco.

Para Advance Planning Preps 25 Pix Through '53

A record investment will be made by Paramount for preparation of 25 pictures, the greatest number ever programmed by the company so far in advance, for 1953, it has been announced by Y. Frank Freeman, company vice-president and studio head.

Pictures, of which at least 16 will definitely be in Technicolor, will be made in accordance with Paramount's "conviction that the market demands bigger and better pictures."

The line-up includes comedies, musicals, dramas and adventure, action and outdoor films. Pictures represent the culmination of long-range plans instituted by Don Hartman, in charge of Paramount production. Many of the screen plays are now ready for the cameras, in accordance with planning provisions, to insure availability of desired stars.

Pictures on the list are:

"THE BIG SONG AND DANCE," to star Donald O'Connor and a name cast; screen play by Dorothy and Herbert Fields; music by Arthur Schwartz; lyrics by Miss Fields; Robert Emmett Dolan producing.

"RHAPSODY," from a screen play by Ruth and Augustus Goetz, with Bernard Smith producing and Charles Vidor directing.

"A NEW KIND OF LOVE," to star Yul Brynner, with Billy Wilder as producer-director-writer.

"WHITE CHRISTMAS," Technicolor, co-starring Bing Crosby and Fred Astaire; music by Irving Berlin; screen play by Norman Krasna, with Dolan as producer, for Christmas 1953 release.

"SOUTH SEAS," Technicolor, a screen play based by Irvan Moffat, Ernest Lehman and Lesser Samuels on a treatment by James A. Michener with Joseph Sistrom producing.

"LEGEND OF THE INCA," Technicolor, a Sydney Boehm script with a South American locale for producer Mel Epstein.

"AWAY WE GO," Technicolor, to star O'Connor, a Fred F. Finklehoffe script with Dolan as producer.

"SAD SACK," based on George Baker's cartoon character, with Paul Jones producing.

"CONQUEST OF SPACE," Technicolor, George Pal's science-fact story with a Barre Lydon screen play.

"THE PARSON OF PANAMINT," Technicolor, starring Alan Ladd, with Epstein producing.

"VANITY FAIR," Technicolor, the W. M. Thackeray novel, for an all-star cast with Pat Duggan producing.

"PAPA'S DELICATE CONDITION," comedy with music based on best-seller by Corinne Griffith, with Henry and Phoebe Ephron writing the screen play; Burton Lane producing and composing the music, and Leo Robin writing the lyrics.

"THE COUNTRY GIRL," Clifford Odets' play; a William Perlberg production, written and to be directed by George Seaton.

"TOPSY AND EVA," Technicolor, story with music of the Duncan Sisters; Harry Tugend is the producer.

"ELEPHANT WALK," Technicolor, adventure in the jungles of Ceylon; for three top stars; John Lee Mahin is writing the screen play; Irving Asher is producer.

"TURMOIL," ultra-modern melodrama; Philip Wylie is writing the screen play and Duggan producing.

"FOLLOW THE RAINBOW," musical for O'Connor; screen play by Charles Hoffman; William Hammerstein produces.

"TEACHER'S PET," comedy-romance to be produced by Perlberg and Seaton, who also will write and direct.

"RED GARTERS," Technicolor, period comedy-musical for producer Robert Welch and director Frank Tashlin, with both writing the screen play.

"PERSIAN GULF," Technicolor, action drama; Joseph Sistrom is producing.

"LOOK, MA, I'M DANCIN'," Technicolor, all-star musical to be produced by Dolan with screen play by Preston Sturges, based on George Abbott's Broadway hit.

The following four additional pictures, all in Technicolor, are on the Pine-Thomas production slate for 1953:

"THOSE SISTERS FROM SEATTLE," Alaska at the turn of the century, to star Rhonda Fleming and Arlene Dahl; Lewis R. Foster is writing the screen play and will direct.

"SANGAREE," screen play by Frank Moss, with Edward Ludwig to direct.

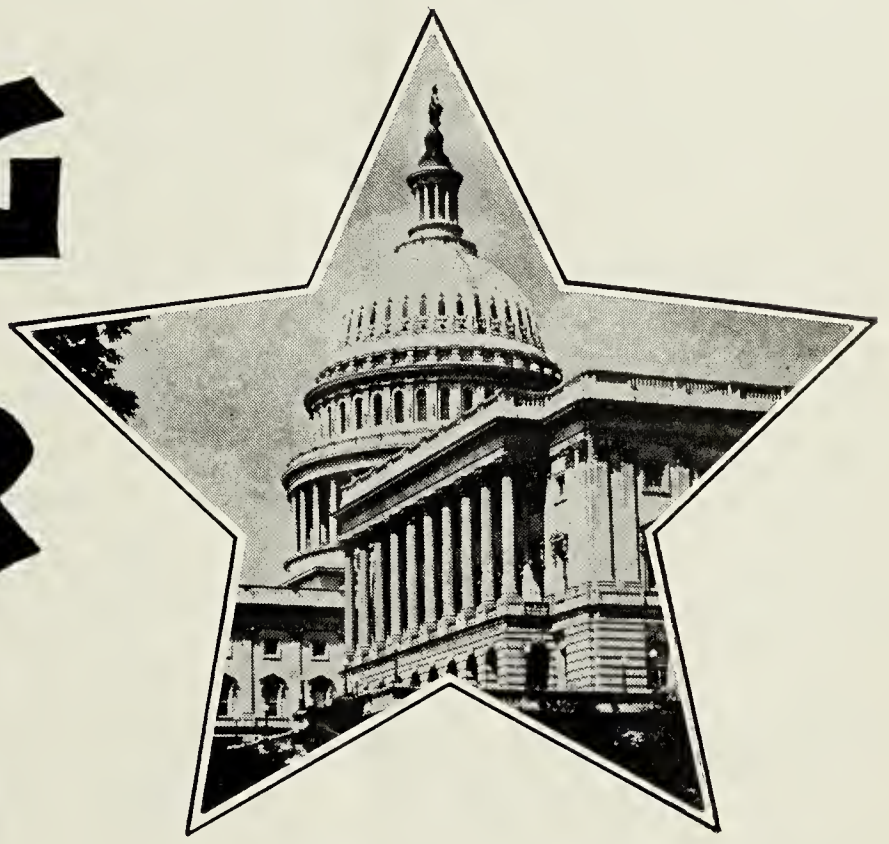
"LOST TREASURE OF THE ANDES," adventure of headhunting natives in the Columbian jungles.

"HIGH VOLTAGE," adventure being adapted by

(*Continued on page* 29)

The film industry's greatest concentration of

BUYING POWER



WILL ATTEND THE 1952

TOA

ANNUAL CONVENTION AND TRADE SHOW

SEPTEMBER 14-18 • SHOREHAM HOTEL • WASHINGTON, D. C.

Here is an outstanding opportunity for equipment manufacturers and concession dealers to meet America's leading theatre owners and purchasing agents.

Between 8,000 and 9,000 theatres will be represented. Buyers of circuits, large and small, as well as hundreds of individual theatre owners and buyers will attend the 1952 TOA Trade Show.

Every supplier to the exhibitors of America owes it to himself, and to his company, to participate in this vital conference, and to meet the heaviest concentration of buying power in the history of the industry.

Show your product and sell!

Write . . . . Wire . . . . Telephone!

THEATRE OWNERS OF AMERICA

1501 BROADWAY • LACKAWANNA 4-4947 • NEW YORK 36, N. Y.

Staff Reviews

(*Continued from page 13*)

Wayne Morris as a one-man airline turns in one of his best performances with Lola Albright doing a craftsmanlike job in her role. Alan Hale, Jr., delivers a well-executed performance as a Russian spy posing as a Midwestern trophy hunter out after polar bears. This film is good exploitation fodder and will serve as strong supporting fare for any type of bill.

STORY: Bush pilot Wayne Morris has impressed school teacher Lola Albright that he is afraid of flying too close to Russian territory. Alan Hale, Jr., signs on with him as a fare to hunt polar bears. Hale, posing as a Midwestern businessman, is soon revealed to be a Soviet spy, who is carrying microfilms disclosing high U.S. military secrets. In an attempt to get close to the Russian border, Hale injures Morris. He then manages to escape, losing his credentials and the films in his flight. Unable to identify himself at the border, he is shot down and killed by Russian sentries. Morris gets Lola, who will care for his wound.

●

"Last Train From Bombay"

(Columbia) 73 Min.

Cast: Jon Hall, Christine Larson, Lisa Ferraday, Douglas R. Kennedy, Michael Fox, Donna Martell, Matthew Boulton, James Fairfax, Gregory Gay, Kenneth Terrell, Frederic Berest, Barry Brooks.

Credits: Produced by Sam Katzman; Directed by Fred F. Sears; Story and screen play by Robert Yale Libott.

This action film is strictly a dualler, but as a supporting feature it will hold its own on any double bill. Film is chocked full of adventure, killings, fights and suspense with Jon Hall delivering a well-rounded performance as a young American diplomat who gets enmeshed in trouble from the moment of his arrival in the Far East due to a chain of circumstances. Some footage lensed in India helps give the picture a stamp of authenticity. In the supporting cast, Douglas Kennedy, Christine Larson and Lisa Ferraday turn in competent performances.

STORY: American diplomat Jon Hall arrives in India in the midst of internal unrest. He bumps into his old service pal, Douglas Kennedy, a soldier of fortune, who tells him that the train from Bombay carrying an Indian prince and his daughter is marked for destruction. After this disclosure, Kennedy is murdered and Hall sets out to prevent the explosion using as clues the scraps of information that Kennedy gave him. He finds out that Kennedy's death has been blamed on him by the local police. Aided by Lisa Ferraday and Christine Larson, Hall pieces together the puzzle of the gang leader's identity. Escaping the power-mad mob leader, Gregory Gay, Hall manages to stop the train before it can be blown up. He also gets Christine in the deal.

Drive-In Opens Laundry

LITTLE ROCK, ARK.—North Little Rock Drive-In Theatre has announced the opening of a "help yourself" laundry to be operated for patrons. Ticket-buyers may bring their clothes, deposit them as they enter the ozoner, and pick them up washed.

VoteParamountDividend

The Board of Directors of Paramount Pictures Corporation this week voted a quarterly dividend of $.50 per share on the Common Stock, payable Sept. 26, 1952.

Protests Of Irate Theatremen Swell Over Government's Suit Against Biz

(*Continued from page 7*)

exhibition—the normal market for which the film was originally produced."

Brandt noted in his telegram that the suit "furnishes tangible evidence of the misleading attitude that has been so ingeniously generated in important governmental circles and in the public mind."

He said that "self-seeking forces are continually arousing the public to believe that it is being duped by subtly disseminating the false idea that anything and everything capable of being transmitted over the airwaves should fall within the public domain without regard to property rights.

Blasts Selfish Interests

"These interests are constantly appealing to the selfish instincts of many people to see or get valuable properties gratis in order to attain their own selfish ends," he wrote.

Brandt, in conclusion, noted that it is the ITOA's firm conviction "that the Department of Justice has been unwittingly hoodwinked into serving as a front for these interests. . . ."

Brandt added in a second letter that if the court ever directs the compulsory sale of feature films to TV, it will in effect "be a more tragic error than the court-sponsored system of competitive bidding."

A decree such as the one now proposed by the government, Brandt proclaimed, "could sound the death knell for the entire theatre industry" and "would be an open sesame for the TV interests to get what they can't pay for."

Consequences Overlooked

Such a decree, Brandt added, "could provide the necessary pressure to have a film company, wrongfully charged with anti-trust violations, take a step that prudent business judgment indicates is not right. And that is what your Department is overlooking."

Production of feature films, Brandt continued, is made economically feasible by theatrical exhibition and no company can possibly recoup its investment by telecasting the film.

Brandt said also that the televising of a feature film makes theatrical exhibition valueless, and that while most films sold to TV have had no theatrical value, the showing of films possessing such values on TV would serve to decimate the ranks of theatregoers.

The above reasons, Brandt summed up, have brought the majors to realize that it is extremely difficult to serve both TV and theatres with the same product.

Film Values Noted

Old films like "King Kong" and "Snow White," Brandt noted, are brought back from time to time and prove potent at box offices. These films, as such, "are merely current examples of features which no film company should be required to sell to a competitive medium to spit out like melon seeds and destroy the grossing potential of its other current product at the theatres," Brandt wrote.

Brandt described as the "real beneficiaries" of the suit "the fly-by-night itinerant film merchants and the television interests, not "shut-ins, hospitals, churches, the armed forces and other groups."

Brandt said that the ITOA is firmly convinced that the suit "would have been brought for the release of 35 mm. prints to TV even if these companies didn't have 16 mm. departments."

Another strong protest was registered by Trueman T. Rembusch, president of Indiana Allied, in a letter to Sen. John Sparkman, chairman of the Senate Small Business Committee and Democratic nominee for vice-president.

Besides charging that successful prosecution of the suit would bring destruction to theatres and build up TV, Rembusch alleged that the suit "is a shocking assault on property rights."

Hypothetical Cases Listed

Rembusch listed in his letter a number of hypothetical cases which ironically compare with the government suit. Among these cases was the supposition that "Chevrolet, America's most purchased automobile, is now available at Nash, Studebaker and Kaiser-Frazer dealers — courtesy of U. S. Department of Justice."

Final ironical case listed by Rembusch noted that "prints of all motion pictures, the ONLY product used by the nation's motion picture theatres, are now ordered to be turned over and made available to the theatres' greatest competitor — television."

"As ludicrous as the above cases seem," Rembusch stated, "they are not ludicrous or far-fetched when we look at the changes made in the motion picture case."

He said that if the industry case was prosecuted to a successful climax, "it would be a travesty upon the Bill of Rights and would force the industry to turn over our means of livelihood to a competitor through a whim of government process."

Jack Kirsch, president of Illinois Allied, also protested to the government. His letter said: "How long could any business survive on an economically sound basis if, on the one hand, a retail establishment selling a product at a price, would have to compete with others giving that same product away for nothing?

"If the Government should succeed in this instance it would have the effect of destroying every vestige of the profit system in this country."

Industry Threatened

A protest was filed also by Leo F. Wolcott, board chairman of the Iowa-Nebraska-South Dakota Allied unit. Wolcott said that the suit would, if successful, "wreck the thousands of American motion picture theatres; making worthless to us our only merchandise, our only means of livelihood and survival."

Wolcott added that "the release to, and showing by TV of any of our pictures hurts us badly; the release of newer pictures will be fatal to us."

Additional protests were lodged by R. J. O'Donnell, executive of Interstate Theatres, Texas; Col. H. A. Cole, also of Texas; Rotus Harvey, president, Western Theatre Owners; Jack Bomar, president, Independent Theatre Owners of Arkansas, and Texas COMPO showmen, group including Ed Rowley, Claude Ezell, Phil Isley, O'Donnell and Col. Cole.

BO Tax Collections Drop During May; Tote Below 1951's First Six Months

WASHINGTON. — Box office continued to slump in May, and for the first six months of this year admission tax collections were running 10 percent below the corresponding period last year and one-sixth under the first half of 1950, according to June collection statistics reported by the Treasury Department. June collections reflect May business.

June collections totaled $23,039,083, as against $25,516,809 in June, 1951 and $25,221,047 in May of this year. For the second quarter of 1952 collections amounted to $74,047,592, almost $7 million under the $80,986,278 collected in the same three-month period last year.

Revenue intake from admissions for the first six months of this year was $140,656,960, compared with $156,439,198 for the corresponding period in 1951, and $168,492,706 for the first half of 1950.

Film Fetes Invite U.S.

WASHINGTON. — The motion picture industry, as well as Government agencies which produce films, have been invited to participate in the three international film festivals to be held concurrently at Venice, Italy, from Aug. 8 to Sept. 10, and is understood to have entered several entertainment and documentary films in the competition.

See Arnall Leaving Govt.

WASHINGTON.—Authoritative sources have it that Price Stabilizer Ellis Arnall may resign Sept. 1 and take up law practice again.

Nation's Press Joins In Attack

(*Continued from page 7*)

destruction of an already established business: the theatre. . . ."

The Cleveland columnist asked his readers: "Doesn't it strike you as being another major piece of government damfoolishness to issue an order destroying one soundly established enterprise when the other—TV—isn't sufficiently settled for anyone, not even the omniscient Mr. McGranery and his eager beavers, to know where it is going?"

Urging the defendants to fight the action, Marsh wrote: "If the government is successful in its determination to give away film entertainment, every saloon, night club, yes, and every store wanting to sell more of its products by attracting customers via the free show bonus right in the store — and every other Thomas, Richard and Harry, including one called Truman — can show movies anywhere he jolly well pleases."

Takes Up Cry

Also taking up the cry of politics in connection with the suit was John Rosenfield, amusement editor of the Dallas "Morning News." Rosenfield called the suit "so incredible as to be stunning."

He said that his newspaper cannot believe "the government action is based on theoretical justice but on impulse either punitive or extortionate."

Rosenfield wrote that although his newspaper runs a TV station "It doesn't ask a relative free ride on another man's business." He noted that if video wants movies for its public, it should produce them.

"A move of the federal government to force availability of films for television looks like confiscation," Rosenfield wrote.

NPA's Critical Material Theatre Construction Ban Seen Continuing To 1953

WASHINGTON.—Any remaining hope that the ban on new theatre building might be eased before the year's end was emphatically dashed last weekend by a National Production Authority announcement that criteria for fourth quarter construction applications have been established. Under this move it is evident that recreational building will not get any steel until the demands of all other industrial and commercial construction have been filled.

Critically important industrial expansion projects necessary for defense will receive top priority for allotments of steel for the fourth quarter of this year, NPA declared, even if this requires deferral of new starts in all other industrial and commercial construction.

In stating its new allotment policy, NPA added that because of the effect of the steel strike, allotments of carbon, alloy or stainless steel cannot be made now to start any new projects in the fourth quarter of this year except those industrial expansion projects classified as "necessary for defense."

Para Seeks New Actress

An extensive talent search is being staged by Paramount to select the young actress who will play the ingenue role in "Reaching For The Stars." The actress chosen will share top-bracket honors.

Dick Powell Will Direct

Dick Powell will make his directorial debut for producer Edmund Grainger at RKO, directing Jane Russell and Victor Mature in "Split Second."

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"You've noticed that I'm wearing my official black coat as marriage broker."

"For your dead friend here, I presume?"



HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

starring JOHN WAYNE MAUREEN O'HARA BARRY FITZGERALD



with WARD BOND as Father Lonergan

He isn't above a bit of conniving if it might be the means of saving a soul . . . or promoting a little happiness.



Again this summer, as in years past, the Thalia Theatre, a New York art and foreign film house, is putting on a festival of outstanding pictures during the summer months, June through September. This is the type of idea which excites interest in a specialized theatre and brings it to the attention of movie-goers upon whom its continued success is dependent. Managing director Martin J. Lewis has created a good looking folder listing the double feature programs—each runs for one day—with an introduction explaining the purpose and thinking behind his showmanship move.

To prevent the idea that such a money-making, attention-attracting idea is confined solely to class operations, we would like to point to the Clark Theatre, Chicago. As a means of helping to bolster the slow summer days, the theatre, which also runs a Great Films Festival during the Spring and Fall, instituted a Western Week. Programs throughout this period were comprised of sagebrugh yarns of years gone by as well as fairly recent productions. Twin-oater programs were changed daily. Series tickets at a reduced price were sold at the box office in advance as an additional business hypo.

* * *

C. P. McConnell, owner of the Lake Theatre in Lake View, Iowa, deserves recognition for a public relations gesture which also solved a theatre problem. During the playing of a popular picture which caused an overflow crowd, McConnell arranged credit at a neighboring coffee shop so the waiting patrons could sit down and relax. For the slight cost of the coffee, this sharp-thinking exhibitor prevented a number of potential customers from leaving before the show broke, and at the same time earned the good will of those waiting.

* * *

Walter Reade Theatres, owners also of a new motel in Saratoga Springs, N. Y., has worked out a tie-in to benefit its two local houses, the Community and the Congress, which can be duplicated by exhibitors in other locales without any similar business relationship. Reade Theatres leaves a discount guest admission ticket to both theatres in the rooms of the motel and at the registration desk. Reduction cards are accompanied by a theatre program card kept up to date. The management believes that many travelers, who ordinarily wouldn't think of relaxing in a nearby but unknown theatre, now are eager to attend a movie.

Contest Aids 'Bedroom C'

NEW YORK.—Patrons sending in letters to the Astor Theatre recording their funniest or most embarrassing incidents experienced while traveling by Pullman coach had chances to win guest tickets to the run of Warner Bros.' "3 For Bedroom C." Letters were required to contain 200 words or less. Writers of the first 50 judged best won.

Girls Wear Campus Fashions For "Through College" Bally

Theatres playing Warner Bros.' "She's Working Her Way Through College" capitalized on ballyhoo geared to pretty girls wearing night club gowns and collegiate garb to generate interest in engagements.

At the RKO Orpheum Theatre, Dubuque, Iowa, manager Raymond Langfitt conducted a lobby stunt that proved both inexpensive and effective. He set up a large display piece of Virginia Mayo, star of the film, surrounded by a custume of pennies.

Persons guessing closest to the actual number of pennies near the display piece won free passes to the Orpheum. Pennies were placed all around the display with a bright spotlight used to make the coins sparkle. A box was affixed nearby for the depositing of blanks.

Girls Dressed Collegiate

The Orpheum used an additional inexpensive stunt to drum up interest in the run by having usherettes dress in collegiate costumes and pass out "flip" books on the main street. The books showed Miss Mayo in action in a dance from the film. Books were passed out also in taverns, restaurants and night clubs. One nitery worked in a gag and burlesque dance during an act to plug the Orpheum run.

The theatre conducted a telephone campaign by having employes call different blocks of numbers from the city phone directory, informing persons of the playdate.

A collegiate window was arranged for a department store display. College pennants and stills from the picture were included. Music stores carried similar window decorations while local hotels, railroad and bus stations placed playdate posters on display.

Co-Ed Contest Held

For the run at the Paramount Theatre, New York, a contest was staged to find the prettiest co-ed who was working her way through college. Winner made an appearance on the stage opening day and received a two-week vacation and gifts.

Prior to opening day, the Paramount had three girls dressed in collegiate garb ride atop a convertible through the city and distribute garters to passers-by. Signs on the auto called attention to the playdate.



Sweatered models distributed souvenir garters on New York streets during the Paramount Theatre run of WB's "She's Working Her Way Through College."

"Sky"-Fabric Tie-in Set

Covington Fabrics Corporation, converters of drapery, slip covers and upholstery fabrics, will tie in with Howard Hawks' RKO Radio release, "The Big Sky," in a promotion of their new photographic process known as Camera Classics. The new process reproduces pictures on fabrics. Outdoor scenes from the picture, which stars Kirk Douglas and Elizabeth Threatt, will be used, with the fabrics being called "The Big Sky."

AF Posters Plug "Jacks"

Paramount Pictures, in a nation-wide tie-up with the Air Force on behalf of "Jumping Jacks," will have that branch of the service distribute 18,000 recruiting posters, featuring a picture of Dean Martin and Jerry Lewis in uniform, throughout the country as part of a drive to secure enlistments for the airborne divisions.



As part of the Avenue Theatre, Manila, campaign for Paramount's "The Greatest Show On Earth," a gorilla, clown and circus wagon were employed in a parade.



That lovable guy with a lariat has roped the nation's heart! In situations big and small, at all points of the compass, it's a roaring, boom-time box-office triumph from Warner Bros!



THE STORY OF WILL ROGERS

STARRING

WILL ROGERS, JR. as his father

AND **JANE WYMAN** as Will's adorable 'Betty'

WITH CARL BENTON REID · EVE MILLER · JAMES GLEASON · SLIM PICKENS

AND EDDIE CANTOR AS HIMSELF

NOAH BEERY, JR. · MARY WICKES · STEVE BRODIE · PINKY TOMLIN

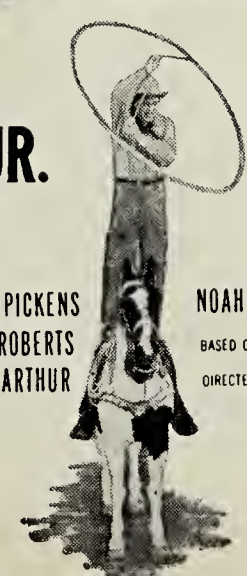
SCREEN PLAY BY FRANK DAVIS AND STANLEY ROBERTS

ORIGINAL MUSIC BY VICTOR YOUNG

PRODUCED BY ROBERT ARTHUR

BASED ON THE SATURDAY EVENING POST STORY, "UNCLE CLEM'S BOY" BY MRS. WILL ROGERS

DIRECTED BY MICHAEL CURTIZ



BEN KALMENSON DRIVE

Pre-Selling:

Hosiery Firm, Travel Agency Aid "Trinidad" Beauty Contest

Spearheaded by a national beauty contest, Columbia is releasing Rita Hayworth's first picture in four years, "Affair In Trinidad," with one of the largest and most comprehensive tie-up and promotion campaigns in the company's history. Tie-ups stem from the contest and directly with the star and film.

All of the manufacturers and distributors will carry their co-operation beyond the national level into the regional distribution by alerting local representatives on the tie-up and arranging for their help on the immediate exhibitor level.

Highlight of the campaign will be the national "Rita Hayworth Beautiful Legs" contest being sponsored by Columbia and backed by Mojud hosiery and a half-score of other national advertisers. More than $10,000 will be offered in national prizes, augmented by local prizes.

Local Contest

Contest will be conducted on a local basis, with exhibitors, in co-operation with Columbia field exploiteers, running regional contests. Winners will be entered in the national contest. Each of the local contests offers to the exhibitor opportunities for enlisting the co-operation of merchants in his area.

Rules are established in such a way that he is enabled to gain the maximum in local publicity and co-operative advertising. Winners of the local contest will be entered in the national contest.

Among the prizes are a Time Travel Inc., round trip for two to Trinidad via super deluxe accommodations; a four-day luxury stay on Trinidad; a round trip to New York for two and a gala bon voyage party before embarking for Trinidad; $1,500 worth of Mojud hosiery and lingerie; $500 worth of Miss America gowns; $300 set of Amelia Earhart luggage; a complete set of glamour photographs by the well-known Gary Wagner; a complete course of Arthur Murray Dance lessons; and a contract with the Ford Model Agency.

Extend Competition

First local contest was held in the New York area. Competition extended for 10 days under the auspices of Fred Robbins' television show on WOR-TV. Girls were requested to send in full-length photos from which the local judges selected three preliminary winners nightly.

Winner received a week's stay for two at Totem Lodge resort in Averill Park, N. Y., a Zenith portable radio; an Amelia Earhart weekend case; a Frank Starr cocktail dress, and an evening bag by Josef.

In backing the campaign, Mojud will take a full-page, four-color ad in "Life," large-scale advertising in "Playbill," the program New York theatre-goers are given, co-operative newspaper ads by retailers, some 10,000 of whom will time their local newspaper campaigns with regional openings of the film and will give credit to the theatre and to the playdate; full-scale, including radio, television, newspaper and counter display material in which the picture will also receive credit, along with the local theatre, and a direct mail campaign to all Mojud dealers who get behind the campaigns.

In addition, every package of Mojud hosiery shipped during the release of the picture will carry in it a flyer plugging both the picture and the contest.

Mojud is also sending 40,000 scene stills from the production to dealers for distribution and displays. A blow-up of the "Life" ad will be utilized by 10,000 of their accounts, and the hosiery company will print more than 1,000,000 entry blanks for distribution.

Other manufacturers and distributors active in promoting "Affair" include the Vogue Belt Co., whose Trinidad Belt will be backed by a half-page ad in "Vogue," reprints which will be sent to more than 4,000 distributors in the U. S., accompanied by a letter urging these shops to co-operate in the local openings of the film. Vogue is also sending out thousands of smaller mailers to shops, tied-in with the film, urging mailing to local patrons of the various stores.

New Scarf Created

Glentex Fabrics have created a special "Affair In Trinidad" scarf, an ad for which will appear, with picture credit, in the November issue of "Mademoiselle." Reprints and mats, counter cards and letters to the consumer will back this campaign, while Royal Desserts will plug the picture through more than 20,000,000 box tops which will highlight both the star and the title of the film.

In co-operation with Best and Co., Valley Shoes are issuing a special "Trinidad Shoe" which will give a plug to the film through advertising and window display, with the Best organization setting "Trinidad" windows and advertising.

Mollie Parness, couturier, is creating a line of Trinidad fashions. Two of the creations will be window displayed by Best & Co. in New York and featured in that store's advertising. The Parness organization is presently contacting its major retail connections in key cities, advising them of the "Affair in Trinidad" promotion.

Brochure Spreads "Rogers" Story Data

A special brochure on "The Story of Will Rogers" is being distributed by Warner Bros. as a public service to colleges, high schools and libraries throughout the nation. Text gives highlights of Rogers' career and facts about the picturization of his life story. An appreciation article is written by Captain Eddie Rickenbacker, aviation pioneer. Printed in black and red, the four-page and center-spread brochure is illustrated by scene stills from the film. Cover features a sketch of Will, Sr., in a characteristic pose.

Pre-Selling:

Lighter, Glasses, Disc Firms Help "Sudden Fear"

Several leading manufacturers and national advertisers, plus at least 530 radio stations operating under the Mutual Broadcasting System, are participating in the promotional campaign just begun by RKO Pictures for "Sudden Fear."

Manufacturers involved are Ronson lighters, Soundscriber and Fifth Avenue Specs. Each is using ad space to boost the picture. Mutual radio stations, through a contest that will run until Sept. 12, are plugging the production.

Use Ronson Lighter

Ronson has enlisted a scene in which Joan Crawford, star of the film, is a hostess, for an idea for an ad on "how to set a beautiful table." Ad will appear in "Good Housekeeping," "Better Homes and Gardens," "House Beautiful" and "New Yorker." Full picture credit will be given.

Soundscriber, whose product is seen in the film, has had a special recording made by Miss Crawford, promoting the product. Copies have been made for Soundscriber's 600 salesmen and for all secretarial and business schools in the U. S.

Arrangements are also being made for special displays for building interest in theatre lounges and lobbies prior to the picture's opening. Soundscriber outlets will also use window displays. A national campaign is being planned, and a television show will tie in with "Sudden Fear."

Eyeglass Manufacturer

Fifth Avenue Specs, eyeglass frame manufacturers, has based its entire summer and fall campaign on the picture, showing Miss Crawford wearing the glasses. Thousands of window cards are being displayed by optometrists. Advertising is being done on a local level.

Listeners to Mutual stations will be urged to write in letters about their first sudden fear, and how they overcame it. A number of prizes are being offered, top one being a trip to Hollywood.

Many side facets will be used. A song, entitled "Sudden Fear," has been recorded by Steve Lawrence for King Records. It will receive publicity through disc jockeys on Mutual stations, who are being urged by their main office to plug the tune. Sheet music has also been prepared, and first 10 contestants for each station will receive copies of the music autographed by Miss Crawford.

Folder Being Prepared

A folder is being prepared by Mutual advising stations on how to conduct the contest. Each will add local promotional ideas for its listeners.

In addition, a special teaser trailer is being made featuring Paula Stone, of Mutual, and Gloria Grahame, who has leading role in the film, for use in theatres booking "Sudden Fear," informing moviegoers of the contest.

UST ONE OF

THE ADS IN LIFE,

OOK AND 14

OTHER NATIONAL

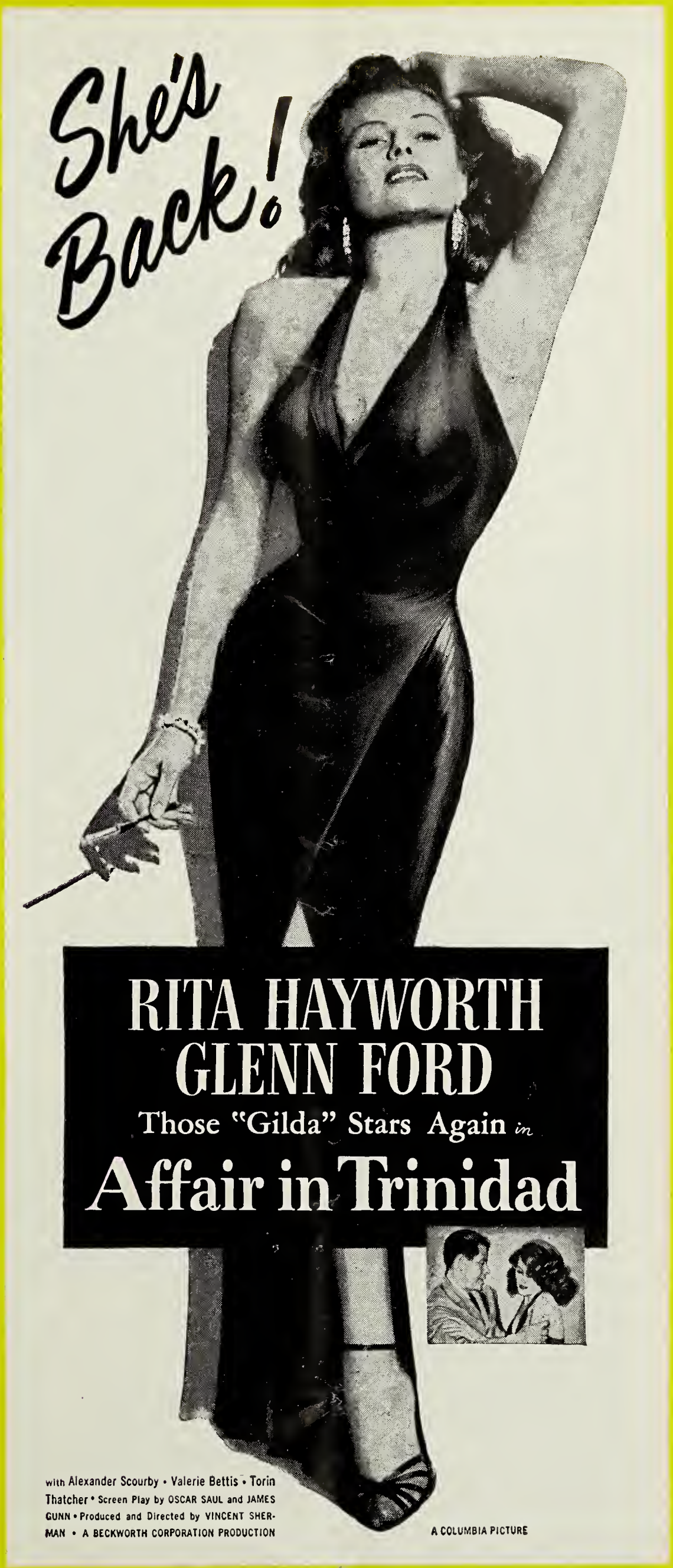
AGAZINES

OW TELLING

2,000,000

EADERS

ITA'S BACK!



from Columbia!

REGIONEWS

ALBANY

The exchange area push behind the COMPO drive to effect repeal of the admissions tax was launched by Leo Greenfield, U-I manager and distributor chairman. Salesmen were assigned exhibitors to solicit on a per-seat or per-car scale previously fixed for the entire country. . . . The Palace announced "Mrs. America" finals would be held on its stage Aug. 13. Alan Iselin, operating the Auto-Vision, East Greenbush, ran a "Mrs. East Greenbush" contest. . . . Clarence Dopp told exchange people that he wished to sell the equipment in the darkened Strand, Johnstown. . . . Neil Hellman re-opened the Royal, Albany, after a six-week closedown. Hellman will relight the Paramount about Sept. 1.

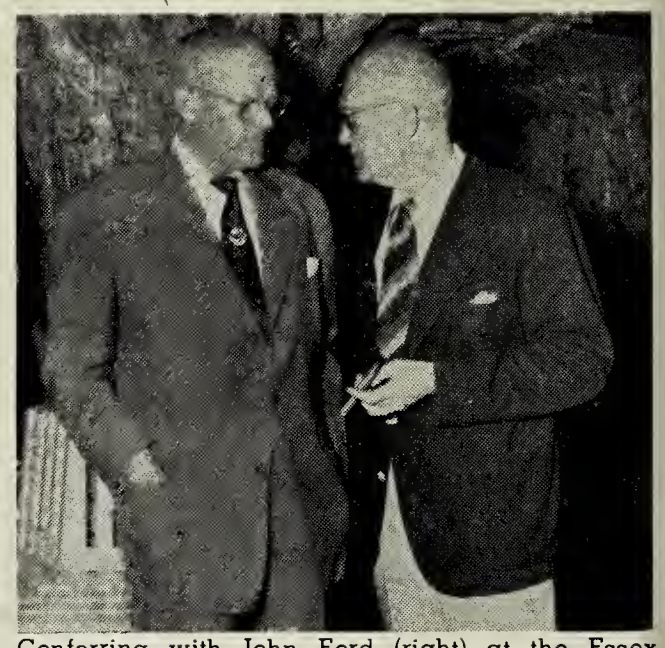
Charles Dortic, former Columbia branch manager, transferred to Pittsburgh at his own request, was presented with a steamer trunk and a gold pocket watch at a farewell dinner here. Norman Jackter, Dortic's local successor, was present.

BOSTON

The Richford, Vt., Drive-In, owned by Roy and Mrs. Brown of the Park, Richford, opened July 16. . . . Jim Sayer sold the Grand View Drive-In, Gorham, N. H., to Joseph Josephs. . . . Mike Paquette sold half interest in the Twin Mountain Drive-In, N. H., to Armand Durenleau, former partner. . . . Phil Bloomberg closed the Plaza, Salem, for the summer. . . . Richard Berenson, drive-in owner, was named 1953 Red Cross Drive for Greater Boston general chairman.

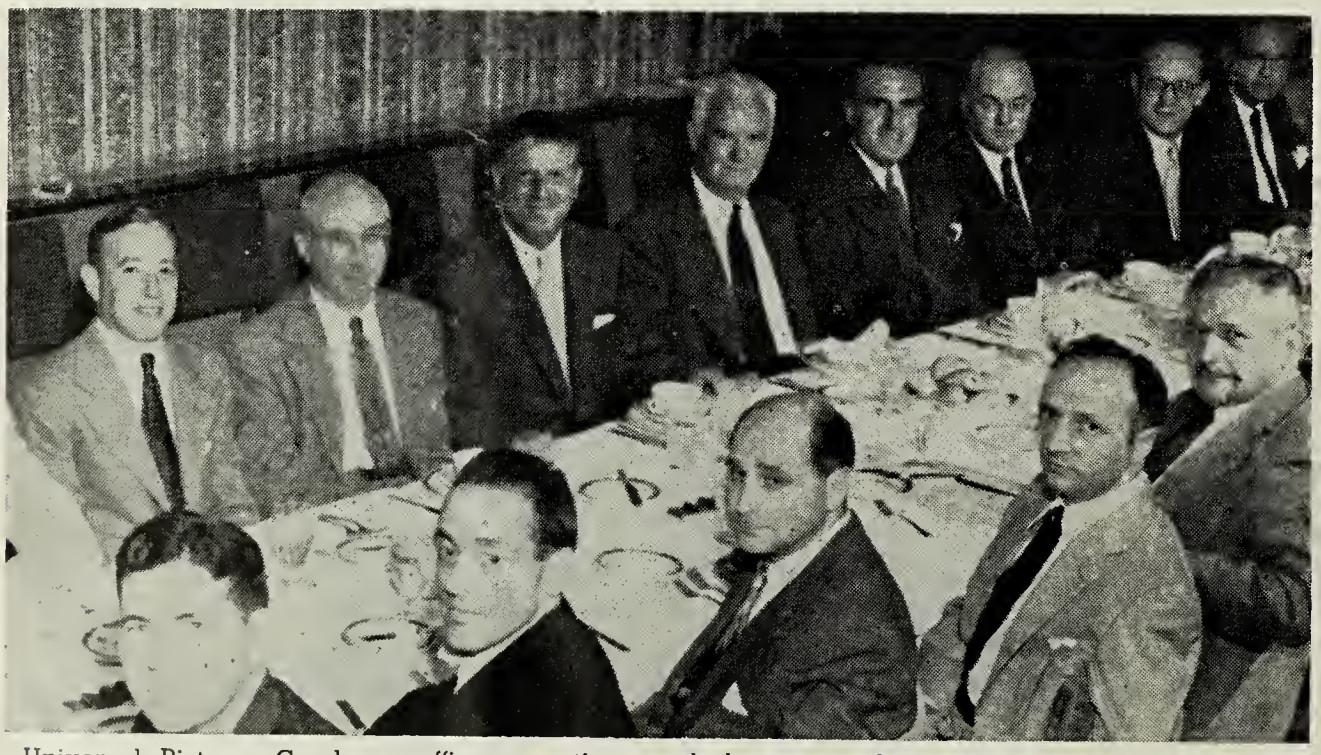


Attending a reception at the Essex House, N.Y.C., for Director John Ford of Republic's "The Quiet Man" are (l. to r.): James R. Grainger, Rep. exec.; Joseph Vogel and Eugene Picker, both of Loew's, Inc., and Producer Hal Roach.



Conferring with John Ford (right) at the Essex House reception for the three-time Academy Award-winning director is William Murphy, Republic's New York branch manager. "Quiet Man" opens Aug. 21 at the Capitol Theatre, N. Y. C.

Thomas F. Duane was named United Artists sales mgr., post directly under branch mgr., Harry Segal. Duane recently was northeastern rep. for Lopert Films. . . . About 40 exhibts and distribs attended a meet at the M-G-M screening room to plot support of the COMPO tax repeal program. On the dais was Samuel J. Pinanski, Martin Mullin and Nathan Yamins. . . . First of three ozoners to be built in New Bruswick for Franklin and Herschson was opened. . . . Michael Nadeau and Ray Wentworth are building a 400-car drive-in at Kittery, Me., on Route 1, for mid-August opening. . . . John McCloskey sold the Cameo, Mattawamkeag, Me., to the local VFW post for continued operation on a one-night-a-week basis.



Universal Pictures Co. home office executives and department heads meet Milton R. Rackmil, newly elected president, at a luncheon in New York. Seen (l. to r.) are Adolph Schimel, vice-president and general counsel; Leon Goldberg, vice-president and treasurer; Rackmil; N. J. Blumberg, newly-elected chairman of the board; Alfred E. Daff, newly-elected executive vice-president; John J. O'Connor, vice-president; C. J. Feldman, domestic sales manager and David A. Lipton, vice-president in charge of advertising and publicity. Seen in the foreground (l. to r.) are attornies Richard Davis and Saul Friedberg; Morris Alin, editor of "Progress;" Harold Rubin, assistant to Goldberg, and Ray Miles, assistant comptroller.

BUFFALO

Joseph Burstyn's release of "The Miracle," Italian film, opened without incident at the Mercury Aug. 1 in its first state showing outside New York City since the Supreme Court decision in its favor. . . . Turn Hall, Syracuse, now operates on a two-show-a-week basis. . . . New Playhouse, Clyde, policy is Friday through Monday. . . . Al Measer succeeds John Shevolet, now managing the Star, Tonawanda, as Amherst manager. . . . Branch office of WB Pictures is being remodeled. . . . Eight area drive-ins are being plugged through ads sponsored by E. W. Edwards department store, offering free tickets. Ozoners are Aero, Buffalo, Lakeshore, Park, Broadway, Delaware, Niagara and Sheridan.

CHARLOTTE

M-G-M made plans to remodel and enlarge its exchange at a cost of several thousand dollars. Increase in business will make improvements necessary, according to mgr. Jack ReVille. As part of expansion, a second floor will be added to the present building and the shipping, inspection and recreation rooms on the first floor will be rearranged. Expansion will provide approximately 1,300 square feet of floor space for the office, with extra desks and stalls to be provided for bookers and other office personnel. When work is completed, ReVille expects some personnel increases, especially among inspectors and bookers.

Opening about Sept. 1 are the following houses, all closed for summer: Ralph Simpson's Carolina, Gastonia, N. C.; W. L. Parker's State, Gastonia; G. L. King's Rocky, Lowell, N. C. (opened Aug. 1); Tom Little's Charlotte, Charlotte.

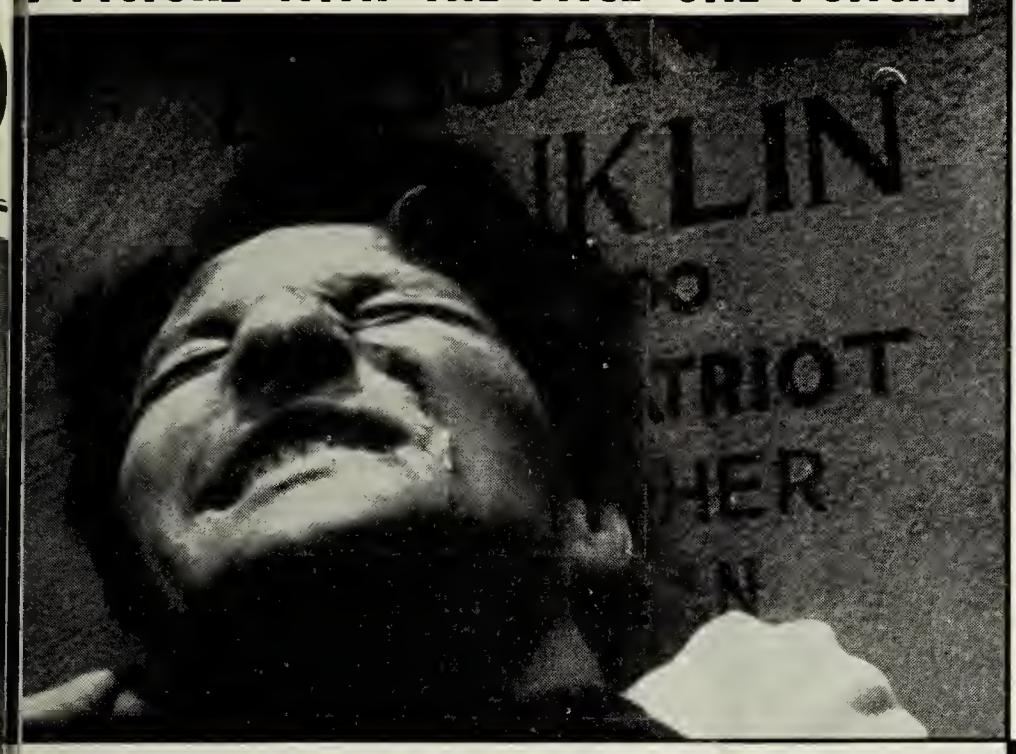
CHICAGO

Judge Michael Igoe postponed the Winston Theatre Co. hearing to Aug. 19. Firm

(*Continued on page* 26)

E MEN BEHIND THE FRONT PAGE OF AMERICA ACCLAIM "PARK ROW"

E PICTURE WITH THE PAGE ONE PUNCH!



"PARK ROW is a terrific picture. Samuel Fuller is due a sincere vote of thanks from the newspaper fraternity as a whole."
— **VERN SANFORD**
Texas Press Association

"PARK ROW is the finest journalistic movie ever filmed."
— **LAWRENCE PERRY**
North American Newspaper Alliance

"Magnificent entertainment for all. Will be a great success."
— **PAUL E. SEIBLE**
Sayre (Pa.) Eve. Times

"PARK ROW tells a story that long needed telling."
— **MEREDITH CLARK**
Pres. Mich. Press Assn.
Vicksburg Commercial

"PARK ROW is one of the finest motion pictures I have ever seen. We rarely go to the movies up our way but if all pictures were like PARK ROW we'd go all the time."
— **WAYNE C. SMITH**
Publisher
Meriden (Conn.) Record

"You can tell that the man responsible for this is a newspaperman and a real one."
— **CLARENCE SMAZEL**
St. Louis Leader-Press

"This Samuel Fuller knows what he's talking about. That's why PARK ROW is so authentic and entertaining."
— **JAMES TAGG**
Farmington Enterprises, Michigan

r the newspapers should Samuel Fuller for pro- PARK ROW."
- ELMER R. PRICE
Editor and Publisher
Lincoln County Leader
Toledo, Oregon

a wonderful motion pic- a tribute to American alism and great enter- for all."
- FLOYD CHALFANT
Publisher
Waynesboro (Pa.) Record Herald

bing, nostalgic and his- interest for a maker of reader of newspapers."
- RAY ERWIN
Editor & Publisher

"PARK ROW made me feel glad to be a newspaperman."
— **GENE HANDSAKER**
Associated Press

"One of the best films I ever saw in my life."
— **R. C. AVERITT**
News-Dispatch
Michigan City, Ind.

"It should be shown over and over again through the years."
— **VICTOR RIESEL**
Post-Hall Syndicate

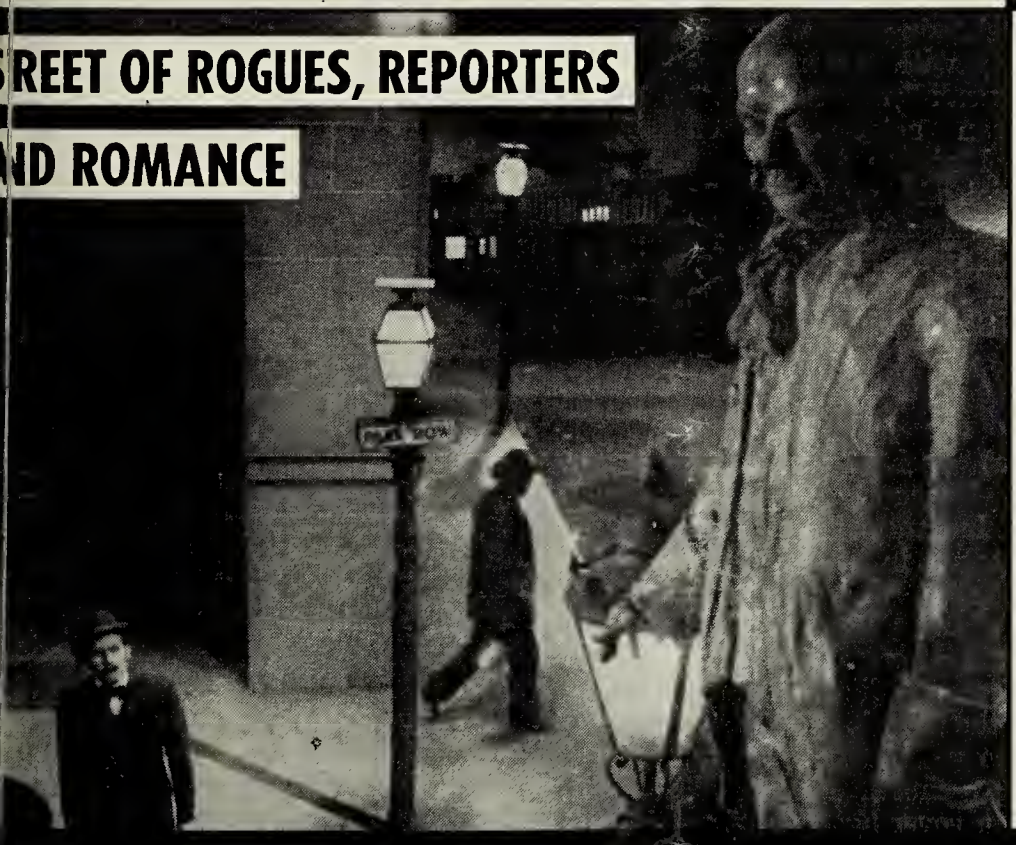
"Our circulation is 25,000 and I want all of my readers to see this wonderful picture."
— **F. H. JUST**
Publisher
Waukegan (Ill.) News-Sun

SHE HAD BLOOD IN HER VEINS...



HE HAD INK...AND GUTS

REET OF ROGUES, REPORTERS ND ROMANCE



"Samuel Fuller has done an excellent job in portraying the spirit of the newspaper business."
— **ROBERT U. BROWN**
Editor
Editor & Publisher

"As a newspaperman I'll do all I can to see that our readers see this great newspaper picture."
— **ROY MOORE**
Brush-Moore Newspapers

"PARK ROW is the kind of movie we have been needing for a long time."
— **HUGH McGILVRA**
Editor and Publisher
Wash. County News-Times
Forest Grove, Oregon

"All of us agree that PARK ROW is the best newspaper film ever made."
— **THEODORE A. SERRILL**
Pennsylvania Newspaper Publishers' Association

"It's a dandy! I'm sure going to see it again when it comes to our local theater."
— **CARYL HERMAN**
Richmond (Mich.) Review

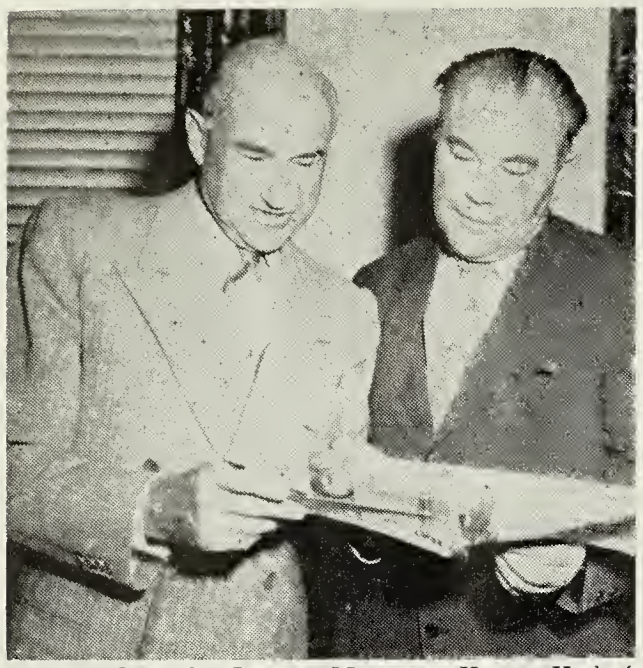
"This is a movie I'll recommend to my friends."
— **F. GRANGER WEIL**
Port Huron (Mich.) Daily Times Herald

"It is great entertainment."
— **WALTER A. YOUNG**
Associate Publisher
N.Y. Journal-American

Samuel Fuller's Park Row

ATED TO AMERICAN JOURNALISM

A UNITED ARTISTS RELEASE



Former Danish Prime Minister Hans Hedtoft (right) confers with Samuel Goldwyn after seeing the preview of RKO's "Hans Christian Andersen," Goldwyn's much-discussed film about the Danish story teller.

CHICAGO (cont'd.)

operates the loop RKO Grand and is seeking release from two weeks playing time allowed under Jackson Park decree. . . . State Judge Harry Fisher issued an order permitting bondholders to inspect books of Double B, an Oriental Theatre operation. . . . Special buffet luncheon honoring Victor Young, muusical director of Para's "Greatest Show On Earth," was attended at the Bismarck Hotel by 300. . . . James Stewart arrives Aug. 8 for reception planned by Otto Eitel of Eitel's Palace in recognition of actor's performance in "Greatest Show." . . . George Wilmot became mgr. of the Erlanger, succeeding the late Fred Crow. . .. John Immerman, son of the late Walter Immerman, B & K gm, resigned as mgr. of the B & K Luna.

New marquees are on the B & K Nortown and Will Rogers. . . . Chippewa Drive-In Assn. will erect a 415-car drive-in near Bessemer, Mich. Principals are Charles Kopatich and Albert and Anton Gasdova. . . . Ed Hohler bought the Civic, Farmington, Mich., from the Community Theatres circuit. Improvements will be made. . . . Defense attorneys are preparing their brief in the government case against the Chicago drive-ins for early presentation to the Circuit Court of Appeals. Government attorneys will press their side this fall, also. . . . The Central, Fairbury, Ill., was totally destroyed by fire, according to mgr. John Pitman. . . . The Strand, Shelbyville, closed for the summer and will be modernized throughout, according to mgr. Russell Branson. . . . Another theatre being turned into a business block is the Lincoln, at Ashland and Lincoln Aves. Theatre will become a women's apparel shop.

The loop Oriental Theatre re-opened Aug. 1 with "Son of Paleface." . . . The southside price war ended with B&K returning to 55-cent matinees and 74-cent evenings at the Southtown. B&K's Tower reverted to 62-cent admish, adults, 25 cents, children. Also returning to previous prices were the Englewood, Empress and Capitol. At price war's height, children paid nine cents, adults 50, at these houses. . . . The World Playhouse is on site purchased by Arnold Schwartz in sale before Judge McKinley's Superior Court for $1,300,000. The Studebaker Theatre, also on site, is under sublease for NBC video use. . . . W. McMahon and wife took over the Capitol, Morrison, Ill. . . . George Lambert became manager of the Skyline Drive-In, Hope, Ind.

R. L. Ettelson and associates now represent Film Laboratories, Inc., for the territory. . . . The Roxy, Pecatonica, Ill., reopened for the summer. . . . A Metro brief was filed in Appeals Court against attorney Thomas McConnell's request for $90,000 interest on the $1,000,000 Towne case award. Distributors have paid interest from Jan. 25, when award was made; McConnell contends interest is due from 1950, when case began. . . . The Cozy and Lyric, South Bend, Ind., closed for summer, bringing to a reported 209 the number of exchange district houses closed in past five years. . . . New relief manager for the B&K Tower is Leonard Schuessler. . . . Mike Sigel, partner of Ben Eisenberg and Irving Mandel, died after a short illness. Sigel was interested in the Wicker Park and Royal. . . . The Anshe Emet Congregation, occupying the former Sheridan, will install 2,500 Pushbak seats. . . . M. T. Kertai re-opened the Times, South Bend, Ind.

CINCINNATI

Variety Club meets for annual picnic Aug. 10 at Meadow Brook, Venice, O., for events lasting through dinner. Another Club annual will be the Aug. 25 golf day at the Summit Hills Country Club, when Allan S. Moritz will be general chairman. . . . Epidemic of polio caused temporary shutdown of A. B. Pierce's Crumpler, Crumpler, W. Va. . . . Roy White of Mid-States Theatres re-opened the Forest, which had been closed for several weeks. Forest will operate weekday evenings with matinees Saturday and Sunday; double features always.

The Lyric Theatre building, housing the RKO Lyric Theatre, will be torn down and the site converted into a parking lot. Razing will begin in January. House was built at turn of century, occupies, together with the theatre building, 15,000 square feet of area.

DALLAS

The Texas, Austin, showing art pictures, implemented that policy with the introduction of occasional sneak previews. . . . Katy Jurado, Mexican actress, visited Houston ahead of the Majestic first run of "High Noon," in which she appears. . . . Universal premiered "Untamed Frontier" simultaneously at the Majestic, Dallas; Majestic, Houston; Aztec, San Antonio; then booked the film in 150 Southwest situations.

DENVER

Benjamin D. (Dave) Cockrill, 54, managing director of the Denham, and president of the Greater Indianapolis Amusement Co., with four theatres in Indianapolis, died in a Denver hospital, where he was taken after suffering a heart attack in his home. . . . Stanley Strauss, manager of the Rialto, resigned to become a film salesman for RKO, taking over the New Mexico territory. He succeeds George (Scotty) Allan, who quit after buying a motel. . . .Harold Copeland, who has been covering New Mexico, took over the northern territory, which was the area covered by Allan. . . . The managership of the Rialto went to Harry Wilhelm, assistant manager of the Denver.

Sever, Downing and Sever are building a 400-car drive-in at Rocky Ford, Colo. The



Members of the British press and top executives of Columbia Pictures International Corp. turn out in force to greet Stanley Kramer (left) on his arrival in London. Mr. and Mrs. Kramer will tour the Continent for the next several weeks.

ozoner will be opened in about 50 days. . . . Jack Allender has resigned as salesman at 20th-Fox, and left for the west coast. . . . John Thomas, manager of the Brighton, Colo., Drive-In, resigned to become salesman for Paramount, where he takes the post of Steve Ward, who quit to enter exhibition. . . . Maury Rosenblatt, Universal booker, quit to become assistant to Fred Brown, buyer and booker for the Black Hills Amusement Co.

DES MOINES

Allied of Iowa and Nebraska disclosed at a recent get-together that a trial period of reduced admissions in several Iowa towns in most cases failed to boost gross returns. . . . Majority of Iowa exhibs are eliminating music from their programs unless it is part of the film. Exhibs were told that, if music is not included on film, theatreman is subject to a license for it. . . . Harry Lankhorst, Haywarden, Iowa, presented a banner to Iowa-Nebraska Allied, which he suggests being carried on the rear of salesmen's cars, boosting movie-going.

DETROIT

Immediate dismantling of fixtures is taking place at the Center Theatre, which Max Gealer, Associated Circuit supervisor, closed. . . . William Clark is booking-buying for Fred Lokar's Willis Theatre. . . . Arthur Weisberg and J. Richard Cooper formed the Abbott Amusement Co.

HARTFORD

The MPTO of Conn. annual golf tournament takes place Aug. 12 at Racebrook Country Playhouse, Orange. A luncheon, tournament and dinner are scheduled. Event co-chairmen are George H. Wilkinson, Jr., and Albert M. Pickus. . . . Leonard Levy, associated with Herman M. Levy, TOA exec., was nominated for the State Senate on the Republican ticket. . . . William Daugherty was named manager of Lockwood & Gordon's Torrington, Conn., Drive-In, succeeding Les Brown, resigned.

INDIANAPOLIS

Indianapolis has been placed in the 20th-Fox eastern division as a result of home office changes recently instituted. . . . Star Theatre, Fremont, will be open Sunday,

Wednesday, Friday and Saturday under a new summer schedule. . . . Roy Brandenberg succeeds Earl Herndon, deceased, as new gm of Affiliated Theatres. Brandenberg formerly managed the Madison and Ohio, Madison, Ind. . . . Arrangements were made by ATOI board members for "Hollywood at the Fair" exhibits at forthcoming Indiana and Ohio state fairs. . . . Mrs. Alex Kalafat gives a bicycle away each Thursday night at her Garrett, Ind., Tri-Hi-Drive-In. . . . National Drive-In opened Aug. 6 near Cumberland, Ind. . . . George Lindsay, Brownsville, Ky., broke ground on his 25-car ozoner.

KANSAS CITY

Two of the area's drive-ins featured sports promotions to attract summer patrons. The Crest sponsored a horse-shoe pitching contest while the Riverside held a hole-in-one golf tourney in conjunction with a nearby sports store. . . . United Film Service of Kansas City, through W. H. Hendren, president, received an award from the city's safety council for its work in furthering the cause of safety. Firm was cited for its production of film shorts for advertisers on the subject of safety. . . . Ray M. Copleland was made branch manager, succeeding H. L. Frost, resigned, for Monogram and Allied Artists. Copeland begins duties Aug. 11. He previously was Paramount branch manager in Des Moines and Kansas City, Mo.

LOUISVILLE

Kentucky Assn. of Theatre Owners sponsored a testimonial dinner July 24 to Col. Guthrie F. Crowe, who resigned at KATO prexy to accept a judicial post with the government. . . . Mrs. Barbara H. Denny, daughter of circuit operator W. E. Horsefield, took over operation of the Kentucky Theatre, Marion, Ky. . . . Ray Coleman assumed operation of the Marian, Auburn, Ky., from Sam Regal and H. D. Scott. . . . The Brown is returning to first run. . . . The Family is the new name of the Gypsy Drive-In, a Donald Young operation on Highway 31 near Bardstown.

LOS ANGELES

Sam Gould shuttered the Monrovia, Monrovia. . . . Harry L. Nace Theatres reopened the north screen of the Twin Open Air Drive-In under the name of Peso Drive-In, for Spanish-language product. Ozoner's south screen operates under the name of Acres Drive-In. . . . Mitchell Lewis, Sun owner, died. . . . Rebecca Carillo assumed operation of the El Rancho, Moor Park, from Ed Hunter. . . . Bill Sorenson, former mgr. of News Palace, Long Beach, took a similar post with FWC as mgr. of the Granada, Wilmington. . . . Jack Anderson, former area exhib, was killed in Charlotte, S. C., while attempting during a rainstorm to aid motor patrons of a drive-in he was managing.

MILWAUKEE

Jerry Gruenberg is the new booker-buyer for St. Cloud Circuit's Oriental and Tower. . . . Dick Powers replaces Dick Seely as S&M's Tosa mgr. . . . National Drive-In and Allied States board meets will be held at the Schroeder Hotel during one week of next March. . . . Jim Kavalary took over the Liberty from the Eshreff brothers. . . . A new drive-in on Highway 16 at Sparta opened. . . . Wisconsin Allied holds a regional meet Sept. 9 at the Wausau home of prexy Sig Goldberg. . . . F. J. McWilliams expects to open a drive-in near Portage. . . . Bay Theatre re-opened with Jack Spalding as mgr. . . . Joe Woodward is opening a booking agency. . . . The Mozart Theatre, closed for months, will be converted to stores.

Complaint of Standard Riverside Theatres, asking for first run rights, was dismissed from District Court by Judge Robert Tehan, who said that case should be filed in Chicago, where the Towne Theatre case was tried. The Towne has first run over Standard houses. Meanwhile, Russ Leddy, operator of the Bay, Green Bay, Wis., was a witness in the Towne hearing in which Paramount is seeking a formula for downtown Milwaukee distribution.



At the Minnesota premiere of Republic's "Woman of the North Country," (above), J. E. Loeffler, Rep. Minneapolis branch manager (center), chats backstage at the Minneapolis State Theatre with (l. to r.): Rod Cameron, Rex Allen, Ruth Hussey and J. Carrol Naish. Civic activities for the opening at the Norshor Theatre, Duluth, were discussed (below) with Mayor G. W. Johnson (right) by (l. to r.) George Brown, Norshor mgr.; Mickey Gross, studio pub. director, and Norman Zilles, gm of the Duluth C. of C. premiere committee.

MINNEAPOLIS

Edina board of review granted the Edina Theatre tax relief following testimony of owner Ben Friedman and his attorney, Stanley D. Kane. Kane said that there are no "willing buyers" for theatres and that 15 Twin Cities area houses had closed in the past two years. Video was blamed by Kane as main menace. Edward S. Gould, Minneapolis assessor, disclosed that maximum relief of 20 percent has been granted to Minneapolis houses. He said each case was judged on its merits. In some instances, no relief was given.

New drive-in between Cedar Rapids and Marion, Iowa, is called the Twixt Towns. . . . Rex Pickett is new mgr. of the Boulevard. . . . Added to territory of Harry Weiss, RKO Theatres division mgr., are Omaha, Kansas City and Denver. . . . Phil Manion is new asst. mgr. of the Gopher. . . . Milton Osmundson opened a new ozoner three miles east of Regent, N. D., on Larson Lake. . . . Eddie Ruben celebrates the 25th anniversary of the founding of his Welworth circuit. . . . Police morals squad closed the "French Peep Show" film at the RKO Pan and arrested mgr. George R. Stephens. Charged with exhibiting an indecent film, Stephens was released on his personal recognizance, pending a hearing.



Joining producer William Thomas at lunch during his tour for Para's "Caribbean" are these Carolina producers: seated (l. to r.) Al Duren, Charlotte branch mgr.; Roy Smart, booker-buyer for Wilby-Kincey circuit; Pine; M. F. Kincey; Barney Slaughter, Para salesman. Standing: Hugh Sykes, Queen City Booking Service head; Emery Wister, Charlotte "News" movie editor; Box Saxton, Saxton's Theatrical Booking Service; Jim Gilliam, Everett Enterprises booking mgr., and Bob McClure, Theatre Booking Service.

NEW ORLEANS

A. O'Connell closed the Town. . . . Albert Guilbeau opened the 300-seat Pat with five changes weekly. . . . The Harlam was re-opened by W. R. Tutt. . . . Lester Gautier opened the Jan, Maurice, La., with 250 seats and four changes weekly. . . . John Patterson had the Harvard, Winnsboro, La., closed for three weeks. . . . The Park Drive-In, opened on July 1, was forced to close for three weeks for major repairs following a severe storm which hit Covington, La. High winds blew down the screen after one week of operation. . . . Lawrence and Bernard Woolner, major stockholders in Woolner Theatres, leased the Liberty and will re-open it shortly as a legit house. Previous owners ran foreign films and girlie shows.

Joe Head is now affiliated with Bri-Mont Co., handling Strand Theatres in Gena, Sulpher, Hainesville and De Quincy. . . . The Park Drive-In, Crestview, re-opened July 13. . . . Fred McLendon, Bay Monette, Ala., opened the Bay Drive-In for 350 cars. . . . Rob Long of the Rebel, Baton Rouge, opened the 350-car Park Drive-In in Winnsfield, La. . . . Clinton Bucovich closed the Belmont, Pensacola, Fla. . . . Mrs. Ruth Cathcua opened the Red River Drive-In, Texarkana, July 24 for 400 cars. . . . The Pat Drive-In, Vidalia, La., was opened Aug. 1. . . . Teddy Solomon is planning to open a twin-screen drive-in shortly. Joy N. Houck and associates have two twin-screen situations under construction at Bunkie and Monroe, La. . . . Very large twin airer will open near Lafayette, La., for 1,000 cars. . . . Malco Theatres, Inc., and Malco Realty Corp., Memphis, acquired 33 percent of the stock held by M. S. McCord and M. J. Pruniski, North Little Rock. Malco now owns all controlling stock of the 63-house circuit. . . . Allied Theatre Owners of the Gulf States held a board meeting Aug. 5 at the Jung Hotel, with luncheon following.

NEW YORK

A daughter was born to Mr. & Mrs. Spyros S. Skouras, Jr., Aug. 3, at the Lawrence Hospital, Bronxville. The child will be named Cassandra Skouras. Mrs. Skouras is the former Miss Barbara Feldmann of Stamford, Conn., and Skouras is executive vice-president of Skouras Theatres Corp.

RKO Theatres signed a new 13-week contract with WNBT and WNBC for 10, 20 and 60-second announcements on video and participation in several radio programs. Circuit began its use of TV and radio in January, 1951. . . . Walter Reade Theatres will present, via arrangement with the Theatre Guild, the Rodgers-Hammerstein musical, "Oklahoma," on the stage of the Broadway, Kingston, Sept. 1 and 2; at the Paramount, Asbury Park, N. J., Sept. 3-6; and at the Majestic, Perth Amboy, N. J., Sept. 10 and 11. Another hit stage play, "Mr. Roberts," will be presented at the Broadway, Kingston, Sept. 29, and at the Majestic, Perth Amboy, Sept. 30.

Arthur H. Schwartz, law partner of Schwartz & Frolich, firm handling industry cases, was inducted as a New York Supreme Court Justice.

David H. Isaeson, formerly with the law firm of Sargoy & Stein, became associated with Arnold Malkin, prominent New York attorney. . . . Cinema Stamp Collectors will hold what the group calls its largest meeting in history on Aug. 13, following a dinner at Hotel Astor headquarters.

FILMS TELEVISED JULY 26 to AUG. 8

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Adventure of Michael Strogoff	Akim Tamiroff	
Born To Gamble		Rep. 10-4-35
The Day Will Dawn	Deborah Kerr	
The Devil Pays Off	William Wright	Rep. 11-21-41
Drifting Along	Tom Keane	Monog. 4-1-46
Falling In Love	Charles Farrell	Times Pic. 10-19-36
Fury And The Woman	Wm. Gargan	Rialto Pic. 4-5-37
Gallant Fool	Bob Steele	Monog. 8-9-33
Gaunt Stranger	Wilfred Lawson	
Girl From Havana	Dennis O'Keefe	Rep. 9-6-40
God's Country & The Man	Tom Keane	Syndicate Pic. 6-7-31
Hollywood Stadium Mystery	Neil Hamilton	Rep. 2-28-38
Kilroy Was Here	Jackie Coogan	Monog. 7-2-47
Larceny On The Air	Grace Bradley	Rep. 1-15-37
Lone Rider in the Frontier Fury	George Houston	PRC 8-2-41
Mandarin Mystery	Eddie Quillan	Rep. 6-23-37
Marshall of Cripple Creek	Allan Lane	Rep. 8-15-47
Now Barrabas	Richard Greene	
Phantom Speaks	Richard Arlen	Rep. 4-18-45
Public Opinion	Lois Wilson	Chesterfield 9-19-35
Return of Jimmy Valentine	Roger Pryor	Rep. 2-1-36
Special Invesigator	Rita Hayworth	Syndicate Pic. 11-1-39
Vengeance Is Mine	Valentine Dyall	
A Wave A Wac & A Marine	Elyse Knox	Monog. 11-3-44
We're In The Legion Now	Reginald Denny	Gand Nat. 6-1-37
Wildcat Saunders	Jack Perrin	
Winter Wonderland	Lynne Roberts	Rep. 5-23-47

PHILADELPHIA

The re-opening date for the Aldine is set for Aug. 29. . . . The Felton Theatre closed. . . . The Wynn Theatre will become an independent operation late next month. . . . The South Philadelphia Drive-In was converted to a parking lot daytime, and will continue as a drive-in nights.

PORTLAND-SEATTLE

The Oregon City-Drive-In was erected by owners-operators Roy C. Shelton and Richard O. Larson at a cost of $65,000, with space for 410 cars and room allotted for subsequent expansion to include a playground for children. . . . The State, Vancouver, Wash., on the Art Adamson chain, has closed. . . . Earl Hunt, theatreman, died after a long illness. He had been associated with Hamrick-Evergreen Theatres and with Ted Gamble.

SALT LAKE CITY

Recap of the effect the steel strike had on area houses shows that biz was hurt in the Orem, Springville and Payson areas; with houses of the Huish-Gilhool circuit hurt acutely. Strike lasted eight weeks at nearby Geneva Steel Co. . . . Sid Cohen of the new Film Service Corp. took over buying-booking for 11 Consolidated chain houses. He services also two Helper, Utah, houses owned by Joe Montez, and the Crest, Pocatello, Idaho. Cohen recently resigned from Intermountain Theatres. . . . The Marlow at Sugar House re-opened under new management of Russ Dauterman and Bus Campbell of Associated Films. . . . Remanded back to Third District Court by a Denver Appeals Court was the $350,000 damage suit filed against WB by Alice M. Donahue and her three daughters, charging that the portrayal of the late Jack Donahue, dancer, in WB's "Look For the Silver Lining" was not factual. Suit began late in 1949.

SAN FRANCISCO

Western Theatre Owners Assn. national convention was postponed by directors to a date later than Sept. 2-6. . . . George Archibald opened his own booking-buying service. . . . UA exchange switchboard is being modernized to allow for exhibitors to speak directly with any department. . . . Hulda McGinn, California Theatres Assn. public relations chief, was named to the citizens committee of the WAC, WAF recruitment program. . . . Safecrackers robbed the El Rancho Drive-In, San Jose, of $2,571.60. Ozoner is owned by Paul Catalana and Arthur Yarinie.

Arch Oboler's "Bwana Devil," in Anseo Color, the first full-length three-dimensioual feature film, will be world premiered at the St. Francis this fall.



Exhibitor Bud Lohrenz of Kewanee, Ill., avows his love for Francis, Universal-International's talking mule in Chicago as (l. to r.) Kermit Russell, Chicago salesman; Lou Berman, Chicago branch manager, and Dick Graff, asst. branch manager, look on. Francis was visiting Chicago for the Democratic National Convention.



Rosalind Russell and Ken Englund, writer, arrive in Washington en route to Fort Lee, Va., where Miss Russell is to star in the Independent Artists' production of "Never Wave At A WAC."

ST. LOUIS

Theatre attendance seems to have improved considerably in the area during the past three weeks. BO is better at the bigger houses, where cooling systems are most modern, and at smaller theatres also. . . . Adolph Meier, owner of the 300-seat Cuba, Mo., Theatre, announced construction plans for a 300-car drive in one-half mile from the city limits on Highway 66. . . . The 300-seat Lyric, Newburg, Mo., was sold by Clifford H. Hough, Lebanon, Ill., to Joseph and Mrs. Engleerth. . . . The 3,800-seat St. Louis, dark since last February, re-opened July 24. . . . The St. Louis will be open weekdays from 4 p.m. with matinees for adults at 40 cents, and after-six prices at 50 cents. Saturday, Sunday and holiday prices will be 40 cents until 2 p.m.; 50 cents to closing. Theatre then will open at noon. Admish will be free always for children, accompanied by parents, under 12. . . . The 250-seat Perry, Ill., Theatre, a Paul Durbin operation, closed for the summer. Also closed for the summer is the 300-seat Pike, Griggsville, Ill.

Fanchon & Marco-St. Louis Amusement Co. took over booking-buying for the Crest, Affton, St. Louis County, Mo. . . . A. L. Matreci will re-open his Uptown Theatre early in September. . . . The King Bee closed for the summer after several weeks of week-end operation by owner Marvin Bank. . . . Missouri State Fair runs from Aug. 16-24 at Sedalia.

Exhibitor and distributor friends of Patrick F. Byrne, salesman killed in an auto accident July 14, joined to form a Pat Byrne Memorial Fund. . . . St. Louis Amusement Co.'s new theatre in the Village of St. Ann, St. Louis County, will be called "Locosa," (Spanish for "The Thing.") It has an unusual architectural structure. . . . Hubert Lyons of Little Rock, Ark., resigned from the UA sales staff. . . . Mrs. K. C. Preston is booking-buying for the Preston, Salem, Mo.; service was previously performed by the Frisina Amusement Co., Springfield, Ill. . . . Dates for the 1952 annual meet of Motion Picture Theatre Owners of St. Louis, E. Mo. and S. Ill. was changed to Oct. 6 from Sept. 29-30. Conflict with important religious holidays was reason for date change.

Charge Political Motives In Action For Pix To TV

(*Continued from page* 6)

outrage the entire electorate and confirm a widley held belief that bureaus under a Democratic Administration are strong-arm political operatives and not administrators of law and equity.

"The institution of the suit in California is a fact which, alone, makes its intentions suspect. . . . It is a fair inference that the action of the Department of Justice is a designed application of political pressures that the entire public will resent when it knows the truth. The action furthermore . . . strikes at the very vitals of the motion picture industry," the Texas wire added.

The idea was thrust forward in the Texas wire that since the suit threatens "the very foundations of our industry and . . . our livelihood and very existence (it) must inevitably drive us to the use of this powerful publicity medium (the theatre screen) in self-defense." The wire noted that the industry has "always avoided the use of these screens in partisan political warfare."

Rembusch Wires

Rembusch's wire reminded that "several of our ehibitor members well qualified with production value know-how, after viewing the quality of the programming in the Republican National Convention and the superior programming enjoyed by the Democratic National Convention, have expressed the opinion that some sort of 'you scratch my back and I'll scratch yours' deal has been worked out between the Democratic leaders and the television monopoly," Rembusch continued.

He said that the alleged deal was aimed at "placing the Democratic candidates in the coming election much more favorably before the public on television than the Republican candidates. Of course, any such agreement on the part of the television interests would be in violation of FCC regulations."

Para's Advance Planning Prepares 25 Productions For Release Through '53

(*Continued from page* 16)

Richard English from the William Wister Haines novel.

Among the productions scheduled for the balance of this year are:

"BRAZEN," Technicolor, Pine-Thomas production starring John Payne, Jan Sterling, Coleen Gray and Lyle Bettger; Edward Ludwig directs.

"HOUDINI," starring Tony Curtis in the title role with Janet Leigh co-starring; to be produced by George Pal from a screen play by Philip Yordan; George Marshall will direct.

"JAMAICA RUN," Technicolor, Pine-Thomas production starring Ray Milland, Arlene Dahl and Wendell Corey, to be directed by Foster.

"LITTLE BOY LOST," starring Bing Crosby; a Perlberg production with screen play by Seaton, who will direct. Johnny Burke and James Van Heusen are composing the score; picture will start in Paris in September.

"REACHING FOR THE STARS," comedy with music, starring Ginger Rogers and William Holden; screen play by Philip and Julius Epstein; Epstein will direct; Duggan produces.

"ALASKAN SEAS," story of the Alaskan frontier; Mel Epstein produces.

"GIRLS ARE HERE TO STAY," Technicolor, starring Bob Hope in a comedy-musical of Broadway at the turn of the century; Claude Binyon will direct and Paul Jones produce.

Watch These Dates!

Aug. 13: New York—Cinema Stamp Club meeting—Hotel Astor.

Aug. 17-Sept. 7: Edinburgh Film Festival.

Aug. 8-18: Venice Film Festival.

Sept. 5: Des Moines—Allied Caravan of Nebraska and Iowa Theatre—Press dinner.

Sept. 14-18: Washington—Theatres Owners of America convention and trade show—Shoreham Hotel.

Sept. 29-30: St. Louis—MPTO of St. Louis, E. Missouri & S. Illinois convention.

Sept. 29-Oct. 1: Kansas City—Kansas-Missouri Theatre Assn. fall meeting—Hotel President.

Oct. 6-10: Washington—SMPTE 72nd semi-annual convention—Statler Hotel.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Fox's Silvertone, Aaron In East, West Sales Posts

Arthur Silverstone and Edwin W. Aaron have assumed the duties of Eastern and Western sales-heads, respectively, for 20th Century-Fox, it was announced last week by Al Lichtman, director of distribution.

The organizational realignment into two divisions will see Silverstone directly responsible for every operational phase of the Eastern section of the country, while Aaron will be responsible for the functioning of the Western area.

Under the new sales structure, Chicago switches from Eastern to Western supervision.



At Cleveland's RKO Palace during a personal appearance tour, is Joan Crawford, star of RKO Picture's "Sudden Fear," and (l. to r.): Morris Lefko, eastern central dist. mgr. for RKO; Bennet Goldstein and Harold Raives, Shine Theatres.

UA To Release Chaplin's "Limelight"

Hollywood.—Charles Chaplin has agreed to give his latest production, "Limelight," to United Artists for world-wide distribution it was disclosed this week.

Chaplin and Arthur Kelly, vice resident of Chaplin Celebrated Films, finalized the deal at a meeting in the comedian's Beverly Hills home with Arthur B. Krim, UA president, and Arnold Picker, William J. Heineman and Max E. Youngstein, UA vice presidents. Matthew Fox and Robert Benjamin, partners in the organization, were present also.

Claire Bloom, an English actress, plays opposite Chaplin, while his son Sydney, plays the leading man.

Films, Science Aid Each Other

The motion picture screen is the greatest instrument yet devised to implement man's thinking and to help him visualize the problems of everyday life as the vast, cosmic concepts which he is now contemplating on the outer threshold of physics, mechanics, wage equations, quantum theory and probabilities.

The tragedy, Richard Thorpe, film director of the Elizabeth Taylor-Fernando Lamas starrer, "The Girl Who Had Everything," told a Business Men's Luncheon, is that both Hollywood and science itself have been inexcusably negligent in failing to develop and exploit the exciting possibilities in the realm of conveying difficult ideas graphically.

The nearest approach to it has been the training film program undertaken by virtually all branches of the Armed Forces, Thorpe pointed out.

Difficult To Grasp Ideas

"As man's mind reaches further out into the cosmic, the ideas and equations that he conceives and encounters there become more and more difficult to grasp, to express, and to convey. Man still has to 'see' everything pictorially in order to best understand it," he said.

"Thus the graphic presentation of these concepts is practically the restricting extreme limit of thought. The frontier on which man's mind is now pushing outward is defined by that outlying point beyond which the human brain can no longer find, build, or imagine the graphs, charts, the mathematical symbols and the pictorial concepts necessary to evaluate and analyze the observable phenomena."

Thorpe is convinced that science will more and more turn to the use of motion picture screen not only in teaching and conveying its ideas, but also in their conception.

Title Changes

Bert Friedlob Productions: "**The Steel Trap**" is the new title for "Panic Stricken." (Stars Joseph Cotten and Teresa Wright; Bert Friedlob produced).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

John Wayne has been assigned by Jack L. Warner to star in "Alma Mater." Wayne, who was a top football player at the Univertisy of Southern California, plays the role of a college football coach. He recently returned from Honolulu where he made "Big Jim McLain," a Wayne-Fellows production for Warner Brothers. Melville Shavelson will produce the film under new WB contract. He also wrote the screen play with Jack Rose.

* * *

Robert Paige and Martha Hyer were signed to play the romantic leads in "Abbott and Costello Go To Mars." Howard Christie is producing the picture, which stars the perrenielly popular comedy team with Charles Lamont directing. . . .Phyllis Kirk gets her first top femme role as Randolph Scott's leading lady in "Come On, Texas," at Warner Brothers. Film will be directed by Andre de Toth with David Weisbart producing in WarnerColor. . . . Ann Miller will play the starring role of Bianca in "Kiss Me, Kate" at M-G-M. Jack Cummings will produce the screen version of the Broadway hit, which will be filmed in color by Technicolor. . . . Reginald LeBorg will direct "The Flanagan Boy," to be produced in London with U. S. stars for Lippert Pictures release. Film deals with a love story involving a young prizefighter and his manager's blonde wife.

* * *

Robert Sterling will be one of the toppers in "Column South" at Universal-International. The Technicolor production co-stars Joan Evans and Audie Murphy and is being produced by Ted Richmond with Frederick de Cordova directing. . . . Republic will bring to the screen 'The Gabreski Story," depicting the life of 33 year-old Francis Gabreski, the greatest living American ace of World War II and the Korean conflict. Present plans called for the noted fighter pilot to play himself in the top-budget film, if he is successful in obtaining a temporary leave from the Air Force. . . . Marge and Gower Champion started rehearsals on the next film at Metro, "Give A Girl A Break." The film stars the Champions, Debbie Reynolds and Kurt Kasznar. It will be directed by Stanley Donen.

* * *

Back in Hollywood after a 12-week vacation in Europe, Sol Lesser starter prepping for the production of "Tarzan and The Vampire," with shooting slated to take off early in September. Lesser also is readying three adventure documentary films, "Mysterious India," "Quest For The Lost City" and "The Lost Emeralds of Illa-Tica." A fourth, "Under The Red Sea," is the final stages of production and is set for an RKO release.

Lesser has a Swedish film production company, Art Films International, to organize the film expeditions to all parts of the world. President of the new firm, with headquarters in Stockholm, is Olle Nordemar, Swedish producer who put together "Kon-Tiki," which Lesser presented on U. S. screens. According to Lesser, Art Films International will be wide open both to films already made and to expeditions only in the planning stages. In the latter case, the company will help in the organization of the treks and arrange for professional photographic coverage.

* * *

Mel Epstein, Paramount producer, started his twenty-second year at he studio as his option was taken up for one year. He produced "The Savage," forthcoming release and has three pictures on his production slate including "Legend of the Inca," "Alaskan Seas" and "The Parson of Panamint." . . . Billy Graham is shooting his latest film, "Oil Town" at KTTV studios in Hollywood. He will set up his own distribution. Last year, Graham made his first film, "Mr. Texas," which was shown to 2,000,000 persons. Cast in "Oil Town" are Graham and his Evangelistic Team, Colleen Evans, Paul Power, Robert Clarke, Georgia Lee, Ralph Ward, Redd Harper and Cindy Walker. It is being filmed by Great Commission Films of Hollywood.

* * *

Rudolph Mate was signed by Universal-

(*Continued on next page*)



The original "Road" gang gets together again on the Paramount lot. Don Hartman (standing, left), Para production chief who originated the famous series, and Frank Butler (right), who wrote the first scripts with Hartman, visit Bob Hope, Dorothy Lamour and Bing Crosby on the set of "Road To Bali," the first in Technicolor.

Crying The Blues Hurts Film Business, Claims Optimistic Harry Joe Brown

By Richard Bernstein

"Our sales have kept up," Harry Joe rown, head of Producers-Actors Corpora- on, which releases through Columbia, ated in his spacious office recently. "Tele- ision hasn't a big enough canvas for our ype of pictures."

The producer answered the most current uestion in Hollywood, "Has all the moan- ng about the motion picture business hurt ?" with: "Anybody crying the blues hurts ny business. There is nothing the matter ith our business that time and conditions on't cure."

Has Long Record

Harry Joe Brown, according to a Holly- ood belief, has had his name attached to ore pictures than any other major pro- ucer.

In 1930-31, Brown and his partner, harles R. Rogers, were given entire charge f Pathe Studio and all Pathe production. hey made 18 successful films during this eriod. He was later responsible for one of ovieland's big moneymakers, "The Squeal- r," made at Columbia.

Later, at Warner Brothers, from 1934-37, ie producer made 23 high-budget films mong which were such hits as "Captain lood," "Dangerous" (Bette Davis' Acad- my Award picture), "Ceiling Zero" and "I ound Stella Parrish." From here he went 20th Century-Fox, where his record boasts Alexander's Ragtime Band," "The Rains ame," "Johnny Apollo" and "Moon Over iami."

Worked For Columbia

Next, at Columbia, Brown made "Des- eradoes" and "First Comes Courage," be- ore leaving to make three-reelers for the avy and Marine Corps.

In regard to public taste, the producer aid, "The public does shop, they don't go o see 'in-between pictures' that they used to o see to kill an evening."

He pointed out that the people will go out ut the attraction has to be something that hey will want to go out to see. He cited ction and adventure films in Technicolor, which fire the public's imagination. These ictures, he emphasized, are making money.

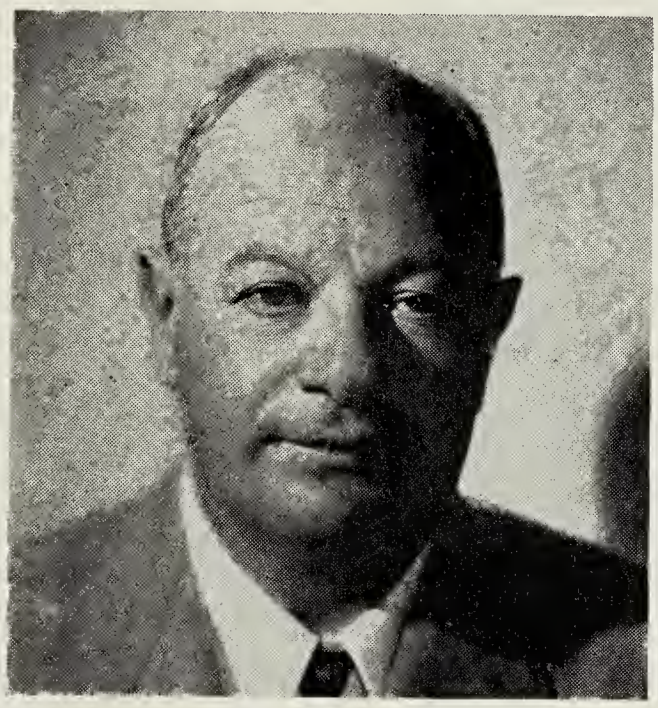
"TV can be used to exploit motion pic- ures," the producer stated. "The same thing hould hold good for selling motion pictures s it does for toothpaste. We haven't been doing enough selling. When we do big busi- ess we don't do enough selling.

Boosts Strong Selling

"We've got to get back to the days when ve used to sell pictures. Today, the same dvertising and the same exploitation is sed to sell a picture everywhere. Every dvertisement should be patterned for the ommunity's own clientele. Exploitation hould be channeled the same way."

Brown feels that a diversified program oes good business. He favors one big pic- ure and shorts, which he calls "lots of lessert." He feels that short subjects de- elop new faces for features.

"We are in a creative business," Brown aid, "When any part ceases being creative someone suffers. We must be creative in making films and selling films. It is a prob-



HARRY JOE BROWN

lem today to make a film at cost. Competition is a healthy thing. It helps quality."

The current phase of Harry Joe Brown's career began in 1946 when he formed his Producers-Actors Corporation, which he co-owns with Randolph Scott. Since that time this outfit has turned out "Gunfighters," "Coroner Creek," "The Untamed Breed," "The Walking Hills," "The Doolins of Oklahoma," "The Nevadan" and "Sante Fe." All starred Randolph Scott except "Untamed Breed." Scott just completed "The Outlanders."

Next Randolph Scott starrer will be "I Ride Alone." Brown will also make "Posse," under the Producers-Actors banner, with a major star.

Mono Boasts Greatest Backlog of BO Pictures, Stars Says Steve Broidy

Steve Brody, president of Monogram and Allied Artists, recently returned from Europe, has finished two weeks of screening all completed new product and rough cuts of films awaiting scoring after which he wired Monogram exchanges throughout the world that these 14 pictures represent the studio's greatest box office potential.

Broidy stated that this was the largest backlog ever inventoried by the company. Additionally, he pointed out that the cast reflect a recently instituted policy to acquire star names of a greater box office calibre.

The pictures Broidy reported on are: "Flat Top," a Walter Mirisch production in color starring Sterling Hayden and Richard Carlson; "Down Periscope," starring Mark Stevens and Dorothy Malone; "Hiawatha," produced by Mirisch in color; "The Rose Bowl Story," in color, starring Marshall Thompson; "Battle Zone" and "Kansas Pacific," both Walter Wanger productions. Former stars John Hodiak, Linda Christian and Stephen McNally, and the other, in color, boasts Hayden.

HOLLYWOOD

(Continued from preceding page)

International to a non-exclusive contract to direct two pictures a year for the next two years, plus an option for additional films. . . . Paul Henreid has been signed by Producer Sam Katzman to star in "Siren of Bagdad," Technicolor Columbia production will go before the cameras Sept. 3. The screen play is by Robert E. Kent. . . . Johnny Sheffield's next Bomba picture at Monogram will go into producion which will go before the cameras the first week of September. . . . Janet Leigh and Tony Curtis wife and husband, are the two stars in George Pal's "Houdini" at Paramount. George Marshall directs. Pal has been viewing old Houdini pictures made for Paramount in the 20's with Houdini starred, to acquaint himself with the man, his magic and methods of operations. . . . Charles R. Marion has just completed the screen play of "White Lightning," an original for Monogram producer Ben Schwalb.

* * *

Universal-International completed negotiations with Helen D. Miller, widow of the late Glenn Miller, to film the life story of the famous orchestra leader who was killed in World War II. Aaron Rosenberg will produce the picture which will have a screen play by Oscar Brodney.

* * *

Eleanor Parker has been signed to a long-term contract by M-G-M. Actress' next film for the studio will be "One Mort Time," a comedy-drama written by Ruth Gordon and Garson Kanin. Armand Deutsch will produce the picture and George Cukor will direct. Deutsch is currently producing "The Girl Who Had Everything" and will also film "Captain Quicksilver" during the coming year.

* * *

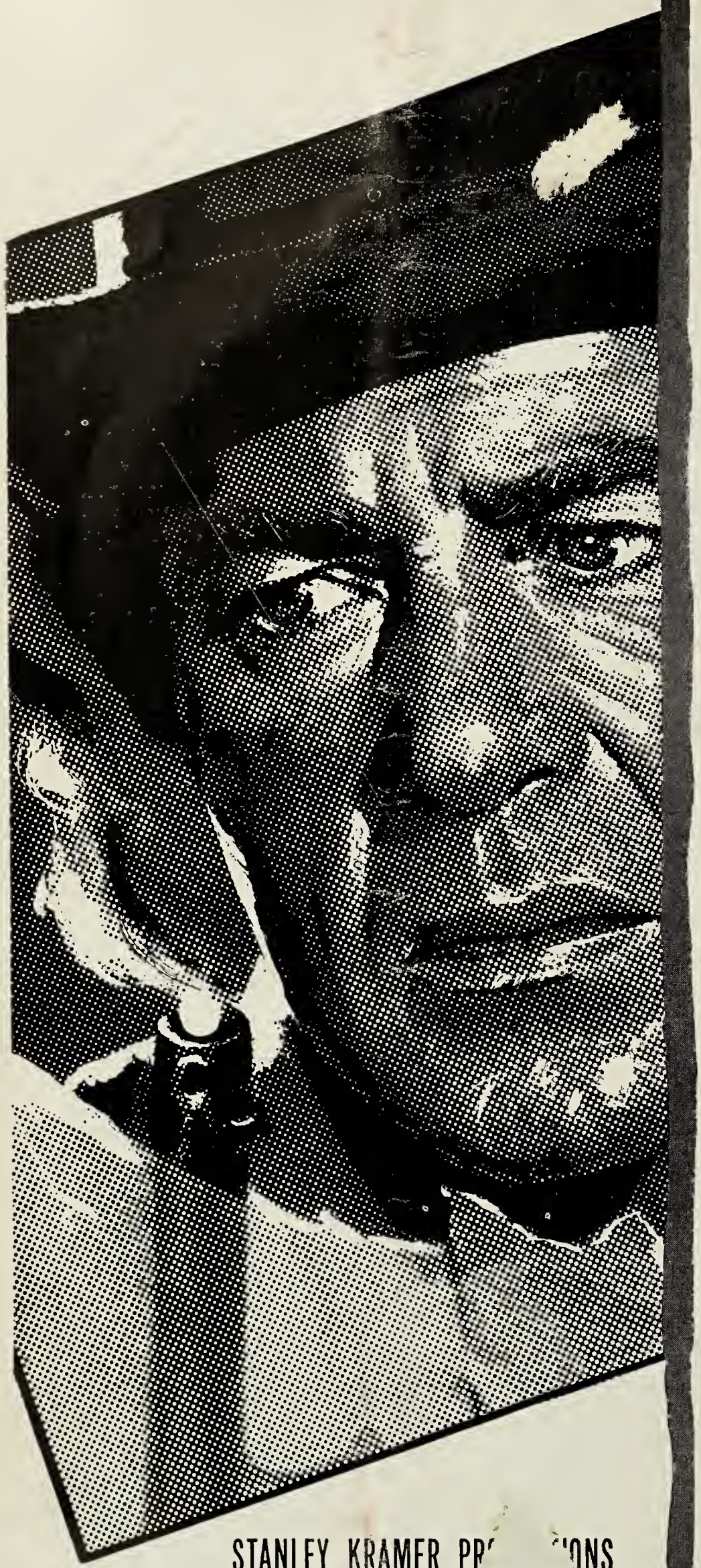
Larry Kimball has been signed by Republic to do the screen play on the forthcoming Vaughn Monroe musical which is as yet untilted. John H. Auer has been set as associate producer-director on the top budget production. . . . Douglas Spencer has landed a top role in Warner Brothers' "Back To Broadway." Star line-up for this film now reads Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson and Patrice Wymore. Gordon Douglas is directing with Henry Blanke producing.

* * *

RKO Radio will release "Toilers of the Sea," the Victor Hugo classic which David Rose will produce in Europe. Raoul Walsh will direct the picture with Yvonne De Carlo co-starring with Rock Hudson, who is on loan-out from Universal-International. A Coronado production, "Toilers of the Sea" will go before the cameras Aug. 19 with color by Technicolor with lensing taking place on the Channel islands off the coast of France.

* * *

Nicholas Nayfack will produce "Rope's End" at Metro. A story of the old west by Michael Pate and Philip Rock, the picture will be filmed this fall with Frank Fenton doing the screen play. . . . The William Morris Agency will handle the sale of "Gunga Ram," full length feature film produced in color in India by Frank Ferrin.



HIGH PROFITS
FOR
"HIGH NOON"

VARIETY reports the HIGH NOON opening: "a b.o. *giant* in Pittsburgh, *great* in Boston, *smash* in Toronto, *lofty* in Philly and *terrific* in N. Y." *And all this despite the opposition of the Chicago Convention, and despite the heat wave!*

AND EXHIBITOR CONFIRMATION IS POURING IN:

"I WANT YOU TO KNOW THAT IN ADDITION TO THE TREMENDOUS GROSS NOW BEING WRITTEN AT THE MAYFAIR THEATRE ON BROADWAY WITH 'HIGH NOON' THAT EVERY PATRON COMING OUT OF THE THEATRE IS SINGING ITS PRAISES. I LOOK FORWARD TO NOT ONLY A VERY PROFITABLE RUN WITH THIS PICTURE ON BROADWAY BUT IN MY CIRCUIT AS WELL."

—**HARRY BRANDT,** New York City

" 'HIGH NOON' BIGGEST MIDWEEK OPENING IN TWO YEARS IN SPITE OF 90 DEGREE HEAT. PHENOMENAL WEEKEND GROSS INDICATES ONE OF THE BEST ENGAGEMENTS FOR THIS LONG RUN HOUSE. CONGRATULATIONS."

—**DAN FINN**—Astor Theatre, Boston

"EXCITED ABOUT 'HIGH NOON' BUSINESS. FIRST THREE DAYS TORONTO BIGGER THAN ANY PREVIOUS UNITED ARTISTS PICTURE AND MONDAY GROSSES MORE THAN OPENING DAY. FIRST THREE DAYS CALGARY ALL TIME RECORD FOR THEATRE. ENTHUSIASTICALLY AWAITING FURTHER 'HIGH NOON' OPENINGS THROUGHOUT CIRCUIT AS TORONTO CALGARY BUSINESS INDICATES SMASH RESULTS EVERYWHERE."

—**DAVE GRIESDORF**

STANLEY KRAMER PR[illegible]ONS
present
GARY CO[illegible]ER
in
"HIGH NO[illegible]N"

STANLEY KRAMER PRODUCTIONS' [illegible]s GARY COOPER in "HIGH NOON"
with THOMAS MITCHELL · LLOYD BRIDGES [illegible]ATY JURADO · GRACE KELLY · OTTO KRUGER
Lon Chaney · Henry Morgan · DIRECTED BY FRED [illegible]NEMANN · Screen Play by Carl Foreman · Music Composed
and Directed by Dimitri Tiomkin · Director of Photography, Floyd Crosby, A.S.C. · RELEASED THRU UNITED ARTISTS

Another BIG ONE thru

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

PRESS LAMBASTS ERNMENT'S 16MM. SUIT

EFENDS FEATURES-FOR-TV ACTION

ORE OLD FILMS DEBUT ON TV FOR SUMMER

A, ASCAP INK RECORD ACCORD

Y ADMISSIONS PRICES HIT RECORD

ARGE OHIO NEWSREEL CENSOR UNLAWFUL

EXPANDS TO HANDLE FLOW OF TV APPLICANTS

ER FORMS NEW DISTRIB OUTFIT

REVIEWS
pages 14, 16, 18

No. 3 August 23, 1952

d as second class matter October 25, 1946, at the ffice at New York, N. Y., under the act of March . Published Biweekly by The ITOA Independent, 5 Broadway, New York 36, New York. Sub- price $2.00 a Year, Single copy 10 cents.

"HORSE SENSE"

STUNG by a succession of sharp editorial criticism by newspapers from all over the nation, the Department of Justice is stubbornly sticking to its guns, maintaining that the motion picture producers should be required to sell their feature films to television "until the pattern established by the conspiracy is dispelled."

In effect, this means that the bureaucrats will not be satisfied until television is served with feature product on a regular and continuous basis by the responsible film-makers regardless of compensation and even though it is apparent that such a policy will be the ruination of the industry.

To accomplish this purpose, the Government, in its prayer for relief, asks the court, in its discretion,

(See Page 3)

THE BLACK KNIGHT!

"IVANHOE" is riding to glory from Coast-to-Coast!



THE BLACK NIGHTIE

"THE MERRY WIDOW" is M-G-M's next box-office bonanza!

"How BIG is 'IVANHOE'?" In the first 18 days of its extended engagements in Cleveland, Houston, San Francisco and Atlanta, it is 44% bigger than "Show Boat"; 40% bigger than "Battleground"; 48% bigger than "An American In Paris." It is 11% bigger in paid admissions than "Quo Vadis." At the Music Hall, N. Y., its first 18 days set new all-time non-holiday records.

M-G-M presents Sir Walter Scott's "IVANHOE" starring Robert Taylor • Elizabeth Taylor • Joan Fontaine • George Sanders • Emlyn Williams • Color by Technicolor • Screen Play by Noel Langley Adaptation by AEneas MacKenzie • Directed by Richard Thorpe Produced by Pandro S. Berman

How to win friends and influence yo box-office? Give them "THE MERR WIDOW," M-G-M's newest music the gayest, the sauciest of them all. T romance between luscious Lana Turn and the new sensation, hot-blooded La Fernando Lamas, will have the fa palpitating. Franz Lehar's love song Eye-filling Technicolor beauty! A sto that's naughty but nice! That's doug

M-G-M presents Lana Turner as "THE MERRY WIDO co-starring Fernando Lamas • with Una Merkel • Richard H Thomas Gomez • Color by Technicolor • Screen Play by S Levien and William Ludwig • Based on the Operetta Wr by Composer Franz Lehar and Authors Victor Leon and Stein • Directed by Curtis Bernhardt • Produced by Joe Paste

As the fame of "IVANHOE" sweeps the nation

"THE MERRY WIDOW" gayly arrives to date you

Vol. 30 No. 3
August 23, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

to direct each of the defendants to grant unrestricted licenses of an unspecified number of feature films within its control for free telecasting. The complaint indicates, however, that the granting of a reasonable clearance period between the theatrical run and a television showing will be permitted in order to protect theatre owners. All this, the Justice Department states, "is in accord with the basic philosophy upon which our economic institutions rest."

We must not be lulled into a lethargic state by the Government's adamant protestations that it will protect theatre owners in this manner. If the prosecution of this suit is even partially successful, it will destroy the two and one-half billion dollar theatre industry, the future production of quality feature films and free enterprise. Is this in accord with the basic philosophy upon which our economic institutions rest?

This "reasonable clearance" gimmick deserves more attention than it has received to date. One learned industryite, well-versed in legal concepts, has already observed that, judging by the standards established by the Justice Department in prior litigation, the clearance between theatrical and free video exhibition would have to be measured in years, not days. Yet, "King Kong," made in 1933, is doing big business in theatres today. "Snow White," made in 1937, is completing a highly successful theatrical re-release, and can do so again in a few years. The same holds true of many other films. Many of our current pictures will be sure-fire box office on re-issue more than a decade from now.

What dictatorial authority would replace the yardstick of free enterprise? As the New York World-Telegram and Sun editorial stated, "Is it for some bureaucrat rather than the makers themselves to say how long such pictures should not be allowed to compete with theatres?" To which we might add, it is not the function of a court of law either.

We don't think that the line of reasoning of a "clearance of years" goes far enough. We don't think a competitive medium is justifiably entitled to our stock-in-trade at any time. Spyros Skouras, president of 20th Century-Fox, who is to be commended for speaking out so vigorously against this phony suit, only recently observed that there must be a realization that feature product, made economically feasible by theatrical exhibition, must not be given to TV advertisers at all.

As time goes on and experience is gained, it becomes increasingly evident that a producer cannot serve both of these competitive mediums with the same product. Not only does the televised showing of feature films sabotage the market for new product, but the public, armed with the knowledge that these films might ultimately be turned over as fodder for television, will not attend theatres.

The clearance practices employed in the industry are designed to protect theatre licensees as against other theatres—but it is all part of the same market. That is why the suggestion of clearance is academic. It is entirely within the realm of good common sense for a film company or an exhibitor to study ways and means of utilizing his stock-in-trade to the best possible advantage and to protect himself from having his own merchandise turned against him. Ways and means should properly be explored to ascertain methods of insuring the theatre market that its run of product is exclusive and that there will be no search for a cheap gravy that can cook the golden goose.

It is reasonable to assume that if television could afford to pay the tariff, it could get feature films first-run and prior to theatrical exhibition. But no producer can now or in the future possibly recoup his investment from such free showings. Knowing that the televising of his film before theatrical exhibition renders it valueless for such purposes and that the televising after theatrical exhibition will destroy his primary market for other product, many producers are forthrightly condemning the practice of making their films available to television. Nor should the unity in this recognition of a sane business policy among the film-makers be confused with conspiracy. If it is, it's high time to change the law. These companies are not out for a fast buck. They want to stay in business. This suit will put them out of business

(*Continued on page* 10)

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

Justice Dept. Defends Features-For-TV Suit

The Justice Department, in response to waves of exhibitor protests which have been rolling into its Washington offices since the government 16mm. anti-trust action against the majors was announced, has issued a second and stronger defense and explanation of its suit.

According to Newell Clapp, acting anti-trust head of the D. of J., "the objectives of the suit are in accord with the basic philosophy upon which our economic institutions rest."

Clapp's statement and explanation was seen as the most all-embracing and far-reaching claim made by the D. of J. to date in regard to the suit.

Clapp's statement revealed also that until the "pattern established by the conspiracy has been dispelled," the Department is of the opinion that producers should be made to sell product to all purchasers, including TV, with a "reasonable clearance" to protect exhibitors.

Guarantee Offered Exhibs

The D. of J.'s acting anti-trust head insisted that "reasonable clearances" would guarantee theatre operators against harm and would protect Hollywood from the economic consequences of supplying films to video.

He argued that "reasonable clearance" proves also that the D. of J. is fully aware of and sympathetic with the industry's problem.

It is perfectly legal of a single producer to withhold films from TV, Clapp acknowledged, adding that the suit rested on the alleged illegal practice of agreements among competitors to withhold films.

The D. of J.'s differentiation between the legal right of an individual refusing to sell to TV and the illegal right of a combination of individuals in refusing to sell was explained by Clapp as follows:

"Producers must not only be prohibited from continuing the combination, but each producer should also be prevented from conducting itself in the manner agreed on in the course of the conspiracy.

Clapp Gives Explanation

"In order to accomplish this, the Department believes produers should be required to sell their products to all purchasers, including television stations, until such time as the pattern established by the combination has been dispelled."

Claiming again that the objectives of the suit are misunderstood and that the misunderstandings have been responsible for the widespread criticism, Clapp said that "men of good will" can disagree as to how the entertainment industry will cope with TV.

But, added Clapp, these "men of good will" will unite "in condemning agreements among competitors restricting competition among themselves and with the television industry."

Clapp maintained that "if we are to continue to preserve a climate of economic freedom . . . we must be ever alert against agreements among competitors seeking to stifle the new order."

When exhibitor association representatives met last week in Washington with D. of J. officials, they were told that the government recognizes their problems arising from TV competition.

Such problems, the D. of J. contended, will not arise from the government suit unless and until the defendants are found guilty. The D. of J. moreover added that the government will not drop the suit.

Once a guilty verdict is handed down, it was pointed out to the exhibitors, no decree enforcing it will be entered until theatremen have had a full opportunity to express their views on how licensing of 16mm. features to TV stations and other non-theatrical sources should be handled.

Opinions of theatremen and other concerned parties, the D. of J. affirmed, will not only be accepted but urged. The D. of J. feels that these views will be most helpful in establishing a fair decree.

Attorney General James P. McGranery, in re-asserting the above position, said: "The question is not a question of bigness. The Department will make every effort to meet the problems of competition between the movies and television."

Purposes Stated

The Attorney General stressed that "the suit was not brought to deprive the owners of their right to make a profit."

Following the D. of J.—exhibitor association meeting theatremen issued a statement in which they said that the D. of J. showed keen interest in their problems and "realize and appreciate the competitive status of the motion picture industry and television."

The statement added that the wide area of discussion had presented to the department a clearer picture of the many complex problems facing the exhibitors, and will result in additional meetings being held as developments occur and after reports are made to the boards of the exhibitor associations participating.

The D. of J. had told exhibitors that it was in "sympathy" with them regarding the problems that would come up after a guilty verdict. The Department acknowledged that the determination of "reasonable clearances" between theatre and TV showings of feature films would be difficult to work out.

Future Problem Pegged

It was emphasized, however, by the D. of J. that this is a future problem and one in which exhibitor assistance would be welcomed, but fundamentally one for the court to work out at that time.

One of the more recent condemnations of the government's action was contained in a statement by Spyros P. Skouras, 20th Century-Fox president. He called the suit "a threat to the very existence of the motion picture industry of America."

Skouras said that the D. of J., all Senators and Representatives and the President "must be persuaded . . . that this suit is not in the interest of the American public."

In noting that successful prosecution would destroy the "pre-eminence of American motion pictures," Skouras stated that "without product the theatres would close and without the revenue the theatres can afford to pay, the producers no longer would

(*Continued on page* 17)

More TV Debuts Of Old Movies Noted In Summer

A proportionate rise in the number of feature films having "gratis' debuts over the seven home television stations in Greater New York during the period June 16-August 15 was registered over the preceding March-June period, according to latest records compiled from the files of THE INDEPENDENT FILM JOURNAL.

An overall total of films shown free over the seven stations reveals that during the approximate four-year period in which the THE INDEPENDENT has maintained records of TV film play-offs about 2,195 different feature-length motion pictures—originally exhibited in theatres—were played to home video audiences.

Film Showings Rise

Reason for the proportionate rise during the two months just concluded is probably found in the current home video situation which is seeing feature film programs substitute as summer replacements for many major live shows.

From June 16 to August 15 a total of 88 pictures was shown on the seven stations for the first time. During March 16-June 15 (three-months) a total of 112 features was premiered. During January 16-March 15 122 features had video debuts.

THE INDEPENDENT records disclose in addition that from June 16 to August 15 approximately 1,154 run-offs of feature films —including those having local TV debuts— were made on the seven stations.

The preceding three months saw a total of 1,951 pictures run off while for the January-March period, 1,172 films were shown.

Only Features Counted

As in previous periods of 1952, the June-August figures represent only films of feature length which originally were billed in theatre. A considerable number of these pictures were played this year as many as three and four times on one or more home TV channels.

The majority of the films to have local TV debuts during the summer were Republic and Monogram western and adventure features dating from 1941-48. Some British features dating from 1947-50 were also shown.

Additional video premiers of better-known films were given "Tomorrow the World," Cowan-United Artists, 1944; "Without Honor," Hakim Bros.-U.A, 1949; "The Titan," Pandora Films, 1950; "Paris Underground," UA, 1945; Love on the Dole, (British), Four Continents, 1945, and "Carmen," (French), Superfilm, 1946.

COMPO Dues Collection Discloses Early Success

Collection of dues has been successful, it was indicated this week in reports received by COMPO headquarters from most of the exchange cities in which preliminary results have been tabulated.

Memphis was the first exchange area to surpass its quota. Indianapolis was second. While no figures were announced, it was revealed that each of the two exchanges exceeded its quota by several hundred dollars. Sales forces of all major companies were used in the canvass of exhibitors.

Press Lambasts Govt.'s 16mm. Suit

THE NEW YORK TIMES
FRIDAY, AUGUST 8, 1952.

TV AND THE MOVIES

The Department of Justice has started an anti-trust suit against a number of Hollywood motion picture producers for the express purpose of forcing them to make their films available to television. In our opinion it is a suit born of fuzzy bureaucratic thinking that clearly flouts economic reality.

The department is asking the producers to sell to television the 16 mm. duplicate prints of the 35 mm. films normally shown in the nation's picture houses. Traditionally, these prints have been shown in churches, clubs and military service camps, and the producers understandably have imposed restrictions on their use lest they jeopardize business at theatre box offices. Now the department demands the removal of those restraints so that the TV broadcasters can have access to Hollywood's reservoir of feature attractions.

The basic absurdity of the suit is its assumption that Hollywood not only must accommodate its chief competitor but do so on terms ruinous to itself. At its present stage of development television as a whole can afford to pay a total of about $25,000 in rental fees for a Hollywood film made some years ago, whereas showing the same film for another run in theatres

NEW YORK
Herald Tribune

Thursday, August 14, 1952

Another Administration Mistake

The politically tinged Department of Justice has shown time and time again in its interpretation and administration of the anti-trust law that it simply does not understand the basic economics of the business world today. In some actions the Department has been able to justify its complaint but in many others it seemed that the Department was seeking to penalize efficiency or "bigness."

Its most recent foray into the field of profits and losses ran unfamiliar place for too many government agents!, provides a striking illustration of the inability or unwillingness of this arm of the national administration to understand the free enterprise system and the daily problems that must be overcome if red ink or bankruptcy is to be avoided. The motion-picture industry, the experts in Washington seem to have decided, must be compelled to commit economic suicide. This industry, which represents an investment of more than two and a half billion dollars, should not be permitted to protect the investment against its closest and yet most

NEW YORK
Journal-American
TRUTH, JUSTICE — PUBLIC SERVICE

SATURDAY, AUGUST 16, 1952 ****

Movies and TV

A STATEMENT a few days ago by Spyros P. Skouras, president of 20th Century-Fox Film Corp. points up as flagrant and absurd an example of governmental bureaucratic interference as we have come across in quite a while.

It is this: The Department of Justice started last month an anti-trust suit against a number of Hollywood motion picture producers to compel them to make their films available to television and TV advertisers.

In other words, the motion picture producers are kindly requested to cut their own throats.

The Government is demanding that TV have access to Hollywood's feature attractions under conditions that practically guarantee ruin. In the words of Skouras: "If the Government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory."

If this thing should go through it is not wild-eyed alarm to say that it

New York World-Telegram
and
The Sun
A SCRIPPS-HOWARD NEWSPAPER.



ROY W. HOWARD, President and Editor.
LEE B. WOOD, Executive Editor.
M. S. MACKEISH, Business Manager.
Phone BArclay 7-3211
Subscription rates postpaid in the United States $15 per year.
Owned and published daily except Sunday by New York World-Telegram Corporation, Main Office, 125 Barclay St. (15). Entered as second class matter, Post Office, New York, N. Y.
Member of United Press, Associated Press, Scripps-Howard Newspaper Alliance, NEA Service, Inc., United Press Newspictures, which organizations retain exclusive rights to all news and features credited to them.

SCRIPPS-HOWARD

"Give Light and the People Will Find Their Own Way"

FRIDAY, AUGUST 15, 1952

Editorials

A Phony Antitrust Suit.

Under the laudable pretext of doing something for shut-ins, hospital patients, church and club groups and members of the Armed Forces, the Department of Justice has filed an antitrust suit against a number of film companies. It wants the courts to compel them to sell 16mm film to all comers virtually without strings attached.

Actually this suit strikes us as being as phony as a $3 bill. The film companies already are well looking after the interests of those with a legitimate stake in the 16mm films. They are not, and for perfectly obvious reasons, looking after the interests of the television industry and the fly-by-

EDITORIAL PAGE OF THE DAILY MIRROR
NEW YORK, MONDAY, AUGUST 18, 1952

"Ye shall know the truth and the truth shall make you free."
—John, viii, 32

Blundering Bureaucrats

GOVERNMENT LAWYERS, sticking their noses into a delicate business they know nothing about, have filed an anti-trust suit against 12 major movie companies, charging them with a "conspiracy" to keep 16-mm. feature film prints from being grabbed by television.

The anti-trust laws were created to curb business pirates who got together in the dark to eliminate competition by criminal means. They were not devised to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry at a gigantic, possibly a ruinous, loss.

The motion picture theatre industry, which represents an investment of more than two-and-a-half billion dollars, has found it would be committing hara-kiri by releasing its costly films for cheap televised showing and destroying their value for theatre exhibition. This would appear to be a sound decision made by men who don't want to see the essential product of their industry confiscated by government flat.

What kind of "conspiracy" do the busybody government lawyers see in that same business policy?

Journalistic lambastment of the government's features-for-television suit has appeared in the form of five editorials printed by as many metropolitan New York newspapers during an eight-day period ending this week.

New York papers carrying the protest editorials were "The New York Times" (Aug. 8), "The New York Herald Tribune" (Aug. 14), "The New York World-Telegram and The Sun" (Aug. 15), "The Journal-American" (Aug. 16), and "The Daily Mirror" (Aug. 18).

Latter two dailies, controlled by the Hearst chain, plus the "World-Telegram and Sun," a Scripps-Howard organ, may have their protest editorials reprinted in papers operated by the two chains in other metropolitan centers of the nation.

The editorials as a whole condemned the government for filing its anti-trust suit against the major distributors, charging that both the film industry and the television interests could better work out their problems in out-of-court discussion.

It was the opinion of "The Times," as stated in that paper's editorial, that the suit was born of "fuzzy bureaucratic thinking that clearly flouts economic reality."

Suit Called Absurd

The paper went on to state that "the basic absurdity of the suit is its assumption that Hollywood not only must accommodate its chief competitor but do so on terms ruinous to itself."

"By the Justice Department's line of reasoning," contended "The Times," "the publisher of a best-selling novel would be obligated to make his property available to a free 'throw-away' pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner could pay."

"The Times" added that "application of the anti-trust laws must be tempered with a little more horse sense." The editorial noted that with the growth of vido, both Hollywood producers and the telecasters "will find it mutually advantageous to work out an accord" on the availability of films for TV.

Concluding the editorial was this statement: "it is in the public interest that both TV and the motion picture industry should flourish and they must have time to learn to live together.

"The Department of Justice," the editorial added, "is ill-advised in prematurely trying to tip the scales to one side's advantage."

According to the "Herald Tribune" editorial, "the experts in Washington seem to have decided (that) . . . the motion picture industry . . . must be compelled to commit economic suicide" by making its product available to its main competitor.

"Examined from any point of view, this is a most unrealistic attitude," the editorial commented. It cited the fact that a film cannot bring in more than $50,000, at most, from 109 play-offs. "Yet it costs many times $50,000," the editorial noted, "to produce an ordinary Hollywood film. . . ."

"Tribune" Raps Statement

The assurance given exhibitors by Attorney General McGranery on "reasonable clearance" was taken by the "Herald Tribune" as a suggestion that the D. of J. is "prepared to exercise maximum control over an industry which demands the highest order of business acumen and skill."

The editorial stated that "we believe the problem is one to be worked out between the two industries (TV and films) with only a minimum of government interference."

Concluding the diatribe, the "Herald Tribune" advised the D. of J. to "study more carefully and more patiently every point of view before proceeding precipitately."

The "Journal-American" called the suit a "flagrant and absurd . . . example of governmental bureaucratic interference." The paper noted that "if this thing should go through it is not wild-eyed alarm to say that it could mean the end of the movies as we know them today."

Suicide Predicted

"In effect, the movie producers and exhibitors would be forced into a suicidal relationship with their chief competitor," the editorial charged.

Noting that "the suit, of course, will be fought and probably will drag out for a long time," the "Journal-American" warned that the course of action itself "does not alter the prententious and dangerous folly inherent in the government's assumption of the right to throw its weight around to the advantage of one great industry and the disadvantage of another."

The editorial, following the lead of those of "The Times" and the "Herald Tribune," carried in its concluding portion the tenet that "the movies and TV are quite capable of working out their problems, if given the chance."

The "World Telegram" stated that "this suit strikes us as being as phony as a $3 bill." It added that despite government charges to the contrary, film companies are well looking after the interests of those with a legitimate stake in 16mm. films.

But the industry, the editorial noted, is not "and for perfectly obvious reason, looking after the interests of the television industry and the fly-by-night film peddlers."

The McGranery statement about "reasonable clearance" caused the "World Telegram" to inquire "who's to determine what constitutes a 'reasonable period'?" The editorial asked also: "Is it for some bureaucrat rather than the makers themselves to say how long such pictures (profitable reissues) should not be allowed to compete with theatres?"

Move Called "Outrageous"

The editorial concluded: "It is outrageous, however, for the government, theoretically the referee in any conflict between rival interests, to sneak across a kidney punch on one of the contestants. For such an action the government should be hooted out of the ring."

In commenting on the action, the "Daily Mirror" charged that anti-trust laws "were not devised to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry at a gigantic, possibly a ruinous, loss."

By keeping features from TV, the producers are preventing hara-kiri. the editorial noted while tacking on this question: "What kind of 'conspiracy' do the busy-body government lawyers see in that same business policy?"

Editorials resulted from an interchange of correspondence between Harry Brandt, president of Independent Theatre Owners Association of New York and Brandt Theatres, and the publishers and editors of the five newspapers.

A regional newspaper protest, coming from Boyd Martin, movie editor of the Louisville, Ky., "Courier-Journal," inquired

(*Continued on page* 17)

ITOA, ASCAP Ink Record Accord



Harry Brandt signs the first ASCAP contract on behalf of Independent Theatre Owners Association, covering performance of ASCAP music by means of recordings in theatres. L. to r.: J. M. Collins, ASCAP sales manager; Brandt (seated) ITOA president; Otto A. Harbach, president of ASCAP, and Martin Levine, general manager of Brandt Theatres.

Negotiations have been completed for a contract between members of the Independent Theatre Owenrs Association of New York and the American Society of Composers, Authors and Publishers covering the playing on records of ASCAP music in regular and drive-in theatres. ITOA was the first theatre group to enter into such a pact with ASCAP.

The pact covers approximately 115 Brandt Theatres and approximately 130 ITOA member houses. Harry Brandt, head of both ITOA and Brandt Theatres, said in signing the pact that the agreement will run for one year and will give theatres participating the privilege of playing ASCAP music during intermissions, in the lobby and lounge. Pact is entirely voluntary.

According to new pact terms, conventional theatres up to 600 seats must pay $15 per year; houses seating 601-1,200; $24; houses with 1,201 to 1,600 seats, $36; houses over 1,600 seats, $48.

For drive-in theatres, those accommodating a maximum of 350 cars must pay $36 per year; 351-650 cars, $48, and over 650 cars, $60.

MPAA, NETTC Seek TV Prices

WASHINGTON.—MPAA and NETTC have addressed a joint letter to the American Telephone and Telegraph Company repeating in strong terms an earlier demand for quotation of prices on a sample theatre television network, according to the law firms Welch, Mott & Morgan; Fly, Shuebruk & Morgan; and Cohn and Marks.

First two firms represent MPAA; the last acts for NETTC.

Letter reviewed AT&T reasons for failing thus far to quote costs: delay of theatre TV hearings until January 12, 1953; constant development in both AT&T services "and your requirements"; until further development of the art "we doubt the desirability of attempting to quote charges for a hypothetical service. . . ."

Technical Aspects Considered

MPAA and NETTC pointed out that the technical aspects of theatre TV will now be considered by FCC beginning Oct. 20.

As to "constant developments," the letter said, "our requirements are specific and have been finalized technically. . . . obviously, for purposes of the Oct. 20 hearing, we are not concerned at this time with future developments in your service."

No other service has been required to wait for perfection before being provided with AT&T service, the letter argued.

Exhibs Split On Reaction To UA's New Test Policy Of Opening Winning Bids

United Artists' testing of a policy of revealing winning bids to exhibitors who lose out has been meeting with the favor of those on the unsuccessful side of the competition while those whose offers are made public indicate less approval. It is too early, the company feels, to draw conclusions from any indications, the idea being in effect only for about four weeks.

Policy, instituted by William J. Heineman, vice-president in charge of sales, is the first of its kind offered by a major company.

System operates as follows: within seven days after bidding closes, losing bidders may ask local exchange offices, in person or in writing. to see the winning terms. Winners, however, cannot have access to terms bid by their competitors.

Save Copper Drippings

Anti-Tax Drive Gathers Momentum



Tax repeal drive in different cities gets going. Top: New York City exhibs at a meeting (l. to r.): Harry Mandel, Harry Goldberg, Morton Sunshine, Sam Rinzler, Oscar Doob, Sam Rosen, Robert Shapiro and John Phillips. Bottom: In Lakewood, Colo., Pat McGee, exhib co-chairman of COMPO tax committee, addresses a Rotary Club meet on the admissions tax. At his left is Bob Patrick, Lakewood Theatre, who headed the event.

COMPO's campaign for the repeal of the 20 percent federal admission tax gathered momentum this week with the setting of a number of regional events calculated to enlist Federal and state officicials in the drive. Events thus far are planned for South Dakota, Michigan and Nebraska.

Named co-chairmen in the New York City exchange area of the tax repeal campaign committee, which is being headed on the national level by Col. H. A. Cole and Pat McGee, were Henry Brandt, president of ITOA, and Emanuel Frisch, chairman of the MMPTA tax repeal committee.

A New York deadline was set meanwhile for October 15 for obtaining commitments from downstate New York Congressmen to vote for repeal of the 20 percent tax.

In Detroit, Allied Theatres of Michigan invited all candidates for Congress in the state to a special luncheon meeting during the Oct. 20-22 ATM annual convention. Theme of the session will be the need for tax repeal.

In Omaha, it was reported this week that the state's Congressional delegation gave a unanimous pledge of support to a Nebraska Theatre Association move to eliminate the Federal tax. Pledge was given at a luncheon meeting engineered by Robert Livingston of Lincoln, NTA prexy, and William Miskell of Omaha, co-chairman.

on the following pages...

PROBABLY THE MOST SIGNIFICANT STATEMENT YOU WILL READ THIS YEAR!

Last week I saw the motion picture screen achieve new heights of greatness . . . I saw

"The Snows of Kilimanjaro

Rarely does a motion picture comprise, simultaneously, such a wealth of elements that insure stirring, unforgettable entertainment with such unlimited boxoffice potential, among young and old. It has . . .

A Great Title: Widely known in every land . . . conjuring up a vastness of scope, an aura of mystery, the tingle of anticipation.

A Great Author: It is based on one of Ernest Hemingway's most celebrated, most compelling masterpieces.

Great Stars: Gregory Peck, Susan Hayward and Ava Gardner—supported by Hildegarde Neff, Leo G. Carroll, Torin Thatcher, Ava Norring, Helene Stanley and Vicente Gomez.

A Great Producer: It has been personally produced by Darryl F. Zanuck, who gave you such outstanding entertainments as "David and Bathsheba," "All About Eve," "12 O'Clock High," "Gentleman's Agreement" and "Pinky."

A Great Director: It has been directed by Henry King, who brought you "David and Bathsheba," "Song of Bernadette" and "12 O'Clock High."

A Great Photographer: Filmed in heretofore unenvisioned splendors of **Technicolor** by three-time Academy Award winner Leon Shamroy, who photographed "David and Bathsheba," "Cheaper By The Dozen," "Wilson" and "Leave Her To Heaven."

A Great Campaign: The most extensive, most penetrating advertising, publicity and exploitation campaign in our company's history.

t moves across the world on the broadest of canvases from Africa to France nd Spain and to the Wisconsin of America's Middle West—from the heady vine and tender hours of Parisian nights to hippopotami-teeming waters of he throbbing jungle. It has unrivalled scenery and the spectacular excitement of the bull-ring in Madrid. It has a hyena that produces the greatest animal hrill ever filmed. It excites with the menace of the lion and the vulture —and the furious charge of the rhinoceros.

"The Snows of Kilimanjaro" is the greatest love story I have ever seen — and in my opinion the finest motion picture our company has ever produced.

It will be available for pre-release engagements in a number of selected theatres in a limited number of large cities beginning early in October, following its World Premiere Presentation at the Rivoli Theatre, New York, on September 18th. The tremendous exploitation penetration accruing from these pre-release engagements will give **"The Snows of Kilimanjaro"** word-of-mouth publicity seldom before attained by any motion picture.

Very soon, we will announce trade showings. I urge every exhibitor to be sure to attend.



AL LICHTMAN . . . *20th Century-Fox*

Admission Prices In Cities Hit Record Height In Second Quarter of '52; Seasonal Drop Usual

Washington.—Average admission price to film houses—at least those theatres in large metropolitan areas—zoomed to a record level in the second quarter of 1952, the Bureau of Labor Statistics has revealed.

Compared with the index of 100, representing 1935-39 price levels, the index of motion picture admissions, as reflected by the BLS quarterly report on retail prices in 18 selected large cities, was 175.6 at the end of June. This compares with 173.8 three months earlier, and the former high mark of 175.1, in March, 1951.

The significance of this over-all price rise is considered particularly great in the light of past experience, which shows that admission prices normally drop "seasonally" during the second quarter.

Index for adult admission prices at the end of June also hit an all-time high, 179.6, as against 177.1 at the end of March, and the previous high of 178 in March of last year.

Children's rates index, however, declined in the second quarter to 149.5, from 152.5 in March, the report stated.

Allied Confab Agenda Spots TV Suit

$2,700,000 Damage Suit Lodged By Two Theatres Against Five Distributors

WASHINGTON. — A $2,700,000 treble damage suit has been filed against five distributors by the Baltimore Hippodrome and Town Theatres, which also ask that the majors be forced to reveal terms upon which first runs are awarded when plaintiffs' bids are not accepted.

According to the suit, business at the Hippodrome between 1947-51 was reduced about 57 percent and the house netted about $500,000 less than would have been possible with a normal supply of product. Total net loss of both theatres during the above period, the suit claimed, ran to $240,000.

Discrimination Charged

Also during the period, plaintiffs contend, most of the leading box office attractions were awarded to Loew's and Warner Bros. operations. Because of lack of product during 1950 and 1951 summers, Hippodrome was closed for five months.

Plaintiffs charge that the Town is now allowed to bid for first run with other houses but declare that majors will not disclose terms of winning bids. Majors named were Loew's, Warner Bros., Paramount, Universal and United Artists.

Save Copper Drippings

CHICAGO.—Advisory Committee on Allied's 1952 National Convention met here last week to inspect facilities of the Morrison Hotel, where the convention will be held, and to start planning the program. Convention will run Nov. 17-19 in conjunction with the TESMA Trade Show. Two whole floors of exhibition space have been engaged to house more than 150 exhibits. Latest devices for increasing theatre revenue and reducing operating costs will be on display, according to an Allied announcement.

Plans for all-out cooperation with the COMPO campaign to achieve cuts in the federal admission tax rate, and for bringing to the attention of the new Congress the industry's viewpoint regarding the Justice Department suit to force film sales to TV, will be featured topics on the agenda.

May Seek Views

If an all-industry arbitration has been drawn up by November, it is likely the board may ask for the views of the membership during the convention, before taking final action on the plan.

Advisory Committee consists of Jack Kirsch, general convention chairman; Wilbur Snaper, Ben Marcus and Stanley D. Kane, with Abram F. Myers as counsel.

R. A. Harper Joins Shea

Richard A. Harper, formerly assistant to William F. Rodgers and Charles M. Reagan at M-G-M, will join Shea Enterprises, Inc., as executive assistant to Gerald Shea, president, it was announced this week. Previous to his posts with Rodgers and Reagan, Harper served as circuit sales rep for Metro.

Ohio Censorship Of Newsreels Called Unlawful

TOLEDO.—A plea of not guilty was entered by Martin G. Smith, operator of the Westwood Theatre here to charges that he violated Ohio's censorship law by showing an uncensored newsreel in his theatre July 17. Attorneys for Smith, hired by the nation's newsreel producers, contended before Municipal Judge Frank W. Wiley that the State has no more right to censor newsreels than it does newspapers or television.

After the defense's presentation, Judge Wiley recessed the case for three weeks, while police prosecutor Louis R. Young asked for a two-week continuation to allow preparation of a brief givng the State film censorship department's side.

One Witness Appears

Only one witness appeared for the defense, Walton C. Ament of Scott's Cove, Conn., vice president and general manager of Warner News Inc., producer of Pathe News. Ament said that in his opinion the State's censorship fee of $3 per thousand linear feet of film tended "to reduce the extent of newsreel distribution" in Ohio.

He appeared to oppose the State's law that taxed newsreels "without doing the same to other media of communication who are competitors, such as newspapers, radio, television and radio."

Ament pointed out that 15 Warner prints are sent each week to Kentucky from the Cincinnati office, which makes the prints on the south side of the Ohio River uncensored, while those on the north are.

Two Points Made

In his brief filed in the Toledo Municipal Court, Smith charged the censorship of newsreels as being unconstitutional on two principal grounds: (1) advance exhibition to and license by the State's Department of Education constitutes "unjustifiable restraint on a disseminator of news"; (2) the tax levied by the State on films, including newsreels is an "unlawful form of interference with free speech and press, and is unduly discriminatory." The latter point was emphasized by pointing out that "there is no attempt by Ohio to tax other media."

Rules of the censorship group were described as being "so vague and indefinite and leave so much to the judgment and discretion of the particular censors that they cannot be upheld."

"Horse Sense"

(*Continued from page* 3)

. . . and not in accordance "with the basic philosophy upon which our economic institutions rest."

Editorially, the New York Daily Mirror pointed out that "the anti-trust laws were created to curb business pirates who got together in the dark to eliminate competition by criminal means" and "not to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry." In this connection, The New York Times stated that the "application of the anti-trust laws must be tempered with a little more horse sense."

In a letter to The Times, in rebuttal of its editorial, the Government spokesman, Newell A. Clapp, Acting Assistant Attorney-General, concedes that the producers *understandably* have already imposed restrictions on 16mm. film use lest they jeopardize business in theatre box offices. He adds, "The Government suit attacks only the alleged combination—that none of them will allow its product to be shown on television." Apparently the Government will condone good business policy on the part of the motion picture industry except where TV is concerned.

Then, it's conspiracy!

TELEVIEWS

By AARON SLOAN

UPT-ABC Hearings Resume

By order of FCC hearing examiner Leo Resnick, hearings of the proposed merger between American Broadcasting Co. and United Paramount Theatres are resumed. Not to be discussed are anti-trust violations which occurred before Aug. 7, 1948, but Resnick asked the Commission to decide how deeply he should probe into anti-trust actions involving Paramount since 1948; including the Madison Square Garden, National Screen Service and the Milgram cases. The Scophony issue was also dropped from the hearing proceedings. Du Mont meanwhile asked the FCC to disregard its past connections with Paramount Pictures when the Commission decides whether Paramount controls Du Mont.

Service Offer

A TV film program availability and research service, formed recently by Thomas L. Milana, is being used by a representative group of ad agencies, TV station and TV station sales representatives in over 26 cities. Service supplies clients with complete information on TV film packages, features, shorts, and other celluloid product for that medium.

TV Film Production

Two national weekly magazines, "Business Week" and "Newsweek," have come out with revealing information regarding the production and quality of television films. "Newsweek" notes that summer home video film program series this year have not included "one new show that can keep people out of the movie houses." The magazine claims that "with a few exceptions . . . films have gone hand in hand with mediocrity when it comes to home TV. "Business Week" meanwhile predicts that major film studios may have to make a choice in the not-too-distant future: produce for theatres or make films for TV. Although the latter periodical concludes that TV on film is better than live video fare, "Newsweek" opines just the opposite.

Random Notes

Negotiating on behalf of Film Producers Association with Screen Actors Guild on a proposed contract for the production of TV film commercials is a committee including Pete Mooney, Dave Pincus, Ed Lamm, Walter Lowendahl, Leslie Rousch, Mel Gold and Ralph Cohn. . . . RKO Pictures used WNBT-TV in New York to promote the Criterion Theatre opening of "The Big Sky." . . . Miss Bernice Coe was named Sterling Television Co., Inc., vice-president in charge of TV station sales.

New Station Deals

FCC approved purchase by Mount Hood and Mount Rainier Radio and Television Companies, firms in which Ted Gamble is interested, of radio stations in Seattle and Portland, Ore., from Marshall Field for a total of $1,500,000. . . . Gov. Adlai Stevenson is selling his interest in the proposed TV station at Springfield, Ill., of the Sangamon Valley Television Corp. . . . The Broadcast House, Inc., St. Louis, and the Lutheran Synod of Missouri have applied for UHF TV station permits. . . . St. Louis Amusement Co.'s contemplated $779,000 local TV station has the consulting services of the engineering firm of William L. Foss, Inc., Washington. . . . The Omaha "World-Herald" applied for a TV station license.

Theatre TV Bout

Rocky Marciano will fight champ Jersey Joe Walcott for 15 rounds Sept. 23 in Philadelphia's Municipal Stadium for the world heavyweight boxing title and only big screen theatre television viewers will watch it outside the area. According to bout co-promoter Herman Taylor, absolutely no home TV of the fight will be communicated and Philadelphia and New England will be "blacked out" of the theatre TV network.

Baseball Minus TV

Appearance of a record 1952 single night game crowd of 51,005 at the Yankee Stadium last week when the Yanks played the Red Sox in a game not carried on home TV revealed the sizeable dent the home medium has made in gate grosses. It was the first Yankee home game not to be televised since TV entered the Stadium four years ago. Although the Stadium has not been overflowing of late, Yankee management, like many other big league club owners, receives about $500,000 per season for TV rights. It's a toss-up whether clubs will continue with or without video.

SWG Strike Rule

A ruling passed by Screen Writers Guild during its strike of Alliance of Television Film Producers cuts off flow of other sources of material to Alliance members against which SWG and the Authors League of America are at odds.

FCC Expands To Handle Flow Of TV Applicants

WASHINGTON.—Since the end of the television freeze, applications for video licenses have been keeping the Federal Communications Commission busy. To keep up with the steady stream of requests for operating and construction approval, the FCC was forced last week to increase its staff of hearing examiners to nine.

Hearings on applications for two Denver television channels, involving three film industry applicants, have been scheduled for Oct. 1. Actor Bob Hope is the chief stockholder in Metropolitan Television Company, a contestant for one of the two channels.

Exhibitors Compete

Two exhibitors are among the competing applicants for the other station. They are Denver Television Company, which is controlled by Harris and John Wolfberg; and Aladdin Radio and Television Company, controlled by Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, and Harry Huffman, retired city manager of Fox Intermountain.

The Commission also set for hearing at the same time contested applications for channels in Portland, Ore.; Canton Ohio, and Waterbury, Conn.

Six commercial and two educational TV construction permits were announced by the FCC last week, bringing the total for commercial grants to 30 and for educational to six since the end of the freeze.

UHF Channels Awarded

UHF channels were awarded in Baton Rouge, La.; Ashland, Ky.; Bridgeport, Conn., and two in Scranton, Pa. One VHF channel, in El Paso, Tex., was awarded.

Two educational channels both went to the New York Board of Regents, for stations in New York City and Binghamton. The Board has already been awarded channels in Albany, Buffalo and Rochester.

It was learned from the FCC that the total of new and amended applications for TV construction permits since the freeze was lifted four months before had on Aug. 14 reached approximately 750.

New members of the FCCs hearing staff are William G. Butts and Herbert Sharfman.

Oboler Forms New Distribution Unit

Formation of a new distribution company called Arch Oboler Productions for the distribution of the three-dimensional color feature, "Bwana Devil," and other Oboler films, has been announced by Sid Pink, associate producer and sales manager for Oboler.

In New York to seek a theatre for the local premiere of "Devil," Pink told film press writers last week that the new company will have seven distribution points in New York, New Orleans, Charlotte, Dallas, Chicago, Denver and San Francisco.

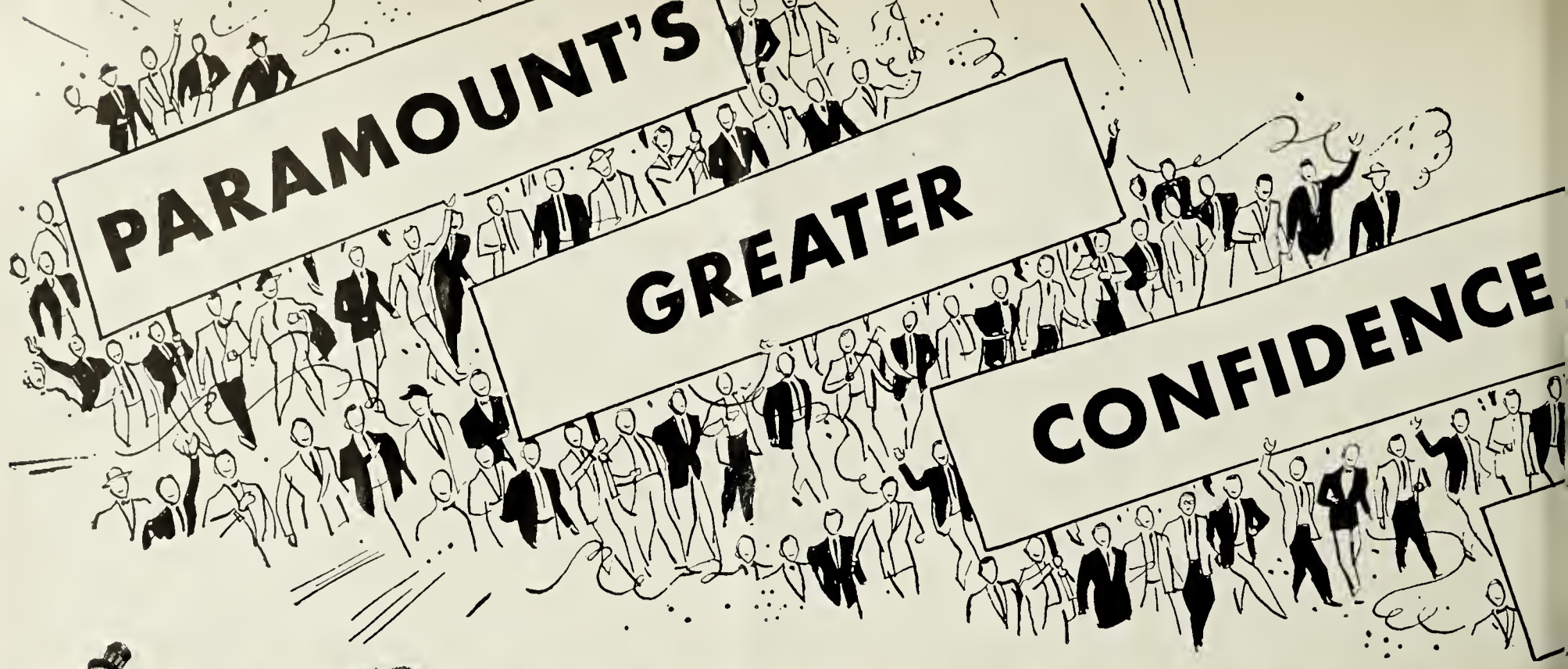
Pink stated that "Devil" will open at both the Paramount, Los Angeles, and the Paramount, Hollywood, Oct. 16. Film is printed in Ansco Color and possesses Natural Vision Co. three-dimensional qualities. Viewing through polaroid spectacles is thus a necessity, Pink added.

The spectacles will be sold to exhibitors at a probable cost of eight cents each. Glasses come in a cardboard frame which can be printed over with advertising matter of local merchants, thus defraying cost, Pink noted.

General release for "Devil" will be late in September, Pink said. He anticipates a policy of advanced admissions, with the feature booked as a single bill for its first 250 engagements.

Another Oboler film, "The Twonkey," will be released during the fall by the new company. It does not utilize a third-dimension process. A third picture, "Spear in the Sand," will be produced in Bermuda beginning late November in the third-dimension process, Pink stated.

Save Copper Drippings





Cecil B. DeMille's THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

Starring

BETTY HUTTON · CORNEL WILDE · CHARLTON HESTON · DOROTHY LAMOUR · GLORIA GRAHAME · and JAMES STEWART

Never such a ticket-selling attraction! From big cities to small towns, it's outgr
giant figures of "Samson and Delilah" on an average of 230% and often up to 5

BOB HOPE · JANE RUSSELL · ROY ROGERS and TRIGGER

SON OF Paleface

COLOR BY TECHNICOLOR



We made it to make more money for you than "Paleface." And its first dates all prove that it will do just that.

Caribbean

Color by TECHNICOLOR

starring

JOHN PAYNE · ARLENE DAHL

SIR CEDRIC HARDWICKE



300 immediate key dates coming up! Ask your Paramount exchange about its exciting Dollars-For-Showmen Promotion Contest.

AND THE PARADE WILL CONTINUE RIGHT THRU '52 W



Confidence in the all-time biggest product from the Paramount Studio—confidence in exhibitors to back it with all their showmanship, keynotes our Forward-March together toward ever increasing boxoffice returns!



Her terrific legs for long runs are catching every showman's eye. Get your date set up with this glamor gal.



It's jumping the boxoffice jack up to 160% of "Sailor Beware" which was the boys' biggest 'til this came along.



"Spectacular production numbers add up to solid hit" reports Hollywood Reporter on Bing's biggest musical.



"Smash"—"hefty"—"strong" are the words Variety uses to headline the business of this mass-appeal hit.



Staff Reviews

"O. Henry's Full House"

(20th-Fox) 117 Min.

Cast: Fred Allen, Anne Baxter, Jeanne Crain, Farley Granger, Charles Laughton, Oscar Levant, Marilyn Monroe, Jean Peters, Gregory Ratoff, Dale Robertson, David Wayne, Richard Widmark, Joyce MacKenzie, Lee Aaker, Richard Rober, Fred Kelsey, Richard Garrick.

Credits: Produced by Andre Hakim; Directed by Henry Hathaway, Howard Hawks, Henry King, Henry Koster and Jean Negulesco; Screen plays by Richard Breen, Walter Bullock, Ivan Goff, Ben Roberts and Lamar Trotti; Narration by John Steinbeck; Based on five short stories by O. Henry.

An assorted entertainment that should appeal to general audiences of all ages and tastes is presented in omnibus form in "O. Henry's Full House." This package of five of that noted American short story writer's tales flits in mood from whimsey to melodrama, pathos to slapstick, sentiment to irony. Like in each short tale of O. Henry's, each episode herein contains racy dialogue and closes with a plot twist. Some endings are telegraphed, but all are either dramatically or comically effective. Enhanced by production trappings which place these tales at the turn of the century—the time when they were written—and strung together by narrative interludes with novelist John Steinbeck, the picture unreels for the most part as a diverting, if lengthy, 117 minutes.

Paramount among the film's assets is a list of top star names. The popular Marilyn Monroe, included with the above, renders an eyesome bit as a street-walker in one sequence. In another, Gregory Ratoff creates an explosive character in an eccentric Greenwich Village artist. Richard Widmark, as a sadistic murderer; David Wayne, as a harum-scarum bum, and Jeanne Crain, as a lovely young housewife, also contribute noteworthy performances.

Because of the origin of these stories and the appearance of Steinbeck as narrator, an exploitation "natural" for schools, colleges, art houses and special class situations will be scored by "O. Henry's Full House."

STORY: Novelist John Steinbeck introduces each of five short stories by O. Henry. All are set at the turn of the story. Each has a New York locale with the exception of "The Ransom of Red Chief," which takes place down South.

In the first tale, "The Cop and the Anthem," Charles Laughton is an aristocratic hobo who, come winter, attempts to get arrested so that he can spend the cold months in jail. Each attempt fails. Finally Laughton realizes that his life has been wasted. He plans to find a job. At that point a cop arrests him. He is sentenced to jail for vagrancy.

Detective Dale Robertson in "The Clarion Call" discovers that Richard Widmark, a boyhood chum, has committed a murder. Widmark prevents Robertson from arresting him by reminding the cop that he had once loaned him $1,000 to pay off a gambling debt. Feeling honor bound, Robertson vainly tries to raise $1,000 to pay back Widmark. But he spots a newspaper story that causes him to change his mind. He arrests Widmark, who notices that the story contained an offer of a $1,000 reward for his apprehension.

In "The Last Leaf," Anne Baxter, rejected by a lover, becomes desperately ill. She begins to believe that when the last leaf of a tree outside her bedroom window blows away, her life will end. One night, all the leaves but one are gone. But the next morning, the one leaf appears firmly in place and Anne begins to recover. Inquiring about a commotion in the house, Anne learns that Gregory Ratoff, a friendly artist, has died. Ratoff had suffered a stroke after staying up all night painting a leaf on the wall where the tree grows.

"The Ransom of Red Chief" has Fred Allen and Oscar Levant, confidence men, kidnapping young Lee Aaker for a ransom. Aaker proves to be an intolerable brat and Allen and Levant are forced to pay the child's father a heavy sum in order to get rid of him.

Farley Granger and Jeanne Crain are a happily married couple in 'The Gift of the Magi." On Christmas Eve, Granger gives Jeanne a set of combs for her long hair; Jeanne gives Granger a watch fob for his pocket timepiece. Granger, however, sees that Jeanne has sold her hair to buy the fob. Jeanne, in turn, learns that Granger sold his watch to buy the combs.

●

"The Devil Makes Three"

(M-G-M) 96 Min.

Cast: Gene Kelly, Pier Angeli, Richard Rober, Richard Egan, Claus Clausen, Wilfried Syferth, Margo Hielscher, Annie Rosar, Harold Benedict.

Credits: Produced by Richard Goldstone; Directed By Andrew Marton; Screen play by Jerry Davis; Based on a story by Lawrence Bachman.

Intense adventure and compelling romance are hinged to a topical theme of rebirth of Nazi forces in modern-day Germany in "The Devil Makes Three." Possessing the assets of the versatile Gene Kelly, who plays a U. S. Army officer, and the lovely Pier Angeli, the film makes full and dramatic use of Munich and Salzburg settings to create a sense of authenticity. The plot has an off-beat gimmick in the casting of Miss Angeli as a disillusioned German duped into co-operating with neo-fascist elements. In a rousing and exciting climax, suspense is generated by a chase filmed against the snow-clad heights of Hitler's own Berchtesgaden.

STORY: U. S. Army Capt. Gene Kelly, in Munich to visit a family of Germans who befriended him during World War II, discovers that only the daughter, Pier Angeli, is living. Working in a night club and distrustful of Americans, she consents as a favor to Kelly to spend Christmas with him in Salzburg. But on their return, Kelly learns that she used the trip to smuggle goods across the border for a group of neo-Nazis. Kelly, however, believes that Pier is being duped by her accomplices and refuses to co-operate with Army Intelligence in spying on her. When one of Pier's accomplices threatens his life, he changes his mind but is captured and brought before Claus Clausen, chief neo-Nazi. Clausen trys to kill Kelly and Pier in a gasoline explosion but Kelly escapes, giving chase to Clausen. The latter is apprehended in the ruins of Berchtesgaden by Kelly, who re-unites with Pier, now wounded.

●

'Somebody Loves Me'

(Paramount) Technicolor 97 Min.

Cast: Betty Hutton, Ralph Meeker, Robert Keith, Adele Jergens, Billie Bird, Henry Slate, Sid Tomak.

Credits: Produced by William Perlberg and George Seaton; Directed and written by Irving Brecher; Suggested by the careers of Blossom Seeley and Benny Fields.

The countless Americans who remember those vaudeville and cabaret stars of yesteryear, Blossom Seeley and Benny Fields; the fans of Betty Hutton who portrays Miss Seeley in this Technicolor production, and that vast section of the public that likes the songs of the 1920's will flock to this musical. It possesses the necessary ingredients for box office success: songs, sentiment and romance. First half of the picture follows Miss Hutton from a music hall start in 1906 to a top vaude billing years after as a vocalist. Then Ralph Meeker, as Benny Fields, is seen developing as a night club specialty singer under Miss Hutton's tutelage.

Enlivening the back-stage romance of the plot are such familiar songs as "Roseland," "Smiles" and "Way Down Yonder in New Orleans." These are delivered by Miss Hutton in a manner less explosive than usual; more in the forceful but subdued style of Blossom Seeley. Meeker's performing during musical numbers is strongly reminiscent of Fields'. During one sequence, the plot calls for the appearance of Jack Benny, who supplies humor as a master of ceremonies. The tunes are back grounded with tasteful rather than full-blown production settings.

When sneak previewed at the Capitol Theatre, N.Y.C., before an audience that paid to see "Carrie," the picture found a receptive market that reacted favorably to the romantic and musical portions of the proceedings.

STORY: Betty Hutton, Blossom Seeley, switches her singing style from shouting to warbling to achieve vaudeville prominence in 1906. As years pass, she rises to fame and takes up with the a song-and-dance trio headed by Ralph Meeker, Benny Fields, a pianist who sings solo. The act clicks and Betty and Meeker soon marry. While Betty is on a vacation away from Meeker, he becomes troubled over the realization that he married her to achieve financial gain. Confessing this to Betty, he leaves her to carve out a career of his own. Bad breaks follow for Meeker until a reconciliation with Betty is effected. Then she encourages him to master a new singing style that brings him distinction at night club entertainment.

●

"The Happy Time"

(Columbia) 94 Min.

Cast: Charles Boyer, Louis Jourdan, Marsha Hunt, Kurt Kasznar, Linda Christian, Marcel Dalio, Jeannette Nolan, Jack Raine, Richard Erdman, Marlene Cameron, Gene Collins and Bobby Driscoll.

Credits: A Stanley Kramer Company Production; Produced by Stanley Kramer; Directed by Richard Fleischer; Screen play by Earl Felton; Based on the play by Samuel A. Taylor; From the book by Robert Fontaine.

Stanley Kramer has come up with another hit in this sensitive, human story of the coming of age of a teen-age boy and the antics of his family and relatives. Based on the long-run Broadway stage comedy by Samuel Taylor, the film has a frankness and a humorous quality that delighted the audience at its preview at the RKO Pantages Theatre in Hollywood. The picture illustrates the above-board, honest viewpoint on things basic, such as sex, by the continental mind as contrasted to the hush-hush and guilt school of thought. The entire cast is excellent from Charles Boyer as the father, Louis Jourdan and Kurt Kasznar as his brothers, Marsha Hunt as Boyer's wife, Bobby Driscoll as their son, who is focal point of the plot, Marcel Dalio as his grandfather, and Linda Christian as the magician's assistant who becomes the family maid, to supporting players Marlene Cameron, repeating her New York role, and Richard Erdman. Word-of-mouth on this one will help build it into a big ticket-seller. Earl Felton deserves lots of credit for his screen play which injected a sense of reality into the whole picture. Richard Fleischer's direction is a superb effort getting A-1 performances from everyone in the cast.

STORY: In Ottawa, Canada, in 1924, the family of our story is about to celebrate the twelfth birthday of its youngest member, Bobby Driscoll. He receives many gifts, a canary from his grandfather, Marcel Dalio, and a player piano from his father, Charles Boyer. Dalio although old, still dresses like a dandy and chases comely maids. That afternoon at the theatre as a guest of his father, Driscoll sees Linda Christian, a magician's assistant. When Linda is forced to quit her job because of the magician's amorous advances, Boyer takes her home to his wife, Marsha Hunt, as a maid. At the house is Kurt Kasznar, Boyer's brother, a wine tippler, and Louis Jourdan, a female chasing traveling salesman. Kasznar is hounded by his wife, Jeanette Nolan, to find a husband for their daughter, Anne Faber. After a serie

(*Continued on page* 16)

FLASH! - Texas pre-release engagements sensational
...topping "Tomahawk" in most situations!

UNTAMED FRONTIER



Excitingly filmed in outdoor COLOR BY **TECHNICOLOR**

Starring

JOSEPH COTTEN



as **KIRK DENBOW**
Half of Texas in his grasp...its most dangerous woman in his arms!

SHELLEY WINTERS



as **JANE STEVENS**
She married one Denbow to save his life...loved another to save her own!

SCOTT BRADY

as **GLENN DENBOW**
Took anything that got in his way... with a bullet or a kiss!

and introducing

SUZAN BALL



as **"LOTTIE"**
Easy to meet... hard to forget... man-trouble all the way!







Universal International
1912 40 Anniversary Year 1952

DIRECTED BY HUGO FREGONESE • SCREENPLAY BY GERALD DRAYSON ADAMS AND JOHN AND GWENN BAGNI • PRODUCED BY LEONARD GOLDSTEIN • A Universal-International Picture

of misunderstandings, Jourdan decides to marry Linda. Dalio, who has been sick, spruces up and goes out in pursuit again, while Kasznar gives his daughter in marriage to bank clerk Richard Erdman, and Driscoll, who is first experiencing the pangs of love, forgets his crush on Linda and takes Marlene Cameron as his girl.

●

"My Man And I"

(M-G-M) 99 Min.

Cast: Shelley Winters, Ricardo Montalban, Wendell Corey, Claire Trevor, Robert Burton, Jose Torvay, Jack Elam, Pascual Garcia Pena, George Chandler, Juan Tornea, Carlos Conde.

Credits: Produced by Stephen Ames; Directed by William A. Wellman; Written by John Fante and Jack Leonard; Melodies by Harold Arlen and Ted Koehler, and Maria Teresa Lara.

A warm romance, sprinkled with tear-jerking situations, is slowly unfolded in this tale of a Mexican immigrant's pride in his new U. S. citizenship. Because of the film's topical theme, a sentimental treatment and star names, some popularity at the box office should result. Moving at a well-measured and even pace, the plot takes much time to develop a sympathetic and stalwart character in Ricardo Montalban as the Mexican-American. His romance with Shelley Winters, a dissolute dance hall girl, is thus made touching. His conflict with Wendell Corey, a prejudiced American farmer, lends a valid note of social-consciousness to the proceedings.

STORY: Ricardo Montalban, a Mexican immigrant, completes a labor assignment for Wendell Corey, a farmer, and is paid with a bum check. Confronting Corey for the salary money, Montalban is chased off the land. He takes Corey to law officials who order payment in 60 days. While waiting for the note to fall due, Montalban develops a love for Shelley Winters, an alcoholic dance hall girl. She, however, feels unworthy of his affection. Returning for his money, Montalban is assaulted by Corey, whose wife, Claire Trevor, accidentally causes a gun to go off, wounding Corey. The latter then forces Claire to trump up legal proceedings against Montalban, who is convicted of assault and sentenced to jail. In an effort to extract the truth from Corey and Claire, Montalban's Mexican friends play on their consciences. The result is that Claire and Corey realize their errors and give themselves up, freeing Montalban, who unites with Shelley.

●

"The Miracle of Our Lady of Fatima"

(Warner Bros.) WarnerColor 102 Min.

Cast: Gilbert Roland, Angele Clark, Frank Silvera, Jay Novello, Richard Hale, Norman Rice, Frances Morris, Carl Millitaire, Susan Whitney, Sherry Jackson, Sammy Ogg.

Credits: Produced by Bryan Foy; Directed by John Brahm; Written for the screen by Crane Wilbur and James O'Hanlon.

Here is a tenderly-told story which should appeal to those who devoutly follow religion, particularly the Roman Catholic faith. In warm natural shades of excellent WarnerColor, the purportedly true story of a miracle and visitation in Portugal during World War I is leisurely and pointedly recalled. Lacking an immediate draw for the box office, such as marquee names or an interest-arousing title, "The Miracle of Our Lady of Fatima" should ultimately reap its reward from word-of-mouth.

STORY: During World War I, Portugal is a police state, ruled by an administration which has just stopped persecuting the Church, but still holds it in suspicion. Three children, Susan Whitney, Sherry Jackson, and Sammy Ogg, in the town of Fatima, see a vision while caring for the sheep. The vision tells them to return in a month. Word spreads quickly and the peasants say the vision is The Virgin Mary. Susan's mother, Angela Clark, doesn't believe her daughter. Neither does Richard Hale, the local priest, nor many of the townspeople. Frank Silvera, the local administrator, tries to put a stop to the rumors. After additional visitations, which only the children can see, the figure promises to perform a miracle. Silvera threatens the children if they don't blame Hale. The Church authorities also try to make them confess they are lying. But the vision returns and the miracle occurs—the sun falls toward Earth and the sick are healed. The visitation sends a message that men must stop sinning against God. In 1951, in Fatima, Susan, now a nun, visits the graves of her two childhood friends.

●

"Son of Ali Baba"

(Universal-International) Technicolor 75 Min.

Cast: Tony Curtis, Piper Laurie, Susan Cabot, William Reynolds, Hugh O'Brian, Victor Jory, Morris Ankrum, Philip Van Zandt, Leon Balasco, Palmer Lee, Barbara Knudson, Alice Kelley, Gerald Mohr, Milada Mladova, Katherine Warren, Robert Barratt.

Credits: Produced by Leonard Goldstein; Directed by Kurt Neumann; Story and screen play by Gerald Drayson Adams.

"Son of Ali Baba" teams Tony Curtis and Piper Laurie together again for romance among Oriental splendor and free-wheeling action for what seems like a box office winner. In bright Technicolor, the screen is filled with beautiful and shapely harem girls and handsome and athletic young men, outstanding, naturally, being the co-stars. Creating the son of the fabulous thief, Ali Baba, the picture involves him in constant danger and intrigue which set the exciting stage for mayhem reminiscent of outdoor action films.

STORY: Tony Curtis, son of the one-time thief Ali Baba, Morris Ankrum, is a cadet in the army of the Caliph, Victor Jory. Jory sends Piper Laurie, a captured slave, to hide in Curtis' house as an escaped harem girl so he can have an excuse to attack Ankrum's palace, where Curtis takes Piper. Jory's men take Ankrum prisoner. Seeing the harm she has done, Piper admits her role, but explains she is a princess captured by Jory, who is also holding her mother. Curtis rounds up the sons of his father's forty thieves of old and with the help of his brother cadets, routes Jory's men and takes over the palace. Freeing his father, Curtis discovers Katherine Warren, Piper's mother. Realizing she told the truth because she loved him, Curtis makes up with Piper.

●

"The Stranger In Between"

(Universal-International) 84 Min.

Cast: Dick Bogarde, John Whiteley, Elizabeth Sellars, Kay Walsh, Frederick Piper, Julian Somers, Jane Aird.

Credits: A. J. Arthur Rank Organization presentation; An Independent Artists picture; Produced by Julian Wintle; Directed by Charles Crichton; Screen play by Jack Whittingham.

An off-beat chase melodrama, filmed along the gorgeous countryside of England and Scotland, has enough suspense and human interest to fill the bill for general audiences. Script concentrates on the relationship between the hero, as he dodges the police, and a small boy, in order to enlist sympathy for the hounded man. Most audiences will thus react positively to the proceedings and pass on favorable word-of-mouth recommendation.

STORY: Following his slaying of a man who had been having an affair with his wife, Dirk Bogarde is accosted by six-year-old Jon Whiteley, an orphan running away from his foster-parents. Bogarde, fearing the lad will inform the police of his crime, flees London with Jon, to whom he rapidly becomes attached. Jon, coming from an unhappy home, registers warm feelings towards Bogarde. When the police pick up Bogarde's trail, he attempts to abandon Jon. But each try is met with failure. Bogarde finally decides to traverse the Scottish countryside with the lad. When the pair arrive at the home of Bogarde's brother, a cool reception is extended. They flee to a fishing port. There Bogarde steals a boat and sails to sea with Jon. But Jon falls ill and Bogarde returns to the port and the waiting police.

●

"Hellgate"

(Lippert) 87 Min.

Cast: Sterling Hayden, Joan Leslie, Ward Bond, James Arness, Peter Coe, John Pickard, Robert Wilkie, Kyle James, Richard Emory, Richard Paxton, William R. Hamel, Marshall Bradford, Sheb Wooley, Rory Mallinson, Pat Coleman.

Credits: A Commander Films Production; Produced by John C. Champion; Directed by Charles Marquis Warren; Screen play by Warren; Story by Warren and Champion.

"Hellgate" is a forceful melodrama which tells the story of Hellgate Prison, a federal prison in the white-hot New Mexico desert, in 1867. This rugged purgatory is for iron-willed, vicious criminals. Film has a strong title, a novel story filled with historical lore and some excellent performances. The film is a top credit for writer-director Charles Marquis Warren and producer John C. Champion, who co-authored the original story with Warren. Commander Films' first indie venture, the feature has lots of exploitation angles and should do sock business in the general market with proper selling. Sterling Hayden is a standout as the man convicted by circumstance, while Ward Bond gives an excellent performance as the commander of the prison. Joan Leslie although she only figures in the non-prison footage, comes through with a fine performance.

STORY: Sent to Hellgate Prison as a convicted guerilla on circumstantial evidence, Sterling Hayden urges his wife, Joan Leslie, to carry on the fight for a retrial. Lt. Ward Bond, who hates guerillas, pours abuse on Hayden. Hayden learns an escape route through the desert from Richard Paxton. In the escape, Hayden is captured after James Arness is killed by Pima Indian retrievers. When typhus breaks out, Bond sends Hayden across the desert for water. Instead, Hayden goes to the townspeople and convinces them that they should aid the stricken prison. When Hayden returns, Bond promises to report that a witness in prison said that Hayden was innocent.

●

"Old Oklahoma Plains"

(Republic) 60 Min.

Cast: Rex Allen, his horse, Koko, Slim Pickens, Elaine Edwards, Roy Barcroft, John Crawford, Joel Marston, Russell Hicks, Fred Graham, Stephen Chase.

Credits: Associate producer Edward J. White; Directed by William Witney; Screen play by Milton Raison; Story by Albert DeMond.

This is an unusual western, one that has plenty of action and a clever story which holds interest throughout. The film moves along at a rapid pace and is loaded with action The best Rex Allen to date, "Old Oklahoma Plains" deals with the experiments of the U. S. Army in 1926 when it tried to find out whether it was advisable for tanks to take the place of the cavalry. In the comedy department, Slim Pickens comes through with his share of laughs as Allen's sidekick. Allen puts across three tunes in fine style. The Rhythm Riders are also a good asset to the film. In the femme lead, Elaine Edwards turns in a good performance and shows promise of bigger things.

STORY: The U. S. Army, under Colonel Russell Hicks, is testing out a new tank on what was for years "free grazing" land for the local ranchers. Run off the now mine-pocked land,

(*Continued on page* 18)

Daily Newspaper Editorials Blast Government's Anti-Trust Action

(*Continued from page 5*)

whether "the gentlemen who rigged up this suit refuse to acknowledge respect for both individual and property rights?"

The "Courier-Journal" columnist stated that "if they do, they must reflect the thinking of someone higher up, and it might be a good idea to go through the Department of Justice with the finest of fine-tooth combs."

Also asked by Martin was "why . . . any television station (should) believe that the product of the motion picture industry should be at its disposal, when in all probability film in 35 mm. form would be in circulation in the territory reached by the television channel?"

Another blast at the suit was issued by "The Times" in the form of a piece written by A. H. Weiler, staff film reviewer, on the "reasonable clearance" issue. Weiler pointed out that on its fifth reissue "King Kong" is expected to gross $3,000,000 as against the original $750,000 gross in 1933.

"Houston Press" Comments

Weiler said also that it is "a moot point as to whether producers can see gains—even in the future—in selling to a competing medium products into which money and creative ability have been poured to evolve sturdy and sometimes classic forms.

"It is logical to assume," Weiler added, "that new generations should appreciate a 'Gone With the Wind' as much as their forebearers. 'Muting on the Bounty' is an expertly turned example of historical adventure which time cannot age."

The "Houston Press" carried this vitriolic comment by Paul Hochuli: "What the hell ever happened to free enterprise around this country?"

He compared the suit to "Uncle Sam stepping in and forcing the Press to share any scoops it may work up with the Chronicle, a direct competitor."

Hochuli told his readers that they "may think this is none of your affair, but it is. If they can do things like that, pretty soon lawyers will be told what cases to take, doctors what patients to treat, and stores what goods they can sell.

"Don't tell me that can't happen," the "Press" writer continued. "You sit around and do nothing and see what can happen."

The nation, as well as the film industry, has a stake in the result of the action, Gynter C. Quill told his Waco "Tribune-Herald" readers.

Other Editorial Attacks

"For half a century," he wrote, "the movie theatre has been the hub of social and civic life in its community. And as for its economic asset to the community, ask those who operate downtown stores what would happen to their business if there were no theatres to lure customers to town.

"But more than the motion picture industry is in peril," Quill noted. "At stake is the fundamental, God-given right of man to earn his livelihood in any industry or endeavor by producing something better or cheaper than his competitor can do it or by offering a service which his competitor cannot offer.

"If the government's suit is successful," the Waco writer added, "What happens then to man's incentive to make a better mousetrap, or to own property which may summarily be taken from him to the advantage of a rival? What is left that man may reasonably consider secure?"

The Savannah, Georgia, "Morning News" called the suit "clearly in violation of the principle embodied in the American citizen's right to private property" and "another example of the government's tendency to favor one group of this nation's society at the expense of another."

The "News" added that "the only welcome thing about the whole sorry business is that the television people themselves are not a party to this undesirable action of the Truman government. By all standards it deserves to be thrown out of court."

Harvey Foresees Depression Cloud

San Francisco.—A self-made depression within the industry was foreseen by Rotus Harvey, retired Western Theatre Owners prexy, in the latest "Exhibitors Digest" unless each branch of the business undergoes a transformation.

Harvey came out for complete color production on the part of film-makers and clean and comfortable theatres on the part of exhibition. He inveighed additionally against "the nasty habit of double-billing every picture."

He said that transformation of business practices is imperative and "anyone who refuses to face the facts" that times have changed "would do well to get out now to lighten the burden of those who do and who are willing and anxious to do something."

Regrouping Advocated

Paramount reason for current business changes, Harvey said, is the increasing number of amusement opportunities afforded the public. "If the motion picture industry is to get a slice large enough (of the amusement dollar) for survival, every branch must marshall its forces, change its ways and proceed in an orderly fashion . . ." he added.

Claiming that distribution is "living in the inglorious past," Harvey said that the majors, "instead of changing with the times . . . have stubbornly refused and to such an extent they are plagued with innumerable lawsuits." He said that "to force all theatres to buy on the same terms is not only stupid but criminal."

Merian Cooper Heads Cinerama Corporation

Merian C. Cooper, veteran producer and president of Argosy Pictures Corp., will act as general manager in charge of all production at Cinerama Productions Corp., according to an announcement made by Lowell Thomas, Chairman of the cinerama firm's board. The loan is non-exclusive and will begin for Cooper following completion of Argosy's next film for Republic.

Cinerma Productions's first film, "This is Cinerama," will be shown for the first time in New York late in September. The firm will probably produce at least two films per year, Thomas noted.

Dept. of Justice Defends TV Suit Against Majors

(*Continued from page 4*)

be able to turn out fine attractions."

Skouras added that "every business organization and every civic institute in every community, as well as the press, the pulpit and the professional men, ought to cry out against this attempt to deaden the core of American life by closing the doors of the American motion picture theatres."

It is not in the public interest, Skouras maintained, to destroy theatres and wreck a business which has co-operated through the years with the government in every emergency.

Skouras predicted that if theatres are destroyed, "the guilds will suffer more than any other group in the industry, because the principal income of their members comes from the theatres, which are the life stream of the motion picture industry."

More Protests Filed

Other protest messages, also vigorous in tone, were filed with the D. of J. by the independent Theatre Owners of Northern California and Allied Theatres of Michigan.

In a wire to President Truman, M. Loewenstein, president of Theatre Owners of Oklahoma, urged that the Chief Executive use his "good effort to stop this proposed raid upon the supply source" of the livelihoods of "our 400 theatres, their owners, managers and employed personnel."

Loewenstein, in a wire to McGranery, called the suit an unconscionable, unreasonable and inconsiderate effort.

Rackmil Earns $1,538.50 At U In Weekly Salary

Milton R. Rackmil will receive $1,538.50 per week in his new post as Universal Pictures president, according to a Securities Exchange Commission report. Rackmil's contract as prexy began last July 15 and will run for seven years.

Employment agreement of Nate J. Blumberg, who resigned as president to become board chairman, covers a period of eight and one-half years with remuneration of $1,500 weekly dating from last July 15 and running to Dec. 31, 1955. Remuneration for Blumberg will be $1,000 per week from Jan. 1, 1956 to Dec. 31, 1960, date the pact will expire.

Francis Heads WB Shorts

Hollywood.—Cedric Francis, for the past six years assistant to the late Gordon Hollingshead, has been promoted by Jack L. Warner to the post of shorts subjects head at Warner Brothers Studio. Francis, at Warner's for the past 15 years, was a film editor before joining Hollingshead's department.

Kogod, Burka Sell Circuit

Washington. — Fred Kogod and Max Burka have sold their controlling interest in K-B Theatres, six-theatre nabe circuit here, to Marvin Goldman and Fred Burka, it was announced this week.

Staff Reviews

(Continued from page 16)

the ranchers feel that the Army will use the land forever and they will not be able to use it for grazing again. Hearing of the test race between the tank and the cavalry over the course, Ray Barcroft, who stands to lose everything if the Army stops buying his horses, has his men dynamite the tank during the test. Lt. Joel Marston, who is aboard the tank with Hicks, is killed and the Army tells Hicks that the test was a failure. Rex Allen and Slim Pickens swing into action and uncover the dirty work of Barcroft and his two thugs, John Crawford, a dishonorably discharged ex-soldier, and Fred Graham. Allen proves that the explosion was sabotage and Hicks is given permission to run further tests.

●

"The Ring"

(United Artists) 79 Min.

Cast: Gerald Mohr, Rita Moreno, Lalo Rios, Robert Arthur, Robert Osterloh, Martin Garralaga, Jack Elam, Peter Brocco, Julia Montoya, Lillian Molieri, Pepe Hern, Victor Millan Tony Martinez, Ernie Chavez, Edward Sieg, Robert Altuna, Art Aragon.

Credits: Produced by Maurice King and Frank King; Directed by Kurt Neumann; Screen play by Irving Shulman; Based on a novel by Shulman.

There is much to be found in "The Ring" for the action fan and, particularly, the one devoted to prizefighting. Picture has something extra, too, in a different fighter who loses. Of interest as well, is the angle of the Mexican boy trying to overcome prejudice and segregation the only way he knows—with his fists. All in all, "The Ring" is a film that should make a good addition to the program with its adept character portrayals and suitable direction.

STORY: The family of Lala Rios works and lives as best it can in the Mexican section of Los Angeles. Rios, fed up with the discrimination and apparent bad luck, picks a fight at the slightest provocation. Fight manager Gerald Mohr sees him in action and offers him a chance to turn professional, not only to make money but to gain regard. His family disapproves. He wins several fights and insists on bigger ones. He takes a beating and starts downhill. Rios thinks of quitting, but the respect given him as a boxer during an incident involving discrimination prompts him to try again. When a main event contender is taken ill, Rios volunteers. He is given enough so that Garralaga can start a business of his own. Rios gets knocked out, ending his ring career. Rita Moreno, his girl, convinces him that there are other ways to fight for himself and his people.

●

"Thundering Caravans"

(Republic) 54 Min.

Cast: Allan "Rocky" Lane, his Stallion, Black Jack, Eddy Waller, Mona Knox, Roy Bancroft, Isabel Randolph, Richard Crane, Bill Henry, Edward Clark, Pierre Watkin, Stanley Andrews, Boyd "Red" Morgan.

Credits: Associate producer, Rudy Ralston; Directed by Harry Keller; Written by M. Coates Webster.

This lightning-swift paced Western once again shows that Allan "Rocky" Lane is one of the most virile action heroes in the sagebrush derby today. Packed to the hilt with action, this film zings its way along for 54 minutes of western action that will please the addicts. Lane has a good supporting cast that keeps pace with him and a script that has novel twists and a freshness that keep interest in the proceedings. Richard Crane and Bill Henry, both well seasoned young actors, turn in top outdoor performances in this one.

STORY: Allan "Rocky" Lane is sent to a western town to help Sheriff Eddy Waller who has been plagued by a series of ore wagon robberies. Bossing the heavies is a newspaperwoman, Isabel Randolph, who edits the town paper. She is also set on ousting Waller and getting her brother, Bill Henry, elected. Isabel discovers from outlaw fugitive Roy Barcroft that Waller's deputy, Richard Crane, is an ex-con and puts it on her front page as a slam at Waller. Meanwhile, Lane and Waller have teamed up in a hunt for the criminals. Just when it looks as if Crane has stolen the mine payroll, Lane outfoxes the thieves, exposes Isabel and puts everything in order.

●

"The Jungle"

(Lippert) Sepiatone 73 Min.

Cast: Rod Cameron, Cesar Romero, Marie Windsor, Sulochana, M. N. Nambiar, David Abraham, Ramakrishna, Chitradevi.

Credits: Produced and directed by William Berke; Screen play by Carroll Young; Additional dialogue by Orville Hampton.

"The Jungle," which was produced in India with the facilities of Modern Theatres, Ltd., of Salem, India, stacks up an an exploitable programmer, that has assets enough for substantial drumbeating. However, with the beautiful camera craftsmanship of Clyde De Vinna in evidence as well as eye-catching natural scenery and some good wild animal sequences, it is apparent that had the script been up to the standard of these assets, this film could top any bill. As it stands, Rod Cameron, Cesar Romero and Marie Windsor, despite their interesting surroundings, have a constant battle with static dialogue and a plot that leaves more to be desired. Film's fight scenes between a tiger and a bear, a boar and a leapard plus a stampede of mammoths, are good action ingredients.

STORY: Marie Windsor, princess of Sunadur, goes with her advisor Cesar Romero, and a white hunter, Rod Cameron, only survivor of a previous elephant hunting safari, to eliminate the elephant stampedes that are killing natives and leveling villages. The trio and their native helpers encounter a number of the dangers of the jungle before they come face to face with mammoths. Cameron fights them off with hand grenades. The explosions start an avalanche which kills the monsters. Cameron is killed saving Marie's life and she returns with Romero.

●

"Sea Tiger"

(Monogram) 71 Min.

Cast: Marguerite Chapman, John Archer, John Mylong, Harry Lauter, Marvin Press, Mara Corday, Ralph Sanford, Lyle Talbot, Paul McGuire, Sam Flint.

Credits: Executive producer, William F. Broidy; Produced by Wesley E. Barry; Directed by Frank McDonald; Screen play by Sam Roaca; From an original story, "Island Freighter," by Charles Yerkow.

"Sea Tiger" will fill the bill as a programmer. This film has enough action to please the run-of-the-mill adventure fan. A tale about a treasure-laden freighter, the picture is kept afloat by the performances of its cast, who lend credence to the proceedings. Marquerite Chapman injects a sense of reality to her role, while Harry Lauter, Marvin Press and Lyle Talbot are convincing.

STORY: Sea captain John Archer, who has a questionable past, is given command of the Sea Tiger by Sam Flint, who is later murdered by Harry Lauter, Archer's first mate. Archer is suspected of the murder and asks for help to find the culprit from Marguerite Chapman, Flint's partner in the shipping business. Lauter and a native, Marvin Press, have already gone to work to salvage hidden treasure on the vessel as has insurance man Lyle Talbot, who is accidentally killed. Archer manages to get the goods on Lauter and see that gold hidden aboard the ship goes to its rightful owner.

"The Kid From Broken Gun"

(Columbia) 55 Min.

Cast: Charles Starrett, Smiley Burnette, Jack Mahoney, Angela Steven, Tristram Coffin, Myron Healey, Helen Mowery, Mauritz Hugo, Edgar Dearing, Cris Alcaide, Pat O'Malley, John Cason.

Credits: Produced by Colbert Clark; Directed by Fred F. Sears; Written by Barry Shipman and Ed Earl Repp.

This one is an involved sagebrusher with more conversation than action. Picture is liberally sprinkled with film clips from other Charles Starrett films which are tied in with the story through the use of flshbacks. Action fans will consider this one a lukewarm effort. Jack Mahoney, Smiley Burnette and Angela Stevans do the best they can with the material. Starrett manages to give the film what rugged appeal it does possess.

STORY: Jack Mahoney, a former prize fighter, known as "the Kid From Broken Gun," is being tried for murder and theft. Charles Starrett, aided by Smiley Burnette, rescue Mahoney from jail after he loses his case. Mahoney's woman lawyer, Angela Stevens, is in cahoots with Tristram Coffin, who wants a fortune in stolen coins. Starrett with his regular identity and as the Durango Kid manages to dig up evidence connecting Coffin and Angela with the shady doings and brings about a retrial of Mahoney. This trial shows up Coffin and Angela for the crooks that they are.

Foreign Films

"Casque D'Or"

(Discina International) FRENCH 96 Min.

Cast: Simone Signoret, Serge Reggiani, Claude Dauphin, Raymond Bussieres, Gaston Modot, Paul Barge, Dominique Davray.

Credits: A Speva Films-Paris Fil Production; Production supervised by Henri Baum; Directed by Jacques Becker; Screen play by Becker and Jacques Compaineez; Dialogue by Becker.

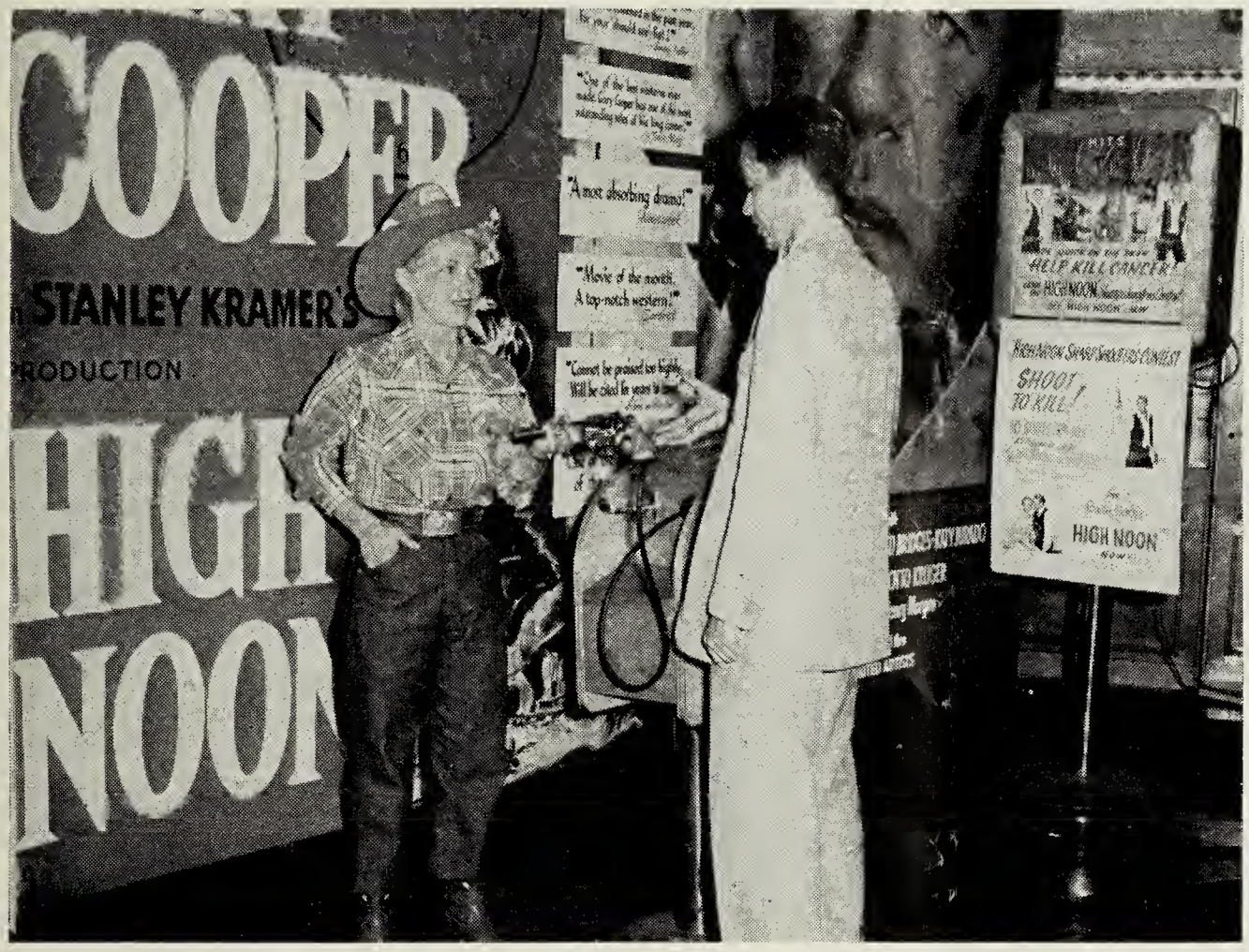
"Casque D'Or" has good chances of making money in this country thanks to the successful mixing of Gallic sex with crime and action. Film's detailed representation of Paris at the turn of the century and the underworld of the apaches is projected through accomplished acting and appropriate photography which is most suitable for patrons of select houses and foreign film followers. The melodrama of a street walker who draws a quiet-living man into her world of crime and murder is compelling in the assurance with which it is presented. English titles are fine.

STORY: Street walker Simone Signoret is the girl friend of William Sabatier, an apache. She accidentally meets Serge Reggiani, a carpenter and old buddy of Raymond Bussieres, another member of Sabatier's mob. Simone and Reggiani are immediately attracted to each other. In a fight for Simone, Reggiani kills Sabatier. Claude Dauphin, boss of the mob, desires Simone. He tips off the police that Bussieres murdered Sabatier, knowing Reggiani will give himself up to save his pal. Reggiani does. Simone helps him to escape after giving herself to Dauphin on his false promise to help. Reggiani kills Dauphin and gives himself up. He is guillotened.

Huston To Film 'Matador'

Director John Huston has acquired the best-selling novel, "Matador," by Barnaby Conrad for filming by John Huston Productions. Film will be lensed in Seville, Spain next Spring, in Technicolor. Huston will produce and direct.

ElectronicPistol-ShootingContest Creates "High Noon" Lobby Plug



One of the exploitations conducted by the Mayfair Theatre, N.Y.C., for the run of United Artists' "High Noon" was a shooting contest in the lobby. Patron-contestants used a harmless electronic pistol, atttended by a girl dressed in cowboy clothes. Those whose records in quick-shooting and marksmanship equalled or excelled the scores compiled by the expert gun-toters of the old west were judged to be winners.

NEW YORK.—Installation of an electronic pistol and target in the lobby of the Mayfair Theatre created an attractive lure for patrons during the run of United Artists' "High Noon." The carnival-like devices were utilized in a marksmanship contest conducted in the lobby on opening day.

To enter the contest, patrons or passersby paid ten cents. Proceeds went to the Damon Runyon Fund.

Juke Box Employed

Idea behind the match was to shoot the electronic pistol at a photo-electric cell which caused a bell to ring when a bulls-eye was hit. A special device automatically recorded the time it took to draw a bead on the target and the accuracy of the shot.

Conestants' time at drawing and accuracy at marksmanship were compared with records of the quick-drawing, quick-shooting law men of the old west.

Also displayed in the Mayfair lobby was a juke box which played the several recordings made of the "Ballad of High Noon," a song from the picture.

Record shops throughout the city were serviced with special displays tieing in each record with the picture. These were used as the basis for attractive windows, with extra plugs coming through the playing of the records on loudspeakers along Broadway.

UA Employees Aided

Another highlight of the campaign was a "High Noon March" to a Red Cross Mobile Blood Bank stationed outside the theatre. The aid of UA employees and other major company personnel was enlisted.

On opening day 100 records were distributed to the first 100 members of the Bill Hayes fan club attending the premiere. Members turned out in response to a special letter and as a result of newspaper publicity.

Another major lobby stunt was a 40x60 announcing a contest in connection with Seth Thomas clocks whereby 4,000 timepieces were offered as prizes in a letter-writing contest. Entries were made available at the theatre.

Jewelers all over the city were involved in the clock promotion and made up special displays tieing in with "High Noon." Special windows went up in Woolworth's, Macy's department store, Abraham & Strauss, etc.; a Tea Institute tie-up of displays featuring the principals of the film were used in grocery and chain stores.

A tie-up with all Childs Restaurants featured a "High Noon Special" as their main dish on opening day, hearalding the "special" with attractive window cards featuring Grace Kelly, one of the feminine leads of the film.

Display Car Emblem, Receive Free Passes!

Milwaukee.—Patrons of the Bluemound Road Drive-In Theatre who take up manager Bob Gross' offer of displaying emblems on auto bumpers receive free passes. Emblems read: "We go to the Bluemound Road Drive-In Theatre—Relax in your slacks."

Emblems, which can be stuck on either front or rear bumper, measure 4 x 16 and have letters printed in red on black; also black on white, and glow in the dark. Passes given by Gross are good for one car admission during each of the three months beginning July.



Here's an idea that may not be a red-hot original, but every time it is employed proves that it has real value in building box office activity and making patrons think of the theatre as a part of their personal community life. Purchase a 16mm. motion picture camera and projector and take movies of outstanding local activities, which serve as a strong attraction when played in the theatre as part of a regular program. Latest one to successfully try it is Fred Leinhardt of the Glarus Theatre, New Glarus, Wisc. Fred bought a used camera and projector, which served the purpose excellently. He keeps his footage until he has enough to comprise a special show and then runs extra advertising boosting the event. According to reports, Fred always has successful engagements.

* * *

The interest of older folks in theatre-going can be stimulated easily enough if past and pleasant experiences in their lives can be recalled. One attempt in that direction was made by the management of Fanchon & Marco's Fox Theatre in St. Louis. When Warner Bros.' "The Will Rogers Story" had its local premiere at that house, free tickets were offered to persons presenting at the box office programs of Ziegfeld Follies shows dating back to 1916, 1917, 1918 or 1919. Those were the years when the revered Will Rogers was a top Follies star.

* * *

Another free ticket promotion which was both economical and successful was engineered in co-operation with a host of local merchants of Elizabethtown, Ky., by Bob Enoch, president and general manager of the Elizabethtown Amusement Co., for his State and Grand Theatres. In order to receive free tickets, potential patrons had only to shop with any of the 24 merchants who tied in with Enoch. Shoppers received coupons which were valid for one free admission at either theatre. Passes were good every Tuesday and Wednesday—when accompanied by one paid adult admission. The merchants stood the greater cost of the free tickets, as well as contributing to a full page newspaper advertisement healding the promotion and listing the forthcoming programs at the theatres.

* * *

Enterprising Pearce Parkhurst, manager of the Lansing Drive-In, Lansing, Mich., recently came up with an effective gimmick. Markers denoting the rarity of steaks — "Well Done," "Rare," "Medium"—were distributed to local steak houses and restaurants. Front of the plastic sign bears the picture of a cow and the marking, with a plug for the Lansing Drive-In on the back. Usefulness of the kitchen aid has caught on with the public, who take them home—and the drive-in gets its advertising as a permanent fixture inside their house.

COMBINING BALLYHOO WITH PR



Street stunts which served as good public relations efforts as well as creating interest in the film's runs were employed for various dates of U-I's "Francis Goes To West Point." Mule has been touring key and sub-key cities for the picture. Top: In Memphis, where the film ran at the Malco Theatre, the mule helped solicit funds for a local cancer drive. Botom: The Crawford Theatre, Wichita, Kans., used the animal to aid the city's safety campaign.

"Most Popular WAVE" Stunt Nets Strong Publicity For "Skirts" Date

BALTIMORE. — The Town Theatre promoted a large-scale contest via newspaper and radio to find the city's most popular WAVE to achieve continuous and strong pre-engagement publicity for the run of Metro's "Skirts Ahoy!" The Town tied in also with a Navy recruiting drive to exact additional boosts for the run.

The most popular WAVE contest was conducted for five days in a local newspaper. Each day, in addition to giving rules, a publicity story told something about "Skirts" and carried a photo. Coincident with the contest was the holding in Baltimore of Wave Recruiting Week.

WAVE Costumes Worn

In advance of the Town opening and on the first day of the run two WAVES were driven around town in a new convertible loaned by a local car dealer. A pretty girl was dressed as a WAVE in a street ballyhoo to hand out heralds with candy kisses attached. Heralds read: "A kiss from Esther Williams."

Window tie-ups included one with department stores to plug swim suits together with photos of stars from the film, and one with leading grocery stores.

Run "Married" Contest

NEW YORK.—Letter-writing contest on "What would you do if you suddenly discovered you were never legally married?" was run for 20th-Fox's "We're Not Married" at the Roxy Theatre. Executive director David T. Katz awarded prizes.

Comic Strip Heralds Aid "Jungle" Dates

Four-color comic strip heralds are now being printed for use by exhibitors on the forthcoming Lippert release of "The Jungle," starring Rod Cameron, Cesar Romero and Marie Windsor. Tabloid size throwaways carry ten-frame cartoon treatment of the film story with space for theatre imprint. Kathleen Byron and Naomi Chance play the principal femme roles with Dane Clark in "Gambler and the Lady," Lippert release produced by Anthony Hinds and directed by Sam Newfiield. Miss Chance was seen with Zachary Scott in Lippert's "Wings of Danger."

Ads In Comic Sections Credit "Les Miserables"

Twentieth Century-Fox will place a series of half-page, full-color comic supplement ads on "Les Miserables" in the Aug. 17 issues of the following newspapers:

"Puck," hitting 19 key cities; the independent key city supplements of the "Denver Post," New Orleans "Times Pic-States," Cincinnati "Enquirer," Oklahoma City "Oklahoman" and "Times," Memphis "Commercial Appeal," Nashville "Tennessean" and Norfolk "Virginian Pilot," plus special full-page ads in the August issues of "Seventeen" and "Parents" magazines.

Pre-Selling:
U-I's Ad Series Boosts Theatres, "St. Anne" Runs

BOSTON.—A special series of three 750-line advertisements for off-the-amusement-page newspaper space, developed by Universal-International for "Sally and Saint Anne," were used by the Astor Theatre here in keynoting its campaign for the world premiere of that film.

The ads are designed to help promote theatre attendance in line with the present industry-wide campaign, as well as to help play up the particular entertainment values of "Sally," plus the house in which it is booked. U-I announced that the ads will be used for other playdates in different parts of the country.

Keynoted in the ad series is the theory that persons derive happiness from attending film theatres. On one ad, copy, above cartoons of beaming faces, reads: "Look at These Happy Faces! They belong to happy people . . . people just like you . . . who like to laugh and forget their cares. And nowhere—but nowhere—is laughter so richly Chock Full O' Nuts . . . see this slaphappy relaxed atmosphere of your movie theatre."

Other Ads Used

Other copy leads in the ad series were: "Want a New Smile to Wear Tomorrow?" and "Do You Like Happy People?" Climax of both ads, like that of the first, was advice to attend the theatre playing "Sally."

In addition to the ads, the Astor worked a novel tie-in for the run with a Chock Full o'Nuts candy and nut shop store by supplying a window poster containing art work on the film. Copy read: "A family that's Chock Full O' Nuts . . . see this slaphappy gang in "Sally and Saint Anne." Playdate credits followed.

Square Dancing Sessions, Rodeo Parade, Barbeque Keynote "Rogers" Preem

CLAREMORE, OKLA. — Highlighting the world premiere of Warner Bros.' "The Story of Will Rogers" at the Yale Theatre was a competitive square dance session in front of the house. The entire block on which the theatre is located was roped off for the occasion.

Participating were a dozen outstanding square dance teams from northeast Oklahoma. A trophy was presented to the winning team on the Yale stage later that evening by Will Rogers, Jr., who plays his father in the film.

Rogers, Jr., rode up to the theatre at the head of a rodeo parade earlier that day. Premiere activities began with the parade and ran two full days. Cowboys rode along in a chuck wagon and old carriage. Girls dressed in western costumes served as hostesses. One major point in the activities was a barbecue feast held in a public park.

Save Copper Drippings

Mr. Exhibitor:

IF YOU are performing copyrighted music in your theatre by means of recordings, you will want to obtain the license necessary for your protection. ASCAP music on the films exhibited in theatres is cleared through the motion picture producer or distributor. This, of course, does not give you the right to perform ASCAP music by any other means.

An ASCAP license gives you the right to perform the finest music available for the entertainment of your patrons—the works of over 2,500 composers and authors and 350 publishing firms—in a single package.

ASCAP is making its license for non-film uses available to the theatre industry, both for four-wall theatres and drive-ins, at a very low fee.

An ASCAP representative will visit you in the near future to give you complete information concerning an ASCAP license and the rate for your theatre.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.

REGIONEWS

ATLANTA

Frank Carter, Warner branch mgr. in Memphis, has been upped to head of the Atlanta branch. Memphis salesman Joe S. Young takes over as branch mgr. there. . . . Second prize of $250 in M-G-M's second "Promotion Prize of the Month" contest picture, "Just This Once," went to Curtis H. Miller, gen. mgr. of the Claughton Theatres, operating the State at Tampa, Fla.

BUFFALO

Movie business here is soaring. "The Story of Will Rogers" was a two-week holdover at the Center; "Quo Vadis" is still playing to crowds at the North Park, Granada, Lackawanna, Roosevelt, Genessee, Apollo, in Buffalo, the Palace in Hamburg, and Lancaster in Lancaster; "The Miracle," according to mgr. James H. Michaels of the Mercury Theatre, despite vigorous opposition by local council of the Legion of Decency, is playing to SRO. . . . Lewis J. Lieser, former branch mgr. for Lippert here and in Albany, has formed the Lieser Film Dist. Co. for distribution of Lippert films in New York State, outside N.Y.C. Lippert is now concentrating on output. . . . Sunoco gasoline stations are advertising free tickets to the Delaware Drive-In with every purchase of ten gallons of gas.

Earl Hubbard, Century Theatre ad mgr., is preparing an attractive folder describing the Fall lineup of shows for distribution to patrons and local business execs. . . . Joseph Lebworth, N.Y. field man for 20th-Fox, is in town working with local officials for a giant parade in connection with showing of "What Price Glory" at the Century. . . . James H. Eshleman, formerly gen. mgr. of United Paramount for Buffalo and Rochester, and recently city mgr. in Hamilton for Odeon Theatres of Canada, has been appointed supervisor of the 12 Odeon houses in Ontario. . . . A new policy for the Teck Theatre has been announced by Vincent R. McFaul, gen. mgr. of Shea Theatres. Monday thru Friday, the hours will be from 5:30 p.m. to closing; Saturdays and holidays from 11 a.m. and Sundays from noon.

BOSTON

Ralph Iannuzzi, Warner branch mgr. in Atlanta, took over as branch mgr. here, replacing George W. Horan, who is on an indefinite leave of absence due to illness. Wm. Twig, who had been pinch-hitting, resumed as asst. mgr. with the arrival of Iannuzzi. . . . The Levenson Circuit, headed by Max Levenson and Ben Rosenthal, moved to 359 Boylston St., in the quarters occupied by Smith Mgmt. before moving to Newbury St. . . . Al Swerdlove of Screen Guild has taken over the New England franchise for all Lippert releases and will distribute them from his office at 54 Piedmont St. Irving Mendelson, dist. mgr. for the now closed Lippert exchange, transferred to the Swerdlove office, which also handles Mutual, Favorite and Classics product.

Final Jimmy Fund plans for ozoner collections were completed by the committee made of up Jim Mahoney, Mickey Redstone, Ray Feeley, Ray Canavan and George Roberts, who will personally contact every drive-in operator and present him with a kit containing the necessary material and information. Trailer entitled "The Wonderful Ones," starring Loretta Young, was produced by Hy Fine, dist. mgr. for New Eng. Theas. . . . George Kraska, foreign film importer and exhibitor, bought the American rights to "Miracle on Skiis," being released nationally by Eddie Ruff and Mac Farber of Regal Pictures, 246 Stuart St. . . . Ersley Blanchard, mgr. of Interstate's Coniston, Newport, N.H., was married to Eve Connolly. . . . Born to Karl Fasick, publicist for Loew's Boston theatres, and Mrs. Fasick, twin sons.

Jim O'Loughlin, resigned as mgr. of Warner's Port Theatre, Newburyport, was tendered a testimonial dinner on his appointment as probation officer for the Juvenile Court of Essex County. Robert Howell replaced O'Loughlin at the Port. . . . Something new was added to the opening of a drive-in when owner Al Bernardini's wife broke a bottle of champagne across the new screen tower of the Mt. View Drive-In, Colchester, Vt. . . . Mr. and Mrs. Roy D. Brown have opened their new 400-car drive-in, called the Richford, at Richford, Vt. . . . All indications point to an excellent record for New England in the COMPO effort to eliminate the 20% admission tax. Francis Dervic of Republic, New England chairman, is looking for a 100% contribution of dues from this area. . . . Jack Champlain, owner of the Playhouse, Randolph, Vt., was in a serious auto accident, causing a broken back.



The ten Universal branch mgrs. who won trips to the U-I Studios in the company's "N. J. Blumberg 40th Anniversary Sales Drive" are welcomed by studio execs Wm. Goetz, Edward Muhl, David A. Lipton and visiting v.p. Alfred E. Daff. L to R: (front) Daff; Lipton; C. R. Ost, New Orleans; Ted Reisch, San Fran.; Joseph Gins, Washington; Don Gillin, Seattle; C. R. Wade, Salt Lake City; Goetz; Muhl; (rear) Harry Hynes, Sr., St. Louis; Jas. W. Greenleaf, Charlotte; Jack Langan, Kansas City; Richard C. Settoon, Memphis, and R. N. Wilkinson, Dallas.

CHICAGO

Morris Zimmerman's Eagle Theatre anti-trust hearing set for Sept. 8 in Judge Sam Perry's court. His attorney, Nate Hoffberg, is asking $343,000 damages but Judge Perry has ruled that damages cannot be claimed for longer than two year period against defendants Paramount and B&K. No ruling yet on other defendant's claim period. . . . Otto Eitel, owner of the loop Palace, is having a life-size oil painting made of Jimmy Stewart as clown in "Greatest Show" to be hung in the lobby as a memento of its long run at the Palace. . . . Wm. Fried's Atom Theatre, Heyworth, and Richard Wade's Pike in Griggsville, closed for balance of summer. . . . Dan Murray has joined the managerial staff at Alliance. . . . Hans Balle, who took over the Pec at Pecatonica, will modernize the house and reopen next month with new name of Roxy Theatre. . . . Orange Crush Co. reports their premium vending offer of compass and weather rings to the kiddies, is meeting with good results at theatres.

B&K gets world premiere of Paramount's "Somebody Loves Me," starting Sept. 5 at Chicago Theatre. . . . Clasa Mohne Mexican Films opened offices at 1219 Wabash Ave., with J. W. Bauer as mgr. . . . Chicago theatre tax collections for July amounted to $79,536 as compared with $98,389 July last year. Seven months' collections this year $589,223; last year $647,-061. . . . B&K's State Lake back to twin bills after four weeks of "Lovely To Look At." . . . Norman Kassell, formerly ad director for Essaness Theatres, opened his own public relations offices at 203 N. Wabash Ave. . . . Police refused private showing permit for "The Miracle" at Surf Theatre. American Civil Liberties Union arranged for showings at the First Unitarian Church. . . . John Balaban, B&K prexy, back on the job after convalescance at his Wisconsin summer home.

Arthur Anderson, newly appointed midwest div. mgr. for Warner, was honored at a luncheon given by board of directors of Variety Club. Anderson headed the Minneapolis Variety Club, which raised over a million dollars for the Children's Heart Hospital in that city. . . . Abe Teitelbaum, who recently sold the Fine Arts bldg., housing the World Playhouse and the Studebaker Theatre, paid the Internal Revenue Dept. $325,397 in settlement of income taxes from 1944 thru 1947. . . . Larry Stein, former Warner ad mgr., is handling advertising for the re-opened Oriental Theatre. . . . Plaza Theatre, under Dave Gold management, gave away 1,000 pies with bolero dishes in a three-day experiment to stimulate business. Gold plans to give away cornflakes with dishes next time.

66 Drive-In on route 66 is trying out a guest car night on Mondays, honoring a

CHICAGO (cont'd.)

different make each time. All Dodge owners were admitted free last Monday. . . . Following retirement of Al Wineberg as Warner ad mgr., dist. mgr. Herbert Wheeler added Wineberg's duties to his dept. . . . Glassford Theatre, Glassford, scheduled to reopen soon. . . . Seymour Simon and Thos. McConnell are being considered for the post of attorney for the Alderman Crime Investigation committee, to succeed attorney Bane, who resigned last month.

CINCINNATI

James S. Abrose has been upped from branch mgr. at Warners to the post of central dist. mgr., succeeding F. D. "Dinty" Moore, resigned. Abrose will headquarter in this city. Robert H. Dunbar, Jacksonville branch mgr., takes over as branch mgr. here. . . . At a meeting called last week by Phil Fox, Columbia branch mgr., who is distribution area chairman for COMPO, a fee was set up for both drive-ins and closed houses, and distributors will match every dollar given by exhibitors. Among exhibitors present were Chris Pfister, pres. of ITOO, Ralph McClanahan, pres. of KATO, and Selig Seligman of Northio Theas., member of the local committee for COMPO. . . . Max Millbauer, drive-in operator, is now making it possible for customers to attend his theatre practically the entire year by installing new in-car heaters. Millbauer has spent some $70,000 in improvements, including enlargement and addition of another ramp. . . . Harold Rullman, Columbia's Dayton salesman, plans to get a checkup at the Mayo clinic while on vacation.

H. George Fetiek, local booker and buyer, attended the opening of the new ozoner at Mt. Sterling, Ky., built by Nelson Ward. . . . Gene Tunick has returned to film row as new franchise owner of the former Lippert Pictures. Tuniek plans to distribute many outside producers' pictures in addition. . . . John H. Kelley, National Theatre Supply branch mgr., passed away. James A. Conn, who had recently been acting branch mgr., succeeds to the post with Ed Novack as his asst. . . . The downtown Capitol reopens Aug. 23 under RKO management, consummating an agreement between RKO theatre operating company and Mid-States. . . . Dick Breslin, 20th-Fox salesman is receiving congratulations on the arrival of a daughter named Mary Pat. Mrs. Breslin was formerly with U-I. . . . Tony Knollman, Fox booker and business agent for the local front office union, attended the IATSE convention in Minneapolis while on vacation.

CLEVELAND

Tuscarawas Amusement Co., controlling the State Theatre, Uhrichsville, filed suit in Cleveland District Court for improved run against Shea Theatres, New Philadelphia, and eight film companies. Paul Winter and Margaret Adams are partners in Tuscarawas.

DALLAS

As part of a $181,000 expansion program, the South Main Drive-In, Houston, has begun construction of a $50,000 kiddie amusement park on its grounds, to include



On opening day of her new RKO film, "Sudden Fear," at Loew's State in N.Y.C., Joan Crawford autographed photos for her fans and made an appearance on the stage. Shown with her in the lobby are (l to r): David Miller, the director; Eugene Picker, Loew's exec., and Joseph Kaufman, producer.

a train, merry-go-round, boat, jeep and airplane rides, ferris wheel and miniature TV theatre, all free to patrons. Al Lever, Interstate city mgr., advises that new projection equipment, screen and speakers are being installed; theatre will be enlarged to accommodate 200 more cars and the snack bar will add a patio for 100 persons. . . . Interstate is making arrangements for showing of three stage hits at its Paramount, Austin, and other Texas theatres in Nov., according to city mgr. Bill Hellums. . . . The freshened, redecorated and modernized Sunset Theatre in Houston, which opened as the Academy, will show only Academy Award winner photoplays, explains mgr. Wm. Denny.

Four persons were hospitalized and 11 injured when a section of the ceiling of the Queen Theatre, Austin, collapsed. Louis Novy, owner of Trans-Texas Theatres, immediately closed the theatre for necessary repairs and is having an engineer check his two other Austin theatres to avoid further mishaps. . . . Variety Club and the Houston Chronicle jointly sponsored a "Little Sister Bathing Beauty Revue" on behalf of the reeently opened $200,000 Variety Boys Club. . . . NPA has filed a non-complianee suit against W. O. Beardon and L. R. Doyal, operators of an Amarillo ozoner, charging they used copper wire in excess of authorized quantities in construction of their theatre. . . . Are movie "bank nights" legal in Texas? State Attorney General Price Daniel ducked the isue in a recent ruling, stating that each case is different and must be considered independently. He ruled to Dawson County offieials that a movie sweepstakes, in which prizes are distributed to theatre ticket holders, is a lottery and illegal.

DENVER

Mrs. Vera L. Cockrill has been made pres. of Denham Theatre Corp., succeeding her late husband, Benjamin D. Cockrill. Mrs. Lucille Ann Reagan, wife of Charles Reagan, a sales exec with Loew's, was raised to v.p. and Mrs. Lydia K. Vayo was named secy-treas. In addition to the Denham here, the company operates four first-run theatres in Indianapolis through Greater Ind. Amuse. Co. . . . While Robert Hill, Columbia branch mgr., is recuperating from an operation, matters at the exchange are being looked after by salesman Barney Shooker. . . . Commonwealth Theatres, Kansas City, Mo., bought the Pawnee Drive-In, North Platte, Neb., from W. L. Smith. . . . Ben Benda, asst. at the Ritz, was upped to mgr. upon resignation of Don Lappin. . . . Fred Brown, Black Hills film buyer and booker, is back on the job after hospitalization.

Mgrs. and other personnel of the Gilbralter theatres will attend an ad-pub clinic at the Brown Palace Hotel Sept. 15-19, at which top industry ad-pub men have been invited to talk. Meetings will wind up with a banquet. . . . A severe windstorm blew away 15 speakers and posts from the Starlight Drive-In, Newcastle, Wyo. Screen and other installations were also badly damaged. . . . Robert Patrick and Mike Stewart have formed Preferred Pictures Inc. for sale in this area of Goodman & Kaufman releases as well as other new product, reissues and foreign films. . . . Al Mabey, branch mgr. for Lippert, Salt Lake City, moved to Denver for a month to take over for two vacationers. . . . Herman King of King Bros., producers for UA, is in Denver for world premiere of "The Ring" at the Rialto on Aug. 27. . . . Bernie Hybes, local mgr., fell at home and broke an ankle.

DETROIT

The Ritz Theatre, Watervliet, has been sold by Michael Spadafore to Mrs. C. C. Alguire and her daughter, Mrs. Ethel Kilmark, who also own the Loma Theatre at Coloma. Donald Kilmark will manage the Ritz. . . . James and George Olson opened the Gaylord Drive-In on U.S. 27, one mile south of Gaylord, Mich., with Clegg Rowley as mgr. It accommodates 400 cars and has a modern snack bar. . . . David M. Idzal has booked Johnny Ray into the Fox Theatre for three days beginning Sept. 19. . . . The marquee of Dave Korman's Greenwood Theatre was damaged by an excavating crane working on thenew Dodge Expressway. . . . Juan Morales of the Model Theatre plans to bring some Mexican screen stars in for personal appearances in the late fall. . . . Lou Mitchell of the Kilbride Circuit is back after his first vacation in three year.s

Circuit owner Bill Schulte, back from a four week holiday at Au Sable and greatly improved from injuries received in an accident over a year ago, hopes to return to work soon. . . . Bud Harris, owner of the Keego Harbor and Walled Lake theatres, has opened the Old Heidelberg Restaurant and Cocktail Lounge here. . . . Ed Johnson, mgr. of the Washington at Bay City plays host to the salesmen of Michigan on Aug. 21 aboard his yacht "Thelma," with exhibitor Harold Bernstein as co-host. . . . Cliff White, former owner

DETROIT (cont'd.)

of the Beechwood and new relief mgr. for Wisper and Wetsman, is presently running the Royal. . . . Milton Jacobson, owner of the Stone, is taking lessons from his staff in running his candy concession.

HARRISBURG

With painting and renovating finished, the new front at Loew's Regent was completed. Lobby boards and other advance promotion for "The Merry Widow," which starts Aug. 28, is under way, and a special screening of "Ivanhoe" was scheduled by mgr. Bill Trambukis, who invited school reporters and others from teen-age groups, along with press and radio reps. . . . All downtown houses cooperated with the Armed Forces by running simultaneously a trailer, "The Real Miss America," depicting all branches of the women's services. . . . Hershey Community Theatre, managed by Harry C. Chubb, is planning a special 19th anniversary celebration Aug. 28-30, with a combination movie-vaudeville bill of the type offered when house opened in 1933.

INDIANAPOLIS

R. G. Haire, National Theatre Supply special rep., reports Mrs. A. E. Falter of the Citadel Theatre, Bloomfield, has installed a modern soda shop, and the National Drive-In at Cumberland, operated by J. M. Smiler, installed a refreshment bar. . . . The local Variety Club held its annual golf tournament at the Country Club of Indianapolis, with Russell Brentlinger, RKO branch mgr., as gen. chairman and Wm. McCraw as emcee. There were prizes for all attending. . . . Manta Rose Circuit closed its Vic Theatre, Indiana Harbor, for the summer months. . . . The Warner Club held its annual picnic at Longacre Park. Republic's annual picinic was held at Northern Beach.

The Scoop, Louisville, Ky., and the Lyons at Lyons closed. . . . Roy Harold of the Princess, Rushville, has purchased the Auditorium and Vaudette, Connersville. Booking will be handled by Affiliated Circuit. . . . The Airway, Louisville, was purchased by Vernon Powell from the Switow Circuit. . . . Joseph Gutzweiler, operator of the Astra and Tivoli at Jasper, Ind., entered St. Joseph's in Louisville, Ky. for observation. . . . Don MacLeod, Republic office mgr., resigned and is succeeded by Mary Jane Larson, formerly managers secy.

JACKSONVILLE

Charles T. Jordan, Jr., Atlanta salesman for Warner, has been upped to the post of branch mgr. here, succeeding Robert H. Dunbar, who now heads the Cincinnati exchange. . . . T. P. Tidwell, salesman in the 20th-Fox Dallas branch office, was promoted to branch mgr. of the company's Jacksonville exchange, replacing Marvin Doris, who resigned.

LOS ANGELES

United Artists Theatre Circuit has signed a deal with Barnett Film Service for installation of advertiisng clocks in UA houses in L.A., Pasadena, Long Beach, Richmond, Berkeley, San Jose, Sacramento, Pomona, East L.A., Inglewood, Glendale and Palo Alto. This new group will put the clocks in more than 8,000 theatres across the country. . . . The recently shuttered Hippodrome will soon be converted into a downtown parking lot. . . . Harold Martin, operater of the Hemet and San Jacinto theatres has turned his houses over to Exhibitors Service for the buying and booking. . . . Comet Theatres, who operate a number of houses in the North, will soon start construction of a 1,000-car ozoner in the Norwalk-Downey area. . . . J. R. Rogers, Warner dist. mgr. for over 13 years, resigned to join a TV organization. . . . The Cinema Theatre will be reopened as a legit house by Don Brodie, who plans to launch a series of original productions.



Enroute to Akron to serve as marshall for the Soap Box Derby, James Stewart and his attractive wife, Gloria, stopped off in Chicago, where they were guests of honor at a cocktail party given by Otto K. Eitel to celebrate the successful run of Paramount's "The Greatest Show On Earth," then in its 15th week at Eitel's Palace Theatre. Shown here (l to r): Sam Lesner, Daily News; Eleanor Keen, Sun Times; Pat Breen, Herald American; Stewart; Anna Nangle, Tribune; Eitel, and Rollin K. Stonebrook, Palace mgr.

Robert L. Lippert closed a deal with the German Motion Picture Producers Assn. to distribute five German features annually in the U. S. . . . The Rustic, Idylwild, will be operated by Gene Froelich. House was formerly handled by Exhibitors Service. . . . Russell Banks is new mgr. of the Apollo, L. A., replacing M. L. Kaiser. . . . Jimmy Nicholson, who operated the now closed Academy, Hollywood, is associated with Jack Broder Productions. . . . Ben Cass, Eastland Theatre mgr., passed away. . . Salesman Bill Watmough is pinch-hitting for Warner office mgr. Harvey Lithgow, who is on vacation. . . . Ray Olmstead, Arizona exhibitor, planed in from Europe after helping cheer our Olympic Team to victory in Helsinki. . . . Ish White, Security Theatres, has been forced to close his office because of illness. . . . Jim Finkler, Finkler Theatres, is resting at home after taking ill.

LOUISVILLE

E. T. Denton, owner and mgr. of the Majestic Theatre, Owingsville, Ky., has purchased a new Starke Cycloramic Screen. . . . An "Eisenhower for President" meeting was held at the Magic Theatre, Barbourville, for the purpose of forming an organization. Refreshments were served to all with a free show, sponsored by Col. Charles R. Mitchell, owner of the theatre. . . . The downtown Scoop, managed by Lloyd Mills, has been closed for an indefinite period. . . . The National, one of the theatre landmarks here, has been completely torn down and the property is now a parking lot.

An urgent effort is being put forth by KATO for repeal of both the State and Federal admission tax. Ralph E. McClanahan, pres. of Kato, D. Irving Long of Fourth Ave. Amuse., and E. I. Ornstein, head of Ornstein Theas., went to Indianapolis to meet with branch mgrs. of all companies to discuss campaign, and many regional meetings have been set. . . . Columbia Amusement Co.'s Columbia Theatre, Paducah, after undergoing extensive remodeling and modernization, reopened the middle of August. . . . Robert T. Enoch, pres. of Elizabethtown Amuse. Co., announced purchase of sizeable acreage between Elizabethtown and Ft. Knox on which they plan to build a deluxe drive-in.

QUICK SERVICE!

Headquarters for machine and roll
MOTION PICTURE TICKETS
Highest Quality Right Prices

KELLER-ANSELL TICKET CO.

Suite 800, 723 7th Ave., N. Y. C. CI 5-6439

MILWAUKEE

When the remodeled Strand in Madison had its formal opening, history was recalled in the local newspaper. Just the lobby, some 40 years ago, served as the movie house, called the Amuse. Edward Leming, an uncle of Dale Carlson, asst. mgr. of the Orpheum, was mgr., his father ran the projector and his mother was the pianist. The Strand, owned by 20th-Century Theatre Co., was remodeled from marquee to screen. Mgr. John Scharnberg has established an open office and nearby is a 32-ft. refreshment area with windows through which customers may watch the film. . . . Another theatre completely remodeled is the Hill in Hillsboro, formerly called the Royal, and owned by the Biba Bros. . . . Joseph Goldberg has retired from management of the Fond du Lac Drive-In at Fond du Lac. . . . Mid-City Theatre, owned by John Freuler, is closed for remodeling. . . . Wm. Kitchen manages the new Tawas Drive-In near E. Tawas, Mich.

F. J. McWilliams' new ozoner on Hyway No. 51-16 at Portage opened Aug. 15. Its car capacity is 350. McWilliams' son Jack sold out his food merchandising business to devote full time to his dad's business. . . . Annual golf outing of Variety Tent 14 will be held Aug. 25 at the Tuckaway Country Club. Morrey Anderson and Jack Lorentz are co-chairmen. . . . Two new ozoners will be built in Dane County. The Middletown Theatre, to be built by United Theatre Mgmt., will be located at the Mineral Point and (County Hyway. S) Speedway and Belt Line Rd. Blooming Grove Drive-In, to be erected by Standard Theas., will be located in Blooming Grove near intersection of Hyways 12-18 and 51 bypass. . . . A kickoff meeting for repeal of the 20% admissions tax was headed by Sig Goldberg, Wisconsin Allied prexy, and Al Kvool, Warner theatres, exhibitor co-chairmen; Jack Lorentz, 20th-Fox, and John Kemptgen, distributor co-chairmen. Milwaukee exchange theatres' quota is $6,000.

MINNEAPOLIS

Loop stores, theatres and the street car company are promoting Thursday night as "downtown family night." Plan involves one of the first joint efforts in the country to counteract the shift from loop to suburban areas. The trolley company is charging no fare for persons going into the loop between 7 and 9 p.m., and persons leaving buses and street cars in the loop will be given numbered slips. Loop theatres will post 1,000 of these numbers in their lobbies for free admissions. Robert Karatz, operator of the Gopher, heads the downtown theatre committee. . . . An unusually severe outbreak of polio at Canby, Minn., may force closing of the Canby Theatre, according to mgr. Wm. Flieter. . . . Leo and Dan Peterson opened their Sioux Drive-In at Pierre, S. D.

Herbert Ahmann and Meriam Francis opened their new ozoner at Mahnomen, Minn. . . . Walter Maxwell opened his Parkway Drive-In at Marshfield, Wisc., Aug. 20. . . . C. C. Noecker bought the Durand, Durand, Wisc. . . . The Orpheum at Pipestone, Minn., has installed a new RCA synchro-screen. . . . George R. Stephens, mgr. of RKO Pan, was fined $100 and forced to stop the showing of "French Peep Show," alleged indecent. . . . Five St. Paul nabes, the Astor, Dale, Hollywood, Mounds and Royal, are now showing two features first run. . . . T. Tomter is completing remodeling and improvements at the Grand, Highmore, S. D. . . . Bill Carter installed hearing aids at the Gem, Plainview, Minn.

Ironwood Amuse. Co. expects to have its 400-car ozoner ready for a Sept. opening. . . . Businessmen at Minnewaukan, N. D., pitched in with cash to keep the Roxy operating. . . . Rangaard Bros., owners of the Morris, Morris, Minn., have bought the drive-in there from Perkins and Drips. . . . Elmer Koppelman is new owner of the Lyric, Wabasso, Minn. . . . Armand Cimaroli purchased the Gem, Cornell, Wis. . . . Mrs. N. Leskey will open the Cub, Lubin, Wis., in Sept. . . . Don O'Reilly, partner with Paul Mans in the Richfield here, and the Beaux Arts, St. Paul, left for California to reside. He's keeping his interest here. . . . D. W. Chamberlain, leading circuit operator in the territory soon after turn of century, died here at the age of 83.

The operators union in St. Paul is suing Wilford Purper, owner of the Royal, for $430 in wages, overtime and vacation pay, alleged to be due because Purper closed the house without giving two weeks notice. . . . Sam Halpern, owner of the Northtown here, threatened suit against the operators union for refusing to service the stand. The union pulled its operator when Halpern refused to grant retroactive pay and vacation time which he charges were accumulated by a former owner. . . . Ted Mann and George Granstrom assumed operation of the World, St. Paul, Aug. 8. . . . R. J. O'Donnell, Texas showman, will speak at a meeting of S. Dak. exhibitors at Huron, S. D., Sept. 4. He will spark the S. D. Exhibitors Assn. campaign to get support of lawmakers in fight to eliminate the 20% tax.

NEW HAVEN

A jury award of $3,684.20 to ex-New Haven UA exchange mgr. Ray Wylie has been upheld by New Haven Common Pleas Court. Judge Walter M. Pickett denied a defense motion to set aside a May 27 jury verdict for Wylie, now in the insurance business, who filed the suit against United Artists. . . . Top film company representatives and film stars have been invited to serve on the entertainment committee for official opening of the new two-million dollar Terminal Building at state-owned and operated Bradley Field, Conn. on Sept. 15. Harry F. Shaw, Loew's Poli-New Eng. div. mgr. is chairman of the entertainment committee. . . . More than 150 persons attended MPTO of Conn.'s annual golf tournament at Racebrook Country Club, co-chairmaned by Geo. H. Wilkinson, Jr., owner of the Wilkinson, Wallingford, and Al Pickus, owner of the Stratford, Stratford.

Variety Tent 31 will sponsor a 12-bout, all amateur boxing show for benefit of the New Haven Register's Fresh Air Fund on Aug. 25 at Municipal Stadium, West Haven. . . . The stage musical "Finian's Rainbow," has been booked into the 2,000-seat Allyn, Hartford, as first in a series of one-day stage engagements starting Sept. 18. According to mgr. Ray McNamara, if successful, film policy of the theatre will be interrupted occasionally for only the better shows. . . . Clayton Pantages, student salesman at 20th-Fox, has been shifted to Buffalo. . . . Al Duren, Charlotte, N.C. branch mgr. for Paramount, came through the territory in connection with the company's Confidence Parade of 1952, of which he is captain. Campaign runs from Aug. 31 thru Nov. 29.

NEW ORLEANS

The 500-car Kim Drive-In at Sterlington, La. was opened Aug. 15 by Mrs. Dales and Mrs. Wade, owners. . . . Wm. Butterfield, owner of theatres in Ruston and Bernice, La., is reported to be taking over the Lake Drive-In at Pascagoula, Miss. as of Sept. 15. . . . Charles M. Smith, Jr. has acquired the Joy Theatre at Moreauville, La. . . . The Roxy at Mansfield is being dismantled for conversion into a church. . . . I. A. Funderbuck, owner of the Palace at Jonesboro, opened his J & H Drive-In there on Aug. 15. The new theatre has a 300-car capacity. . . . Other recent theatre openings include Joy Houck's new 300-car theatre at Mansura, featuring 1 screen drive-in; John Luster's 250-car Pines at Leesville; W. H. Cassidy's 375-car LaPlace Drive-In at LaPlace, La. . . . The Carolyn Theatre at New Hebron, Miss., was reoponed last week by L. M. Rube. . . . Joe Heard, reported to be affiliating with Bri-Mont, has decided to continue with Theatre Services, as formerly. Heard is owner of the Strand theatres in Gena, Sulpher, Hainesville and DeQuincy.

The 45 Drive-In at Pritchard, Ala., a suburb of Mobile, formerly owned by Paramount-Gulf, is now operated by its new owner, Teddy Solomon, who reopened his Clarke Theatre at Natchez, Miss. last week. . . . Coming into first prize money in the first six weeks of UA's Bill Heineman sales drive are the New Orleans, Dallas and Montreal exchanges. . . . In conjunction with showing of "Affair in Trinidad" at the Orpheum Theatre, local girls with beautiful legs were given a chance to win a trip to Trinidad in the national Rita Hayworth beautiful legs contest. Picture of the winner, 19-year-old Mrs. Janet Williams, will be submitted for the national prizes. . . . Alexandra Gromoff, one of five Aleuts in the U.S., visited N.O. as part of a tour on behalf of U-I's story on Alaska, "The World in His Arms." . . . Pres. Abe Berenson of ATO of the Gulf States is hospitalized for an indefinite period.



RKO and Westland Theatres officials get together in Colorado Springs prior to premiere of Howard Hughes' "One Minute To Zero" at the Chief and Ute theatres. L to R: (seated) Perry Lieber, RKO studio pub. dir.; Lawrence Starsmore, pres. of Westland; Cliff Broughton, asst. producer of the film; (standing) Dave Cantor of Terry Turner's field force; Al Kolitz, RKO dist. sales mgr.; Ed Terhune, RKO field man; and Deral Hart, Westland city mgr.

Watch These Dates!

Sept. 5: Des Moines—Allied Caravan of Nebraska and Iowa Theatre—Press dinner.

Sept. 14-18: Washington—Theatres Owners of America convention and trade show—Shoreham Hotel.

Sept. 29-Oct. 1: Kansas City—Kansas-Missouri Theatre Assn. fall meeting—Hotel President.

Oct. 6-7: St. Louis—MPTO of St. Louis, E. Missouri & S. Illinois convention.

Oct. 6-10: Washington—SMPTE 72nd semi-annual convention—Statler Hotel.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

NEW YORK

Two popcorn firms have been asked to show cause why they should not be stopped

NEW YORK (cont'd.)

from placing pasteboard photographs of seven baseball Giants inside bags of popcorn. Involved are the Hi Lo Packing Co. and Theatre Concessions. The seven players also instituted action to recover $50,000 each on the ground that their pictures had been used without consent. . . . Lou Wolff, buyer and booker for Brandt Theatres and pres. of the Motion Picture Bookers Club, has contracted for a lifetime booking with his engagement to Betty Boverman, gen. mgr. of Kaybern Theatres. Wedding date is to be set this fall. . . . Over 750 members and their guests enjoyed the 20th-Fox Family Club annual outing at Bear Mountain last week. Besides a good old-fashioned roast beef dinner, a ton of corn was consumed.

"Jumping Jacks" last week became the first film in more than three years to play five weeks at the Paramount. In its first four weeks it outgrossed every picture at the Paramount since "Samson and Delilah" in Dec. 1949. . . . Paramount's "Caribbean" had a gala Hollywood-style two-theatre premiere in Kingston, N.Y. at the Kingston and Broadway theatres, as the high-light of that city's 300th anniversary celebration.

A $2,250,000 anti-trust suit was filed here against Skouras Theatres, Metropolitan Playhouses and the major film companies by Leff-Meyers Corp., operating the DeLuxe Theatre in the Bronx. Plaintiff charges that since Nov. 1951, defendants conspired to deprive the theatre of product in competitive bidding against Loew's Elsmere. . . . David Weinstock, ITOA board chairman, has appointed a special real estate committee to survey conditions in the metropolitan area. The committee includes J. J. Goldberg, Ben Knobel, Sam Freedman, Julius Sanders, Martin Levine, Murray Schoen and Edith Marshall. Weinstock is attending a meeting of the combined public utilities committee as an observer. The committee was formed by real estate and commercial interests to oppose increased rates granted Consolidated Edison Co. . . . Irving Maidman, owner of the Harris Theatre property on W. 41st and 42nd Sts., has sold the parcel to Kastle Holding Corp., which is affiliated with the tenant interests, Andear Amuse. Corp. of which Max A. Cohen is pres. Andear had obtained an extension of 50 years on its lease.

OKLAHOMA CITY

Morris Loewenstein, pres. of Theatre Owners of Okla., announced a $100 reward by his organization for apprehension of the teen-agers who attacked and brutally beat up 16-year-old theatre usher George Lewis Hasson because he had asked them to remove their feet from the back of a theatre chair at the Midwest Theatre. Loewenstein said that TOO was interested because of the depressive effects of such attacks upon theatre employees.



Paramount producer William Pine was tendered a luncheon in Minneapolis while on tour for his production of "Caribbean." Shown here (l to r): E. Seibel, Minn. Amuse. Co. ad-pub director; Ernie Lund, Para. salesman; Bill Mussman, Para. sales mgr.; Lowell Kaplan, Berger Circuit buyer; Frank Muntzke, Northwest Theatres prexy; Paul Lundquist, Northwest booker; Tom Burke, Theatre Associates buyer; Ted Mann and Bennie Berger.

OMAHA

An anti-trust suit for $750,000 in treble damages has been filed in Federal District Court by Clarence D. Frazier of the Joyo Theatre in suburban Havelock, naming as defendants 20th-Fox, Loew's, Warner, Columbia, Universal, UA, Paramount Dist. Corp., Paramount Picts. and RKO Picts. Frazier claims that since 1938 he has been obliged to take third and fourth-run position. . . . Bert Thacker opened his new drive-in, the Seven-T-Seven at S. Sioux City and is charging 50c per head, with kids free. . . . Francis (Doc) Naultese, mgr. of the Maple Theatre at Mapleton, Ia., has purchased the house from Ed Kugel. . . . Fred Teller, former mgr. of the Omaha Theatre and now operating the Strand in Hastings, has a new son named Richard Michael.

Omaha Theatre is getting needed alterations and repairs on its interior. . . . Owners of the new Omaha ozoner, the Golden Spike, failed to get "Union Pacific" as an opener, so settled for "Day The Earth Stood Still.". . . . Flicker biz is perking up, with the town flooded with holdovers. . . . A new outdoor opera, The Stockade, bowed in at Chadron. . . . Omaha's fifth drive-in, tentatively named the Lake, will accommodate 500 autos and owner Oscar Johnson says seats will be provided for pedestrians in front of the screen. Ballantyne Co. designed the plant.

PORTLAND-SEATTLE

The Jones Circuit is gradually disposing of its Oregon theatre holdings. Latest sale is the Bagdad Theatre, leading Portland suburban house, to Meyers Theatres of Portland. . . . W. W. Cooley of Evergreen Theatres announces that the Everett Theatre, Everett, Wash., will reopen early in Sept. following a $250,000 remodeling program. . . . The remodeled Empress Theatre of Fairbanks has reopened. . . . Mr. and Mrs. Lionel Brown sold their Princess Theatre, Edmonds, Wash., to J. B. Giesentanner. They had been operating the house since 1921. . . . Robert Harrier, mgr. of Shearer's Roxy Theatre, Everett, Wash., will feature a local, "The Everett Story." . . . Balboa Theatre, Everett, closed for balance of the summer. . . . The Roxy, Glasgow, Mont., destroyed by fire some months ago, will be rebuilt with 600-seat capacity.

United World Films opened Portland headquarters at 5023 Sandy Blvd. under mgr. Lawrence J. McGinley, who had been sales rep. for Universal in the Oregon territory. . . . T. P. Smith, formerly operating theatres in Missoula, Mont., has purchased the Chief Theatre, Tonasket, Wash., from Louis Gillespie. . . . Wm. Daugaard announces opening of a 300-car ozoner near Moses Lake, Wash. . . . Wally Rucker and associates are building a 750-car drive-in at Silverdale, Wash. . . . Theatre owners Rex Thompson, George Blair and Dwight L. Sprachen will construct a new drive-in near Bremerton, Wash. . . . J. J. Parker disposed of their half interest in the Mayfair, Portland, to Evergreen, with whom they operated the theatre jointly for the past 15 years.

PROVIDENCE

Frank X. Burns, formerly with New England Theas., has been appointed mgr. of Lockwood & Gordon's Castle Theatre, Mt. Pleasant, which they recently purchased from the Gould interests. . . . For the present, the Carlton Theatre has abandoned its policy of holding over pictures from the Majestic, to present art films. The Carlton and Majestic are owned by C & F Theas. . . . A three-day celebration, highlighted by gifts to patrons in cooperation with a dozen neighboring business concerns, noted the third anniversary of the Boro Drive-In. . . . Two juveniles were apprehended after they had squandered most of the $207 stolen in a break perpetrated in the storeroom of Loew's State Theatre. . . . Harry Fisher, mgr. of the Fairlawn, Pawtucket, will reopen the house on Aug. 31 after a summer closing.

ST. LOUIS

The 475-seat Balce Theatre at LaCenter, Ky. was opened by J. H. Holland, who formerly operated the now dismantled Center Theatre. . . . Frisina's Roxy Theatre at Shelbyville, Ill. has recently installed new equipment. . . . The Madison Theatre, formerly the Kindy, at Kinmundy, Ill., 300-seater, operated by Charles Dunlap since March 7, 1952, has been closed for balance

FILMS TELEVISED AUG. 9 to AUG. 22

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Campus Sleuth	June Preisser	Monog. 2-1-48
Crow Hollow	Donald Houston	
Dead Or Alive	Ward Bond	
Manhattan Shakedown	John Gaullaudet	Syndicate Pic. 10-27-39
No Way Back	Terrence de Marney	
Once to Every Bachelor	Neil Hamilton	Liberty Pic. 8-23-34
Prairie Pals	Bill Boyd	
Samurai	Paul Fung	
Search For Danger	John Clavert	Film Classics 4-8-49
Sunset Carson in El Paso Kid		
Throne of Kings	Constance Cummings	
Valley of Conflict	Carol Raye	
Woman in Brown	Conrad Nagel	

ST. LOUIS (cont'd.)

of the summer. . . . Closed until further notice is Herschal E. Webster's 400-seat Princess at Percy, Ill., which recently had been operating Fridays and Saturdays only. Webster also has the 200-seat Webster in Steelville. . . . Electric Theatre, Iberia, Mo., has been sold by J. and Nedus Rodden to C. Barnett. . . . Grover Graham, partner-mgr. of the Webster Theatre, died of a heart attack at the age of 69.

Officers and directors of MPTO of St. L., E. Mo. and S. Il. met to make further plans for the 1952 annual meeting set for the Chase Hotel Oct. 6-7. . . . Bill Guinan, recovered from a serious illness, has come back to the equipment and supply field as salesman for the McCarth Theatre Supply Co. . . . Lou Ansell of Ansell Bros. Amuse. Co., on his return from a business trip to N.Y.C., will probably announce some of the proposed stage shows for their Empress Playhouse, which is presently operating on a motion picture policy exclusively. . . . Film buyer Jimmy Frisina was one of the qualifiers for the U.S. amateur championship golf tournament set to open at the Seattle Country Club, Seatle, Wash. . . . Lester Levey, Columbia salesman, is a patient in Barnes Hospital. . . . It's a baby boy for the Larry Spaldings of Flora, Ill. They now have a boy and a girl. . . . Tommy James, owner of the Comet, Douglass and Strand, is a grandpa again. His son, Demetrious, who assists in operation of the theatres, is the proud father.

Harry Hynes, St. L. mgr. for U-I., and Mrs. Hynes are on the West Coast for 10 days as guests of the company, together with nine other exchange mgrs. who were awarded similar trips for landing top honors in the company's drive honoring Nate J. Blumberg, pres. . . . Pirtle Amuse. Co., operators of the Gem and Princess at Beardstown, Ill., contemplate construction of an ozoner to serve this area. . . . Prompt action by staff of the New Shenandoah averted a serious situation when smoke from a rubbish fire outside the building was drawn into the theatre by an air-conditioning system intake fan. . . . The Main Theatre, Altamount, Ill., was closed temporarily pending repairs to screen and sound speakers caused by a small fire. . . . Robert A. Jefferis, son of Mr. and Mrs. A. B. Jefferis, owners of the Jefferis Theatre in Piedmont, Mo. became engaged to Nancy Fouts of Nebraska City, Nebr.



In Denver for world premiere of Columbia's "Cripple Creek," George Montgomery (left) and Bill Bishop meet Don Beers of the Santa Fe (N.M.) Theatre.



Herbert J. Yates, Republic president, and Mrs. Yates (Vera Ralston) leave for Europe following the completion of "Fair Wind To Java," in which Miss Ralston co-stars with Fred MacMurray.

MPTO of St. L. will again make available to the local Red Cross Chapter free booth space during its annual meeting Oct. 6-7 for blood donations. . . . It is reported that donations to the Pat Byrne Memorial Fund has passed the $5,000 mark. . . . Bill Grant, mgr. of Frisina theatres in Taylorville, Ill. gave a two month complimentary pass to winners of the Annual Newspaper Throwing Contest of the Taylorville Courier. . . . Joy Thomas, newcomer to the industry, has joined the local Lippert office staff. . . . V. (Red) Rost of the Dixie and Joy theatres, New Madrid, Mo., again was general chairman of the annual Home Coming and Picnic of Immacnlate Conception Catholic Parish. . . . Forrest Bucker, Paramount, and Tony Romano, Columbia, had some stage engagements in this territory during Aug. at the Skyway, North, Ronnie's and Manchester drive-ins in St. L. County and at Mounds Drive-In near E. St. L., Ill. . . . Joe Ansell of Ansell Bros. Amuse. Co. is home from Barnes Hospital after a minor operation.

SAN FRANCISCO

Board of directors of ITO of Northern Calif. and Nevada passed a resolution castigating the Dept. of Justice's action in filing anti-trust suit against producers of motion pictures to compel them to sell their product to TV and to non-theatrical competition, and urging representatives and senators of Calif. to request withdrawal before irretrievable injury comes to all parties involved. . . . George Mitchell, Republic branch mgr., announced that Southern Calif. showmen have joined the North in a battle against the handicap of blindness and are solidly lining up to raise $100,000 through theatre collections to back Tent 32's (project) known as Variety Club Blind Babies Foundation. It is a most worthy charity and each theatre that signs up represents an eye to a blind baby. . . . Anson Longtin's 467-seat Oak Park, Sacramento, has been changed to the Guild Theatre and is now on a foreign picture policy.

It was a sad experience for bookers on the row when Earl Boles, exhibitor from Crescent City, was stricken with a heart attack at Universal and died 45 min. after reaching Stanford Hospital. The Pic was bombed three times before opening in May, but despite this, Boles opened the house on schedule. . . . Hal Honore, formerly with Westside Theatres and more recently with a San Mateo radio station, has returned to the industry as mgr. of the Sea View, Pacific Manor, replacing Wm. Cosly, who left the industry. . . . Rumor has it that the burlesque house Ellis-Princess, operated by David Bloom and Samuel Brisk, recently raided by police, will return to motion pictures. . . . Cliff Brown, Universal publicist, on leave for military duty, returns to the studio payroll this month. . . . Mike Newman, Columbia publicist, is recuperating here after surgery. . . . Susan Doolittle, M-G-M secy and wife of Jimmy Doolittle, salesman for Western Theatrical Equipment, resigned to await the stork.

COMPO Lauded By Studio Heads

HOLLYWOOD. — The heads of the eight major studios gave their unanimous acclaim and approval to COMPO's report on its stewardship, given here at a luncheon meeting last week.

Attending on behalf of COMPO were two of its three leaders: Samuel Pinanski and Trueman Rembusch, and on behalf of the "Movietime U.S.A." drive, Robert J. O'Donnell, chairman. Ned E. Depinet, past COMPO prexy, introduced the speakers in the absence of Al Lichtman, third COMPO head.

Pinanski Reports

Pinanski, in keynoting the reports, noted that the nation-wide machinery set up by COMPO on behalf of the industry is for the first time being utilized and tested to its fullest strength in the drive against the 20 percent amnsement tax.

Rembusch, in discussing the tax repeal fight, pointed out that the $300,000,000 now being siphoned off by the tax spells the difference between survival or failure for the more than 6,000 small theatres.

O'Donnell, in outlining "Movietime" plans, elicited a unanimous support of the studio heads for the project. Each also promised to see to it personally that his contract players participate in forthcoming tours.

MPAA Distrib Group Mulls Exchange Changes

"Streamlining" the current set-up of distribution was discussed at a meeting of the MPAA's distribution committee last week. Eric A. Johnston, president who attended the confab, explained afterward that although no plans had been formulated, he was interested in the idea of consolidating the mechanical aspects of the current exchange offices.

During the meeting, chairmaned by A. W. Schwalberg, head of Paramount Distributing Corp., data collected by the MPAA toward more efficient operation of distribution was discussed.

Draft Arbitration Plan

A plan of arbitration, resulting from recent meetings of the Arbitration Conference's Continuations Committee, was being drafted this week by legal representatives of distribution and exhibition.

Drive-Ins Seen As "Vital New Exhibition Factor"

Sol Lesser told Hollywood's top film makers at the quarterly general membership meeting of the Screen Producers' Guild last week that the drive-in theatre, until recently treated as a stepchild of the motion picture industry, has burgeoned into a vital new exhibition factor which this year will account for 20 percent of total domestic film rentals.

The reason said Lesser, is two-fold: (1) drive-ins are now permitted, through bidding, to obtain first run product; (2) ozoners are providing conveniences and services to the public that are unmatched by any other form of entertainment.

"Drive-in patrons," he pointed out, "have no parking problem or charge; no baby-sitting problems or cost; mothers can warm their infants formula for free at the snack-bar; kids too young to enjoy a movie are provided a playground in which they can romp until they're ready to go to sleep in the back seat; popcorn and candy are brought to the customers."

A Definite Trend

Disclaiming any powers of prophecy "particularly in these days," Lesser said he was reporting on a definite trend which has become strongly apparent to him through the half-interest acquired by Mike Rosenberg and himself in Pacific Drive-In Theatres which operates 17 skytops in this area.

"Until recently," Lesser said, "our theatre in El Monte never played a picture more than two days or paid more than $100 rental. Currently we are playing a picture in its third week and will pay between $6,000 and $7,000 in rentals. In 1946 there were only 155 drive-ins in the United States. Today there are 4,830. Weather permits them to screen an average of a little over eight months per year—with the maximum ten and half months, and the minimum six and half months. They're becoming today's Great American Institution instead of a momentary craze like pee-wee golf. And when a drive-in has a line it doesn't just extend around the block—a phrase we've all loved—it extends for two-and-a-half miles.

Lesser, recently from three months in Europe, also discussed the growing competition to Hollywood pictures in the foreign market from native-made product.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Jack Carson, who was recently starred in the Broadway hit musical "Of Thee I Sing," was signed by M-G-M for a co-starring role with Esther Williams, Fernando Lamas and Denise Darcel in "Dangerous When Wet." He will portray a fast-talking patent medicine salesman in the Technicolor musical which goes before the cameras this month. George Wells will produce and Charles Walters will direct from a script by Dorothy Kingsley.

Producer Sam Katzman has signed a three-year contract with King Features for the rights to continue filming his popular "Jungle Jim" series at Columbia, starring Johnny Weissmuler in the title role. . . . Jerry Hopper's fourth directorial assignment at Paramount this year will be "Alaskan Seas," which will go before the cameras Sept. 22. Hopper's previous efforts are "The Atomic City," "Pony Express," and "Hurricane Smith." . . . The same studio signed Anna Aaria Alberghetti to a term contract and announced that after the teen-age star returns from her European vacation, she will star in "Sing High, Sing Low," an orginal screen play written by Jacques Repas. . . . Universal-International purchased "Yankee Pasha," Edison Marshall's best seller, which sold over 1,800,000 copies. Howard Christie will produce the film version of the book. . . . Stanley Clements' next film at Monogram will be "White Lightning," which will start lensing Oct. 7. An ice hockey story, the picture will be produced by Ben Schwalb.

* * *

Glenn Ford arrived at an agreement with Columbia to reduce the four pictures remaining under his contract with the studio to two. Actor will now be clear of his one-a-year pact in 1953 instead of 1957. Actor's representatives announced that Ford obtained the reduction of his commitment for agreeing to waive his contract's equal ilkeness clause with respect to the newspaper and trade ads for "Affair In Trinidad," in which he co-stars with Rita Hayworth. Ford currently is of free-lance status except for his Columbia commitment. He started "Man From The Alamo" at Universal-International Aug. 15.

* * *

Academy Award winner Karl Malden has been assigned an important role in "I Confess," Alfred Hitchcock's new production for Warner Brothers, which co-stars Anne Baxter and Montgomery Clift. . . . Another item of interest from Warner is the news that Sammy Fain and Paul Francis Webster have been signed to write the songs for "Calamity Jane," a Technicolor musical with an early Western background, which William Jacobs will produce. . . . In 1953, Bob Hope, Bing Crosby and Dorothy Lamour will team again in another "Road" picture. This time they will travel the "Road to the Moon" with the original screen play provided by Bill Morrow and Frank Butler. Paul Jones will produce the film for Paramount.

* * *

Paul Douglas, director Norman Z. McLeod and screen writer Ken Englund have cooked up a package deal to bring Robert Tallant's novel, "Southern Territory," to the screen. Under plans now set up, Douglas will star in the top male role and McLeod will participate as producer-director with Englund doing the screen play for the feature.

* * *

Yvonne De Carlo, now abroad starring in "Toilers of the Sea" with Rock Hudson, which Raoul Walsh is directing, has organized a new motion picture company with her agent, Paul Kohner. The new company, Vancouver Production, plans to co-star Miss DeCarlo with Argentine romantic star Carlos Thompson in the company's initial feature.

* * *

Richard Wormser has been assigned to write the screen play for Warner Bros.' "Don't Cry Baby" from the Saturday Evening Post story by John and Ward Hawkins. This is the film designated by Jack L. Warner as a possible starring vehicle for Gilbert Roland. . . . M-G-M has purchased an original story, "The Ember Days," by Jo Eisinger and selected Sam Zimbalist to produce the film. . . . Lindsley Parson's "Tangier Incident," which will be the first of two pictures to star George Brent, will go before the cameras Sept. 2 for Monogram. . . . John Huston will wind-up shooting on "Moulin Rouge," now being filmed at London Film Studios, on Sept. 10. Romulus Films, headed by John Woolf, and Harold Mirisch, president of Moulin Films, have set a world-wide March 1953 release date for the production.

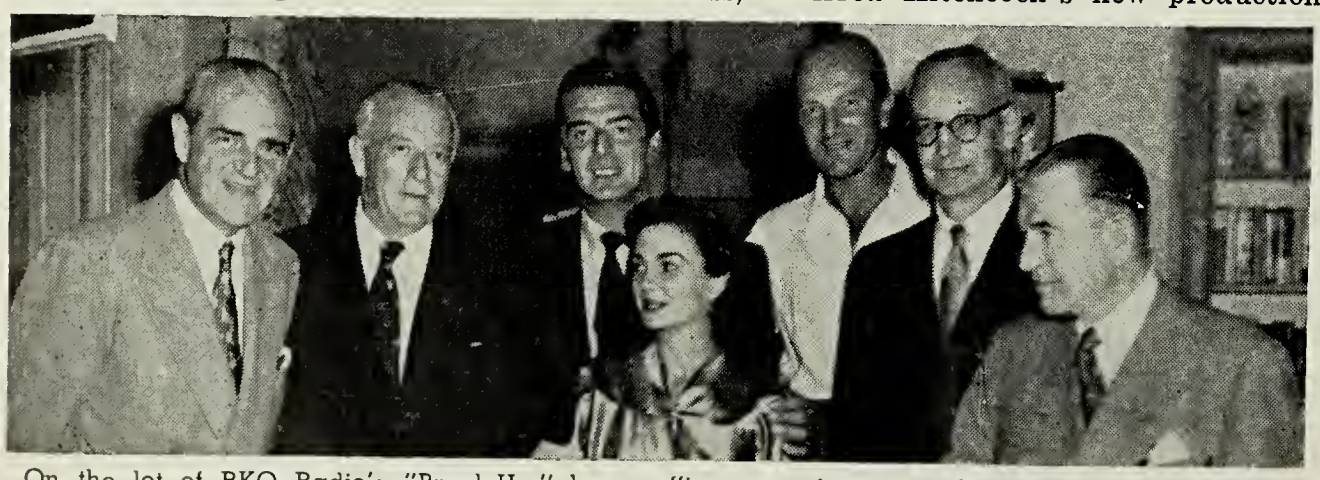
* * *

Director Reginald Le Borg has flown to London to prepare for shooting "A Woman Is Trouble" for Lippert release. The title is the new tag for "The Flanagan Boy," based on the best-selling novel by Max Gatto. Several U.S. feminine stars are being considered for the lead in the feature, which will start shooting in September with Anthony Hinds as producer.

* * *

Producer Arthur Hornblow, Jr. and Director Mervyn LeRoy left for the Pacific Northwest to scout locations for M-G-M's "Rose Marie." They wil make their head-

(*Continued on next page*)



On the lot of RKO Radio's "Break-Up," home office executives visit the stars. L. to r.: Ned E. Depinet, president of RKO Radio Pictures; Phil Reisman, vice-president in charge of foreign operations; Victor Mature and Jean Simmons, co-stars; director Ray Rowland; Robert Mochrie, vice-president and general sales manager, and S. Barret McCormick, director of advertising.

Showmanship Will Cure Picture Biz Says Exploitation-Wise Jerry Wald

By Richard Bernstein

"'Hollywood hits' are films that are hits in Hollywood but elsewhere exhibitors can't do anything with them," Jerry Wald, head of Wald-Krasna Productions at RKO Radio Studios, explained during lunch.

Wald stated that part of the producer's job is exploitation. A producer should ask himself, "Now that we have it made, how do we sell it?" The energetic producer pointed out that pictures today require many things to be a success: star power, story power and the quality of being an attraction. Wald's "Clash By Night" boasts Barbara Stanwyck, Paul Douglas, Robert Ryan; his "The Lusty Men," Susan Hayward and Robert Mitchum.

Being A Good Writer

In regard to story, Wald has his own theory on writers and writing: the idea of a man being an experienced screen writer is not as important as a man being a good writer.

The producer was particularly against opening a film cold without pre-selling. He cited the fact that circuses pre-sell themselves every year in the same cities and towns already visited in the past. Wald stated that he, too, has had his flops, but from each one he learned something.

"There is a tremendous picture business still around," Wald stressed. "But 'counterfeit' entertainment or 'shaky' A's' are out. There is no room for them." Today, he explained, you have to load a picture with entertainment. He believes that showmanship will cure the picture business.

In regard to showmanship, Wald outlined his plans for the future. He already has 72 merchandising tie-ups for his film, "Size 12," which isn't even filmed yet. He is having 12 top designers design for the film.

Technicolor To Be Used

He has a tie-in with Neiman-Marcus. The film will be lensed in Technicolor, have four top women stars and also a sextet of beautiful young ladies, to be called "The Size 12 Sextet." He also plans to get a top star for his "One Woman," and also for "Sadie Thompson," which he will shoot as a musical in color.

What can sell a picture? What can merchandise it? These are the questions that a producer must ask himself. A picture, like any article, must be continually promoted. He pointed out that it takes nine months to make a picture or have a baby. During this time, advertising and promotion are important.

Wald, who is sold on the bright future of the motion picture business, said: "Lots of people getting a free ride are crying because the ride is rougher now. Television has a monopoly on mediocrity. Lots of other people are hard workers, who know their job, will meet the challenge and do something about it.

"There are midget-minded people, who think small. You should think big. Big pictures mean big grosses. The producer is only limited by his own imagination. Like a turtle, he must stick his head out to get anywhere."

While at RKO Radio, Wald-Krasna made four films. He emphasized that producers must realize that "we have a curtain of celluloid around ourselves. Outside of Hollywood, some stars are names. There is also an indiscriminate craving for intellectual rather than emotional excitement.

"Quality On The Screen"

"My advice is 'quality on the screen.' No one is interested in what you have on the cutting room floor. Creative talent is rare. It must be dealt with patiently and calmly."

Wald recalled when one of his college professors told him, "Try to make a masterpiece, there is a great market for masterpieces." He added that the producer planning a film project should seriously ask himself, "Will somebody leave TV for this?"

This is the era of making people go to see a picture, with what and who you have in the picture, Wald pointed out. In selling your picture, you should go wherever your customer is. TV, radio, newspapers. 90 percent of your battle is pre-selling. Penetration before the picture reaches the theatre is the goal. It takes 8 months to a year to do this.

He also pointed out that each film should have a woman's angle. He stated that "the hand that rocks the cradle, rocks the box office."

No "Washed-Up Stars"

Wald explained that there are no "washed-up stars," just "washed-up stories." The object is to get an exciting story and cast it excitingly. The producer also stressed saleable titles. He said that he made a special point to see that the titles on his films are attractive.

Wald-Krasna has among its other properties: "High Heels," "The Girls Have Landed," "Strike A Match," "Big River," the story of the Mississippi, and "All the Beautiful Girls."

"Just remember the four S's, Wald said, "Selling, Showmanship, Stars and Story."



Producer Jerry Wald emphasizes his comments concerning his productions for RKO release with appropriate facial expressions. Wald believes that producers must do more than just make pictures; they must be showmen who can exploit the films.



Marlene Dietrich visits director Billy Wilder and star William Holden on the set of Paramount's "Stalag 17." Don Taylor and Otto Preminger are also starred in the filmization of the Broadway stage hit.

HOLLYWOOD

(*Continued from preceding page*)

quarters in Vancouver, British Columbia, and branch out into various parts of Canada in their search. The musical will go before the cameras early next year upon completion of Hornblow's M-G-M production of "Remains To Be Seen" and LeRoy's direction of Lana Turner's latest Metro film.

* * *

Sterling Hayden will co-star with Ann Sheridan in Universal-International's "Vermilion O'Toole." Hayden plays the father of three motherless sons who fall in love with Miss Sheridan, a saloon entertainer whom his children want as their mother. The story is laid in the Northwest in the 1870's. The screen play by Richard Morris will go before the cameras at U-I early in Sept. . . . At the same studio, George Sherman was set to direct "Sioux Uprising," Jeff Chandler starrer, which Albert J. Cohen will produce. . . . 20th Century-Fox purchased "Loco," a play by Dale and Katherine Eunson, which was produced on Broadway by Jed Harris in 1946. . . . Forrest Judd will shoot "The World's Delight" in India under his Film Group banner. Will Price will direct the film. . . . Rocky Lane's next at Republic will be "The Valley of Missing Men," with Rudy Ralston serving as associate producer. Film will roll Sept. 11.

SPG To Honor Mayer

Louis B. Mayer will be honored as the recipient of the Annual Screen Producers Guild Milestone Award for his historic contributions to the American motion picture, it has been announced by Sol C. Siegel, president of the SP Guild. The presentation will be made at the Guild's Yearly Milestone Dinner on Oct. 22 at the New Statler Hotel in Los Angeles. Jesse L. Lasky was the recipient of the initial Milestone Award last year.

Title Changes

Monogram: "**Wyoming Roundup**" is the final title for "Hired Guns." (Stars Whip Wilson; Vincent M. Fennelly produced).

M-G-M: "**War Smoke**" is the new tag for "Apache Trail" (Stars Gilbert Roland and Barbara Ruick; Harold Kress directed).

Hollywood Production

COLUMBIA

Shooting

SALOME—THE DANCE OF THE SEVEN VEILS
(Technicolor)
(Beckworth Productions)
Cast: Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson, Alan Badel, Basil Sydney.
Producer .....Buddy Adler
Director .....William Dieterle

MEMBER OF THE WEDDING
(The Kramer Company)
Cast: Ethel Waters, Julie Harris, Brandon de Wilde, William Hansen.
Producer .....Stanley Kramer
Director .....Fred Zinnemann

AMBUSH AT TOMAHAWK GAP
(Technicolor)
Cast: John Derek, John Hodiak, David Brian, Maria Elena Marques.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

SERPENT OF THE NILE
(Technicolor)
Cast: Rhonda Fleming, William Lundigan, Raymond Burr.
Producer .....Sam Katzman
Director .....William Castle

ON TOP OF OLD SMOKY
(Gene Autry Production)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

STORY OF A BAD GIRL
(H. H. Productions)
Cast: Cleo Moore, Hugo Haas, Glenn Langan.
Producer-director .....Hugo Haas

Cutting

SAVAGE MUTINY
(Esskay Pictures Co.)
Cast: Johnny Weissmuller
Producer .....Sam Katzman
Director .....Spencer Bennet

ALL ASHORE
(Technicolor)
Cast: Mickey Rooney, Dick Haymes, Jody Lawrance, Ray McDonald, Peggy Ryan, Barbara Bates, Lee Scott, Jack Harmon, Eugene Faccuito.
Producer .....Jonie Taps
Director .....Richard Quine

THE STAR
(Thor Productions)
Cast: Bette Davis, Sterling Hayden, Natalie Wood, Warner Anderson.
Producer .....Bert Friedlob
Director .....Stuart Heisler

Cutting

MEMORY OF LOVE
(Auerbach Film Productions)
(Shooting in Stockholm)
Cast: Anita Bjork, George Nader.
Producer .....Josef Auerbach
Director .....Robert Spafford

DECAMERON NIGHTS
(Film Locations, Ltd. Productions)
(Distributed by Eros Films, Ltd.)
(Shooting in Spain)
(Technicolor)
Cast: Joan Fontaine, Louis Jourdan, Godfrey Tearle, Joan Collins, Binnie Barnes, Marjorie Rhodes, Noel Purcell.
Producer ..... Mike Frankovich
Director .....Hugo Fregonese

RUBY GENTRY
(Bernhard-Vidor Productions)
Cast: Jennifer Jones, Charlton Heston.
Producer .....Joseph Bernhard
Director .....King Vidor

MAN TRAP
(Alexander Paal Production,
Shooting in London)
Cast: Paul Henreid, Lois Maxwell, Kieron Moore, Hugh Sinclair, Lloyd Lamble, Anthony Forwood, William Travers.
Producer .....Alexander Paal
Director .....Terence Fisher

BWANA DEVIL
(Ansco—3 Dimension)
(Arch Oboler Prod.)
Cast: Robert Stack, Barbara Britton, Nigel Bruce, Hope Miller.
Producer-director .....Arch Oboler

MESA OF LOST WOMEN
(Howco Production)
Cast: Jackie Coogan, Richard Travers, Kelly Drake, Alan Nixon, Chris Pin Martin, Lyle Talbot.
Producer ..... Ron Ormond
Director ..... Ron Ormond

THE VELVET CAGE
(Wisberg-Pollexfen Prod.)
Cast: Helen Walker, Ross Elliott, Susan Morrow.
Producer ... Aubrey Wisberg and Jack Pollexfen
Director ..... E. A. Dupont

INDEPENDENT

Shooting

CREEPING SHADOWS
(Nassour Pictures, Inc.
Shooting in London)
Cast: Cesar Romero, Kay Kendall.
Producer..Edward and William Nassour
Director ..... Richard Vernon

THE MONSTER FROM BENEATH THE SEA
(Mutual Productions)
Cast: Paul Christian, Paula Raymond, Steve Brodie, Cecil Kellaway, Ken Tobey, Ross Elliott.
Producer .....Hal E. Chester
Director .....Eugene Lourie

BATTLES OF CHIEF PONTIAC
(Jack Broder Prod.)
Cast: Lex Barker, Helen Westcott, Lon Chaney, Barry Kroeger, Roy Roberts, Katherine Warren, Larry Chance.
Producer .....Irving Starr
Assoc. Producer.....Herman Cohen
Director .....Felix Feist

FOURSIDED TRIANGLE
(Alexander Paal Films,
Shooting in London)
Cast: Barbara Payton, James Hayter, Stephen Murray, John van Eyssen, Percy Marmont, Kynaston Reeves, John Stuart.
Producer .....Alexander Paal
Director .....Terence Fisher

THE SWORD AND THE ROSE
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

Shooting

MR. WALKY TALKY
(Rockingham Production,
For Lipprt Release)
Cast: William Tracy, Joe Sawyer.
Producer .....Hal Roach, Jr.
Director .....Fred Guiol

Cutting

"I'LL GET YOU"
(Eros Films, Ltd.)
(Shooting in London)
(For Lippert Release)
Cast: George Raft.
Producer .....Bernie Luber
Director .....Seymour Friedman

GAMBLER AND THE LADY
(Intercontinental Films Production)
(Shooting in London)
(For Lippert Release)
Cast: Dane Clark.
Producer .....Anthony Hinds
Director .....Sam Newfield

PRESENT ARMS
(Hal Roach Productions;
For Lippert Release)
Cast: William Tracy, Joe Sawyer.
Producer .....Hal Roach, Jr.

METRO-GOLDWYN-MAYER

Shooting

SOMBRERO
(Technicolor)
Cast: Pier Angeli, Ricardo Montalban, Yvonne de Carlo, Vittorrio Gassman, Cyd Charisse, Nina Foch.
Producer .....Jack Cummings
Director .....Norman Foster

SMALL TOWN GIRL
(Technicolor)
Cast: Jane Powell, Farley Granger, Ann Miller, Bobby Van, Billie Burke, Fay Wray, S. Z. Sakall, Nat "King" Cole.
Producer .....Joe Pasternak
Director .....Leslie Kardos

NEVER LET ME GO
(Shooting in London)
Cast: Clark Gable, Gene Tierney, Richard Haydn, Bernard Miles.
Producer .....Clarence Brown
Director .....Delmer Daves

MY MOTHER AND MR. McCHESNEY
(Technicolor)
Cast: Greer Garson, Walter Pidgeon, Donna Corcoran, Agnes Moorhead, Philip Ober, Arthur Shields.
Producer .....Edwin H. Knopf
Director .....Jean Negulesco

THE GIRL WHO HAD EVERYTHING
Cast: Elizabeth Taylor, Fernando Lamas, William Powell.
Producer .....Armand Deutsch
Director .....Richard Thorpe

STEAK FOR CONNIE
Cast: Van Johnson, Janet Leigh, Louis Calhern, Walter Slezak, Barbara Ruick, Gene Lockhart.
Producer .....Stephen Ames
Director .....Edward Buzzell

VAQUERO
(Ansco)
Cast: Robert Taylor
Producer .....Stephen Ames
Director .....John Farrow

JEOPARDY
Cast: Barbara Stanwyck, Barry Sullivan, Ralph Meeker.
Producer .....Sol Fielding
Director .....John Sturges

SEE HOW THEY RUN
Cast: Dorothy Dandridge, Robert Horton, Harry Belfonte.
Producer .....Sol Fielding
Director .....Gerald Mayer

JULIUS CAESAR
Cast: Marlon Brando, James Mason, Louis Calhern, Jon Gielgud, Edmond O'Brien, Greer Garson, Deborah Kerr.
Producer .....John Houseman
Director .....Joseph Mankiewicz

BATTLE CIRCUS
Cast: Humphry Bogart, June Allyson, Keenan Wynn, Patricia Tiernan.
Producer .....Pandro S. Berman
Director .....Richard Brooks

Cutting

STORY OF THREE LOVES
("Equilibrium" Episode)
(Technicolor)
Cast: Pier Angeli, Ricardo Montalban.
Producer .....Sidney Franklin
Director .....Gottfried Reinhardt

DESPERATE SEARCH
Cast: Howard Keel, Jane Greer, Patricia Medina, Keenan Wynn, Lee Aaker.
Producer .....Matthew Rapf
Director .....Joseph H. Lewis

TRIBUTE TO A BADMAN
Cast: Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan, Gloria Grahame, Gilbert Roland, Paul Stewart, Leo G. Carroll Elaine Stewart.
Producer ..... John Houseman
Director ..... Vincente Minnelli

PLYMOUTH ADVENTURE
(Technicolor)
Cast: Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, Dawn Addams, Barry Jones, Richard Anderson Rhys Williams, Lowell Gilmore, Noel Drayton.
Producer ..... Dore Schary
Director ..... Clarence Brown

I LOVE MELVIN
(Technicolor)
Cast: Donald O'Connor, Debbie Reynolds, Richard Anderson, Dean Miller, Donna Corcoran, Barbara Ruick.
Producer .....George Wells
Director .....Don Weis

NAKED SPUR
(Technicolor)
Cast: James Stewart, Robert Ryan, Janet Leigh, Ralph Meeker, Millard Mitchell.
Producer .....William Wright
Director .....Anthony Mann

ROBOGRAM PICTURES

Shooting

STRANGLEHOLD
Cast: Leo Gorcey, Huntz Hall, Marjorie Reynolds, Leonard Penn, Bowery Boys.
Producer .....Jerry Thomas
Director .....William Baudine

THE ROYAL MOUNTED POLICE
(Allied Artists)
Cast: James Craig, Reginald Denny, Keith Larsen, Rita Moreno, Morris Ankrum.
Producer .....Walter Wanger
Director .....Lesley Selander

Cutting

HIAWATHA
(Cinecolor)
Cast: Vince Edwards, Yvette Dugay, Stuart Randall, Stephen Chase, Gene Iglesias.
Producer .....Walter Mirisch
Director .....Kurt Neumann

BATTLE ZONE
(Allied Artists)
Cast: John Hodiak, Linda Christian, Stephen McNally, Philip Ahn, Dave Willock, Todd Karns, John Fontaine.
Producer .....Walter Wanger
Director .....Lesley Selander

HIRED GUNS
Cast: Whip Wilson, Phyllis Coates, House Peters, Jr., Stanford Jolley.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

DOWN PERISCOPE
(Allied Artists)
(Lindsley Parsons Prod.)
Cast: Mark Stevens, Bill Williams, Dorothy Malone.
Producer .....Lindsley Parsons
Director .....Lew Landers

KANSAS PACIFIC
(Allied Artists)
(Cinecolor)
Cast: Sterling Hayden, Barton MacLane, Eve Miller.
Producer .....Walter Wanger
Director .....Ray Nazzarro

Hollywood Production

Paramount Pictures

Shooting

ROMAN HOLIDAY
(Shooting in Rome)
Cast: Gregory Peck, Audrey Hepburn, Eddie Albert.
Producer .....William Wyler
Director .....William Wyler

ROCK GRAYSON'S WOMEN
(Pine-Thomas Production)
(Technicolor)
Cast: John Payne, Jan Sterling, Coleen Gray, Llyle Bettger.
Producers .....William Pine and William Thomas
Director .....Edward Ludwig

Cutting

ROAD TO BALI
(Technicolor)
Cast: Bob Hope, Bing Crosby, Dorothy Lamour.
Producer ..... Harry Tugend
Director ..... Hal Walker

TROPIC ZONE
(Technicolor)
(Pine and Thomas Productions)
Cast: Ronald Reagan, Rhonda Fleming, Estelita, Grant Withers, Noah Beery, Jr.
Producer .....William Pine and William Thomas
Director .....Lewis R. Foster

PONY EXPRESS
(Technicolor)
Cast: Charlton Heston, Rhonda Fleming, Jan Sterling, Forrest Tucker, Michael Moore, Stuart Randall, Pat Hogan.
Producer .....Nat Holt
Director .....Jerry Hopper

PLEASURE ISLAND
(Technicolor)
Cast: Don Taylor, Leo Genn, Dorothy Bromiley, Audrey Dalton, Joan Elan, Elsa Lancaster, Peter Baldwin.
Producer .....Paul Jones
Director .....F. Hugh Herbert

SCARED STIFF
(Hal Wallis Prod.)
Cast: Dean Martin, Jerry Lewis, Lisabeth Scott, Carmen Miranda, Dorothy Malone, George Dolenz.
Producer .....Hal Wallis
Director .....George Marshall

THE STARS ARE SINGING
(Technicolor)
Cast: Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior, Mikhail Rasumny, Tom Morton, Paelo Alberghetti, Bob Williams and Red Dust.
Producer .....Irving Asher
Director .....Norman Taurog

RKO RADIO PICTURES

Shooting

BREAK-UP
Cast: Jean Simmons, Jane Darwell, Victoria Horne.
Producer .....Robert Sparks
Director .....Roy Rowland

SPLIT SECOND
Cast: Jane Russell, Victor Mature.
Producer.....Edmund Grainger
Director .....Dick Powell

Cutting

BLACKBEARD THE PIRATE
(Technicolor)
Cast: Robert Newton, Linda Darnell, Keith Andes, William Bendix, Torin Thatcher, Richard Egan, Irene Ryan, Skelton Knaggs.
Producer .....Edmund Grainger
Director .....Raoul Walsh

THE MURDER
Cast: Robert Mitchum, Jean Simmons, Mona Freeman, Herbert Marshall, Barbara O'Neil, Kenneth Tobey.
Producer-director .....Otto Preminger

BEAUTIFUL BUT DANGEROUS
Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

THE DIFFERENCE
(Filmakers Prods.)
Cast: Edmond O'brien, Frank Lovejoy, William Talman, Virginia Huston, Elizabeth Fraser, Jose Tovay.
Producer .....Collier Young
Director .....Ida Lupino

NEVER WAVE AT A WAC
(Independent Artists Pictures Inc.)
Cast: Rosalind Russell, Marie Wilson, Paul Douglas.
Producer .....Frederick Brisson
Director .....Norman Z. McLeod

Republic

Shooting

THE LADY WANTS MINK
(Trucolor)
Cast: Dennis O'Keefe, Ruth Hussey, Eve Arden, William Demarest, Hope Emerson.
Producer-director .....William Seiter

FAIR WIND TO JAVA
(Trucolor)
Cast: Fred McMurray, Vera Ralston, Victor McLaglen.
Associate producer-Director...Joe Kane

THE SUN SHINES BRIGHT
Cast: Charles Winninger, Arleen Whelan, John Russell.
Producer .....Merian C. Cooper
Director .....John Ford

SWEETHEART TIME
(Trucolor)
Cast: Ray Middleton, Lucille Norman, Bill Shirley, Eileen Christy, Harry Carey, Jr., Estelita.
Assoc. producer-director....Allan Dwan

20th CENTURY FOX

Shooting

TAXI
Cast: Dan Dailey, Constance Smith.
Producer .....Samuel G. Engel
Director .....Gregory Ratoff

MY COUSIN RACHEL
Cast: Olivia DeHavilland, Richard Burton, Ronald Squire.
Producer .....Nunnally Johnson
Director .....Henry Koster

60 SADDLES TO GOBI
(Technicolor)
Cast: Richard Widmark, Don Taylor, Murvyn Vye, Anthony Earl Numkena, Judy Dann.
Producer .....Stanley Rubin
Director .....Robert Wise

Cutting

POWDER RIVER
(Technicolor)
Cast: Rory Calhoun, Cameron Mitchell, Corinne Calvet.
Producer .....Andre Hakim
Director .....Louis King

NIAGARA
(Technicolor)
Cast: Joseph Cotten, Marilyn Monroe, Jean Peters, Richard Allan, Casey Adams, Lurene Tuttle, Dan Wilson.
Producer .....Charles Brackett
Director .....Henry Hathaway

TONIGHT WE SING
(Technicolor)
Cast: Ezio Pinza Roberta Peters, Tamara Toumanova, David Wayne, Dan Croft.
Producer ..... George Jessel
Director ..... Mitchell Leisen

BLOODHOUNDS OF BROADWAY
(Technicolor)
Cast: Mitzi Gaynor, Scott Brady, Richard Allan.
Producer ..... George Jessel
Director ..... Harmon Jones

UNITED ARTISTS

Shooting

KANSAS CITY 1-1-7
(Players and Producers Production;
Cast: John Payne, Coleen Gray, Preston Foster, Dona Drake.
Producers .....Edward Small, Sol Lesser, Sam Briskin
Director .....Phil Karlson

MOULIN ROUGE
(Moulin Prods. and Romulus Films)
(Shooting in Paris) (Technicolor)
Cast: Jose Ferrer, Collette Marchand, Zsa Zsa Gabor, Ann Todd, Danielle Darrieux.
Producer .....Anthony Veiller
Director .....John Huston

THE SCARLET SPEAR
(Color)
(Filming in British East Africa)
Cast: John Archer, Martha Hyer, Morassi.
Producers..George Breakston-Ray Stahl
Directors...George Breakston-Ray Stahl

RETURN OF THE CORSICAN BROTHERS
(Edward Small Production)
Cast: Louis Hayward.
Producer .....Michel Kraike
Director .....Ray Nazarro

Universal International

Shooting

LONE HAND
(Technicolor)
Cast: Joel McCrea, Barbara Hale, Alex Nicol, Chet Allen, Jimmy Hunt.
Producer .....Howard Christie
Director .....George Sherman

DESERT LEGION
(Technicolor)
Cast: Alan Ladd, Arlene Dahl, Richard Conte, Akim Tamiroff, Oscar Beregi.
Producer .....Ted Richmond
Director .....Joseph Pevney

MAN FROM THE ALAMO
(Technicolor)
Cast: Glenn Ford, Julia Adams, Chill Wills.
Producer .....Aaron Rosenberg
Director .....Budd Boetticher

ABBOTT AND COSTELLO GO TO MARS
Cast: Budd Abbott, Lou Costello, Robert Paige, Mari Blanchard, Martha Hyer, Horace McMahon, Jack Kruschen.
Producer .....Howard Christie
Director .....Charles Lamont

Cutting

THE GREAT COMPANIONS
(Technicolor)
Cast: Dan Dailey, Diana Lynn, Chet Allen, Kyle MacDonnell, Scat Man Crothers.
Producer .....Albert J. Cohen
Director .....Douglas Sirk

CATTLE KATE
(Technicolor)
Cast: Maureen O'Hara, Alex Nicol, Hugh O'Brian, Jeanne Cooper.
Producer .....Leonard Goldstein
Director .....Lee Sholem

WILLIE AND JOE BACK AT THE FRONT
(Shooting in Japan)
Cast: Tom Ewell, Harvey Lembeck, Mari Blanchard, Russell Johnson.
Producer ..... Leonard Goldstein
Director ..... George Sherman

MISSISSIPPI GAMBLER
(Technicolor)
Cast: Tyrone Power, Piper Laurie, Julia Adams, John McIntire, John Baer, Paul Cavanaugh.
Producer .....Ted Richmond
Director .....Rudolph Mate

"A MAN'S COUNTRY"
(Technicolor)
Cast: Audie Murphy, Susan Cabot, Charles Drake, Paul Kelly, Jack Kelly.
Producer .....Aaron Rosenberg
Director .....Nathan Juran

SEMINOLE
(Technicolor)
Cast: Rock Hudson, Barbara Hale, Anthony Quinn, Richard Carlson, Hugh O'Brian.
Producer .....Howard Christie
Director .....Budd Boetticher

WARNER BROS.

Shooting

STOP, YOU'RE KILLING ME
(WarnerColor)
Cast: Broderick Crawford, Claire Trevor,Virginia Gibson, Sheldon Leonard, Charles Cantor, Joe Vitale, Howard St. John.
Producer .....Louis F. Edelman
Director .....Roy Del Ruth

THE MASTER OF BALLANTRAE
(Technicolor)
(Shooting in London)
Cast: Errol Flynn, Beatrice Campbell, Roger Livesey, Anthony Steel, Felix Aylmer, Francis De Wolf, Yvonne Furneaux.
Director .....William Keighley

HIS MAJESTY O'KEEFE
(Technicolor)
(Shooting in the Fiji Islands)
Cast: Burt Lancaster, Joan Rice, Benson Fong.
Director .....Byron Haskin

BACK TO BROADWAY
(Warner Color)
Cast: Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore.
Producer .....Henry Blanke
Director .....Gordon Douglas

THE JAZZ SINGER
(Technicolor)
Cast: Danny Thomas, Peggy Lee, Jim Backus.
Producer .....Louis F. Edelman
Director .....Michael Curtiz

BY THE LIGHT OF THE SILVERY MOON
(Technicolor)
Cast: Doris Day, Gordon MacRae, Rosemary DeCamp, Leon Ames, Mary Wickes, Maria Palmer, Billy Gray, Russell Arms.
Producer .....William Jacobs
Director .....David Butler

Cutting

SPRINGFIELD RIFLE
(WarnerColor)
Cast: Gary Cooper, Phyllis Thaxter, David, Brian, Philip Carey, Alan Hale, Jr., Lon Chaney, Jr., Paul Kelly, James Millican.
Producer .....Louis F. Edelman
Director .....Andre De Toth

THE DESERT SONG
(Technicolor)
Cast: Kathryn Grayson, Gordon MacRae, Steve Cochran, Raymond Massey, Dick Wesson, Allyn McLerie.
Producer .....Rudi Fehr
Director .....Bruce Humberstone

SHOWOFF!



your **BOXOFFICE** is

Only as **GOOD** as your

SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

USTRY GROUPS SUPPORT DUCERS IN 16MM. SUIT

EXHIBS JOIN IN CROSS MOTION WITH RADIO-TV

MSTRUCTION BAN ENDS APRIL 1

C'S RULINGS USED TO FIGHT CENSORS

REFUSES COST DATA REQUESTS

SET OWNERS PREFER MUSICAL PIX

'S '53 LINE-UP BOASTS OF 36 IN TECHNICOLOR

MO SETS FIRST NATIONAL MEET SINCE '46

REVIEWS
pages 10, 11, 14

30, No. 4 September 6, 1952

... second class matter October 25, 1946, at the ... at New York, N. Y., under the act of March ... Published Biweekly by The ITOA Independent, ... Broadway, New York 36, New York. Sub... price $2.00 a Year, Single copy 10 cents.

TIME TO LIVE TOGETHER

THIS week, radio, television and the motion picture theatre industry took an historic step forward with the signing of a reciprocal promotion pact by WNBC and WNBT, the key radio and television stations of the National Broadcasting Company, and the Organization of the Motion Picture Industry of the City of New York.

The agreement is all the more significant since it was consummated at a time when the Department of Justice, ostensibly acting on its own initiative, is trying by legal action to force several film companies to sell their feature films backlog for free television showings.

Less than a month ago, The New York Times, attacking the suit, observed editorially that "it is

(See Page 5)

These M-G-Musicals will raise L wit

LANA



M-G-M presents Lana Turner as "THE MERRY WIDOW" co-starring Fernando Lamas • with Una Merkel • Richard Haydn Thomas Gomez • Color by Technicolor • Screen Play by Sonya Levien and William Ludwig Based on the Operetta Written by Composer Franz Lehar and Authors Victor Leon and Leo Stein Directed by Curtis Bernhardt Produced by Joe Pasternak

They love it! This is IT with music! The screen has not radiated in years such sheer excitement as sparks from the kisses of exquisite Lana Turner and the screen's new hot-blooded Latin lover, Fernando Lamas. In every theatre where it plays, packed audiences sit tense at the love scenes, thrill to the glorious Lehar music, enjoy the hilarious situations and the beauty of the Technicolor spectacle. This is why movies were born!

oxoffice Records!

LANZA



G-M presents Mario Lanza in
ECAUSE YOU'RE MINE"
ntroducing Doretta Morrow
with James Whitmore • Color
by Technicolor • Screen Play by
Karl Tunberg and Leonard
Spigelgass • Based on a Story
by Ruth Brooks Flippen and
Sy Gomberg • Directed by
Alexander Hall • Produced by
Joe Pasternak

Lanza sings again! The star who thrilled America as it's never been thrilled before goes on to even greater triumphs. More than a year in the making, "BECAUSE YOU'RE MINE" is unquestionably the most eagerly awaited attraction of the New Movie Season. But M-G-M has not taken for granted this ready-made audience. The New Lanza Musical, destined to be a bigger hit than even "The Great Caruso", is preceded by a long-range campaign reaching hundreds of millions throughout the nation.



Your audience wrote this ad

One of the finest productions I have ever seen, "O. Henry's Full House" is a beautiful picture; warm, sympathetic, funny and grand. I have always enjoyed reading O. Henry, but I found his works even more fascinating in the film. It was a new kind of a picture, suiting everyone's taste—young and old alike. Excellent in all departments: writing, acting, directing and photography, the picture is delightful to watch and a most excellent way to introduce people to the works of this wonderful author. Each story is more interesting than the other and sure to please the public. I consider "O. Henry's Full House" a masterpiece of a movie that does justice to five O. Henry classics. The audience at the performance I witnessed applauded each story individually and gave a rousing response at the picture's end. It was a thoroughly enjoyable evening at a motion picture theatre. Pictures like this will make everyone want to go to the movies. Not only *I* thought it was wonderful, the whole audience was very pleased. Each sequence touched the heart and I have every intention of seeing them again. "O. Henry's Full House" is honest, human, down-to-earth. Wholesome and entertaining, it is a wonderful screen surprise with superb performances. A four-star picture! To be seen by all.

COMMENTS FROM AUDIENCE REACTION CARDS
ROXY THEATRE PREVIEW... FRIDAY, AUGUST 29th

FRED ALLEN · ANNE BAXTER · JEANNE CRAIN
FARLEY GRANGER · CHARLES LAUGHTON
OSCAR LEVANT · MARILYN MONROE · JEAN PETERS
GREGORY RATOFF · DALE ROBERTSON
DAVID WAYNE · RICHARD WIDMARK

O. Henry's
FULL HOUSE

Produced by ANDRE HAKIM
Directed by HENRY HATHAWAY · HOWARD HAWKS · HENRY KING · HENRY KOSTER · JEAN NEGULESCO
Screen Plays by RICHARD BREEN · WALTER BULLOCK · IVAN GOFF · BEN ROBERTS · LAMAR TROTTI

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

September 6, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

in the public interest that both TV and the motion picture industry should flourish and they must have time to live together. The Department of Justice is ill-advised to tip the scales to one side's advantage." In another editorial, the Herald-Tribune stated, "The interests of neither the motion picture industry nor the television industry will be served if the Government insists on destroying property rights. By the same token, even the innocent bystander, the television viewer, will suffer if the Government persists."

This mutual promotion pact is indicative of the fact that the movies and TV are quite capable of working out their problems, if given the chance. As spokesmen of both media explained, this project is designed to encourage a spirit of co-operation and to give evidence that radio, TV and the motion picture industry, including the theatres, "can work together and complement each other's activities with mutually beneficial results."

Details of the program are outlined on our news pages. In brief, radio and television will promote moviegoing and the theatres will promote the programs urging theatre attendance. From the standpoint of the theatres, it is designed to attract patrons to the box office while films are current and popular. But it goes further than that. There is also an opportunity for the film companies to explore the potentialities of this medium for producing results. Even the stay-away whose attention is glued to the TV screen can now be given an inkling of what he is missing.

Needless to say, television will derive reciprocal advantages from this arrangement. It's all healthy and constructive . . . not destructive, like the Government's intervention with its 16mm. suit.

Strange that a Congressional sub-committee should be investigating Hollywood for Communism when there is not a trace of such leanings in any films, while a Government agency is in effect trying to set up a "Politburo" for films!

"The Last Laugh"

And while we're still on the subject, we note that two feature films (German), "The Last Laugh" and "The Cabinet of Dr. Caligari," both now almost 30 years old, will be revived at the Baronet, a New York theatre. This is all the more unusual since both films are the property of the United States Government and are being released by special arrangement with the Attorney General. We are wondering why the Department of Justice didn't sell them to television. Perhaps the "reasonable clearance" period hasn't expired.

Go To The Fair

One of the most valuable, but until now overlooked, means of building a foundation for a true public appreciation of motion pictures as an industry as well as a form of entertainment is the use of exhibits at state fairs. This was started recently at the Ohio State Fair where the ITO of that state backed a "Hollywood At The Fair" exhibit, and carried on at the Indiana State Fair, which closes at the end of this week, by the state affiliate of Allied Theatre Owners. From where we survey the industry scene, invaluable public relations service and box office interest will be created by a continuing policy of booking space at the many, many fairs and local shows which dot the nation annually.

At the Indiana State Fair, the public has the opportunity to meet stars in person, investigate model sets and clothes from new and old pictures, see sketches showing the steps in the production of an animated cartoon, and examine props from various popular and famous movies. With the aim of impressing Fair visitors with their pride in the industry, ATOI is showing how a film reaches the screen, from its inception as a story idea through all the detailed stages.

A True Pioneer

It is most suitable that the person chosen as the Motion Picture Pioneer of the Year 1952 should be Nate Blumberg, chairman of the Board of Universal Pictures. For Mr. Blumberg, who is currently celebrating his 40th Anniversary in the motion picture business, entered our industry way back in those pioneer days of 1912 as a poster clerk. In announcing the selection of Mr. Blumberg, who will be honored at the annual Pioneer dinner meeting, Nov. 25, Jack Cohn, president of the group, rightly said: "His devotion and adherence to the principles of the motion picture business, together with his significant contributions and constructive participation . . . exemplify all that we mean by a motion picture pioneer."

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

SC's 'Miracle,' 'Pinky' Rulings Employed By Censor Fighters

Foundation for freedom of films, created by the recent U. S. Supreme Court decisions concerning "The Miracle" and "Pinky," is serving as the basis for efforts in various situations to oppose the complete power of local censors and boards who are still fighting to maintain their control over what appears on motion picture theatre screens.

Theatremen were urged by Herman M. Levy, general counsel for Theatre Owners of America, to press for revision of censorship laws within their communities and states if these laws offend the principles laid down by the U. S. Supreme Court in the "Miracle" and "Pinky" decisions. Levy's message was contained in a special bulletin to TOA members, released late last week, in which he reviewed the court's opinion and commented on its implications.

Levy held that the governments either should analyze their laws and repeal them if found to be offensive to the high court principles, or, jointly with "exhibitor and/or distributor groups, seek the advice of courts as to constitutionality through suits in the nature of declaratory judgment, or other appropriate procedure."

Exhibitors Advised

Local exhibitor leaders were advised by the TOA attorney to "bring this to the attention of their governments in the hope that favorable action will be taken, and that, thereby, expensive and debilitating litigation may be avoided."

Levy stated further that in instances where censors are operating under statutes or ordinances 'clearly offensive to the principles" and where censors are being paid from public funds or otherwise, refusal or neglect to repeal "is inexcusable and unjustified."

It was reminded by Levy, however, that all censorship, *per se,* plus prior scrutiny, was not dispensed with by the Supreme Court ruling.

Censorship Of Newsreels Attacked

TOLEDO.—Newsreel censorship was termed "censorship in its most objectionable form" by attorneys for exhibitor Martin G. Smith in arguments advanced in the film industry's brief in Municipal Court here before Judge Frank W. Wiley. Arguments were contained in the final reply brief filed by industry attorneys at the weekend for Smith in the campaign to remove prior censorship of newsreels in Ohio.

Judge Wiley is expected to rule on the test case around Oct. 1. Brief submitted to him noted that "the import of the decisions of the U. S. Supreme Court (in the 'Pinky' and 'Miracle' cases) is to impose upon the state responsibility for justifying the restraint in the censorship of newsreels, for the state has such responsibility when rights protected by the First and 14th Amendments to the Constitution are affected."

Brief was prepared with co-operation of the MPAA, which joined with Independent Theatre Owners of Ohio in starting the court test. Brief holds that the arguments advanced by the city attorneys "overlooks the real meaning of the Burstyn ('Miracle') case, which is the overruling of the Mutual case in holding that motion pictures are within the protection of the First Amendment. . . ."

Basic premise of the city's brief was that "little restraint" is placed on the showing in Ohio of newsreels. The Smith reply duly asserted that "restraint exists in every case whether or not a deletion is made" in "two aspects:

"The requirement of prior submission of every film to the censors, and exaction of a tax on every newsreel print shown in Ohio. The prior restraint is apparent. The number of deletions has no relevance in determining the existing of a prior restraint."

Defense stated also that Ohio made no posed by state law is "justified for any purmove to show that newsreel censorship impose." Brief then charged that Ohio's censorship fee is a "at license tax imposed on the exercise of a Constitutional right" and derided the claim that the defense would have to show that the tax was "confiscatory."

Chicago's "Miracle" Ban Fought

CHICAGO.—American Civil Liberties Union's fight against Chicago's motion picture censorship ordinance appears headed for the courts. A legal test was shaping up this week after the Union's Chicago Division renewed its request to municipal authorities to permit a public showing of "The Miracle." A similar petition had been rejected earlier.

The new request was made after the ACLU sponsored two private screenings of the banned film at the First Unitarian Church in Hyde Park, a Chicago suburb. Of more than 200 present who answered questionnaires, not one believed that "The Miracle" should be banned, the Union announced. Most of them found nothing immoral, obscene, sacrilegious, or otherwise offensive in the movie. Attending were persons of various religious beliefs and walks of life, including ministers, attorneys, doctors, housewives, businessmen, salesmen, and professors.

Chicago Viewing Asked

In asking that the Chicago public be permitted to see the movie, the ACLU declared: "It is our position that the entire Chicago motion picture censorship ordinance is void and unconstitutional under both the United States and Illinois constitutions. . . . Under the law of the land the city or any of its agents lack authority to ban this picture either on religious or moral grounds."

The Chicago Police Department Censorship Board has banned "The Miracle" twice: once before and once after the Supreme Court decision. Opinions expresed about the film after the private showings "proved beyond all doubt that the people of Chicago are violently opposed to this arbitrary and partisan censorship, displayed by the police department in banning the showing of 'The Miracle,'" according to Edward H. Meyerding, executive director of ACLU's Chicago Division.

Film Hits Reach 18% Of Year's Releases

Detroit.—Better than 18 percent (63) of the 339 features released since last September have been outstanding hits and more than half have achieved substantial box office success, it has been revealed in a survey made by an exhibitors' fact-finding committee here.

Noting that the film record for the year was the best in a decade, the committee stated that survey results compare with 6.1 percent of novels published which made the best-seller class and 13.1 percent of stage plays produced which were in the hit category.

Providence Told To Alter Censor

PROVIDENCE.—City Solicitor William E. McCabe recently advised Mayor Reynolds that movie censorship as it has been practiced in this city "can no longer be legally upheld." This, he said, is "clearly" shown by two recent decisions of the Supreme Court.

But, McCabe said, he thought that censorship which is limited to obscene, indecent, immoral or profane films can still be exercised by the Bureau of Licenses, and that it can even continue to do so without any new legislation.

McCabe made his report in answer to the mayor's request for a complete study of local censorship methods in light of the Supreme Court action against the banning of "The Miracle" in New York and of "Pinky" in Marshall, Texas. After a careful study of both rulings, McCabe stated: "Both of these cases clearly show that censorship as hitherto exercised by the licensing authorities in Providence can no longer be legally upheld."

In a three-and-one-half page report, documented with legal references, McCabe pointed out that the state's general laws provide for licensing of shows and for revoking such license if deemed necessary.

Justice Grants Extension For Divestiture Actions Involving Loew's, UPT

WASHINGTON.—The Justice Department, in two separate actions, has granted extensions to United Paramount Theatres and Loew's, Inc., to divest or dispose of various theatre interests held by the concerns.

UPT's deadline was advanced from Sept. 3 to Dec. 3 in which to terminate holdings in about 30 theatres. The New York Statutory Court will be asked to approve the extension. The first deadline affected one-third of about 180 houses, and UPT had been able to dispose of only about half the required number.

Under the new Loew's extension the concern was given until Sept. 6 to submit a divestiture plan of its joint interests with the United Artists theatre circuit.

If the date allows in sufficient time, Loew's will be given until Sept. 13 to begin court action to effect dissolution. Previous Loew's deadlines were Aug. 23 and 30.

Industry Groups Give Support To Producers In 16mm. Action

Latest highlight surrounding the Justice Department vs. major distributor anti-trust action on features-for-television was the move taken by the Screen Actors Guild in Los Angeles last week to line up with the film produeers in eontesting the suit.

SAG's executive board warned that the suit jeopardizes the livelihood of 250,000 film industry workers. If successful, the SAG board noted, "a great many of the 22,000 motion picture theatres would be forced to close."

The threat to labor seen in the suit brought SAG to announce that it will ask the American Federation of Labor executive council to investigate the D. of J. action.

SAG Gives Views

SAG at the same time stated that it believes producers can of their own free will sell video rights to their films and should give actors additional compensation with each sale. Only pictures which have "exhausted their box office possibilities" should be thus sold, SAG noted.

Suit will be opposed also by the membership and resourees of all 11 organizations comprising the Motion Pieture Industry Council, it was reported from Hollywood.

MPIC membership agreed that a more incisive effect can be achieved by permitting each member organization to adopt a method most fitting to it in battling the suit.

Investigation Expected

In Washington, meanwhile, the Senate Small Business Committee said through a spokesman that it expects to investigate exhibitor complaints on the suit. Committee currently is checking complaints about possible discrimination against small independent theatremen.

The suit was called a "plan to destroy the movies" by the New York "Daily News" in an editorial blast against Attorney General James P. McGranery's action.

Under the title, "Want to Destroy the Movies?" the editorial noted that "obviously, when a new picture can be seen on TV for nothing, very few people will pay money to see it in theatres. If the new films become available to TV immediately on release, the movie industry will go bust in a hurry, and so will the thousands of movie theatres around the country."

Clearances Suggested

Regarding the "reasonable clearances" which were suggested by the D. of J. as balm for exhibitors after a government victory, the "News" editorial stated: "The question is: what is a reasonable clearance period, and who is to decide when that period has passed in the case of any picture?"

As an example of the fallaciousness of the "reasonable clearance" idea, the editorial noted that "King Kong," a success in 1933, is again scoring highly in reissue. Below a cut of "King Kong," the ape, a caption noted: "This is King Kong, not the Attorney General."

Commented the "News": "The whole business strikes us an an ill-considered, probably political attempt to interfere with economic principles as they operate in the movie industry. It can mean literally the death of that industry."

Concluding the editorial was the paper's expressed desire that "McGranery will think better of it (the action) and withdraw the suit, or that it will lose out in the courts, or that Congress will kill it off if the courts don't."

An editorial which originally appeared in the New York "Daily Mirror," of the Hearst chain, carrying the eharge of "blundering bureauerats" against government lawyers for filing the suit, was reprinted last week in a Seattle daily paper of the same chain.

Hearst Blast Reprinted

The Boston "American," another Hearst newspaper, last week carried a reprint of an editorial whieh appeared originally in Hearst's New York "Journal-American."

Independent Theatre Owners of Ohio, at a board of directors meeting in Columbus last week, resolved an emphatic protest against the suit. Organization decided to offer "whatever aid they can to the producers and distributors who are defendants." Special emphasis was placed on the fact that there are 13 TV stations now operating in Ohio, more than in any other state.

Theatres' investments would receive no protection, ITOO's resolution eharged, from any "reasonable" amount of elearance as asked by the government.

Construction Ban Ends On April 1

WASHINGTON.—The outright ban on construction of new theatres will be ended on April 1, 1953, according to the National Production Authority, which said also that it would review the supply situation in October to see if it might be possible to end the ban even earlier.

Amusement construction will be placed on the same basis as other types of building.

As a practieal matter, the relaxation will benefit builders of drive-ins to a much greater extent, since the amount of controlled materials which can be self-authorized would in themselves be enough only for a small drive-in. Thus a builder of a small ozoner could go right ahead without permission of any kind.

Allocations Listed

Prospective theatre builders will be able to self-authorize per project, per quarter, up to five tons of earbon steel (not to include more than two tons of structural shapes), 500 pounds of copper and eopperbase alloys, and 300 tons of aluminum.

Furthermore, builders will be allowed to apply to NPA for eontrolled materials in excess of the amounts which can be self-authorized.

Builders can also use each quarter's quota in succeeding quarters, and thus be able to complete somewhat larger projects.

Prospective theatre bnilders, under the new regulation, ean use up to $15,000 of building equipment and materials other than the three eontrolled metals, and up to $5,000 of production equipment and production machinery.

N.Y. Exhibitors Join In Cross Promotion Pact With Radio-TV

An agreement cementing plans for a reeiprocal promotion project between Stations WNBC-WNBT and the Organization of the Motion Picture Industry of the City of New York was signed this week.

Fred J. Schwartz, chairman of OMPI, and Ted Cott, vice-president and general manager of WNBC-WNBT, the key radio and television stations of the National Broadcasting Company, signed the deal.

In a eampaign designed to encourage a new understanding and feeling of mutnal co-operation between the two media, reciprocal cross-promotion plans will include listings on WNBC-WNBT of current and popular motion pictures, as well as special programs highlighting various features of the movie industry. OMPI will prepare, distribute and display trailers and posters boosting these programs in the participating theatres, which will nnmber more than 500 and include some 30 theatre chains.

Co-operation Lauded

In commenting on the new alliance, Schwartz said, "I have no doubt that this agreement, the first of its kind, will give ample evidence that radio, TV and the movies can work together and complement each other's activities with mutually beneficial results. It will also be of benefit to the public in keeping them informed of the best in entertainment."

Cott stated: "NBC is very proud of the opportunity to help prove to the entertainment industry that the so-called rival industries can augment each other by working together. We are very confident that our 'joining hands' campaign will work to the advantage of both industries."

Campaign, which runs for a trial period of 13 weeks subject to renewal, will be teed off on Sept. 15 on WNBC and WNBT with a daily listing of popular movies currently playing in neighborhood movie houses. Skitch Henderson will handle the radio chores both morning and evening, while the television time slot has not yet been designated.

Weekly Show Planned

On Sept. 22, WNBC will present a weekly Hollywood variety show, which will feature recorded interviews with stars, producers and other film personalities and movie music on records. Simultaneously, a daily five-minute television program on WNBT will be inaugurated during the 6:15 and 6:30 PM period.

In preparation is a documentary series of six or seven radio programs, realistically dramatizing the men who make the movies. NBC will provide top producers, script writers and actors as required for these programs, with OMPI providing the material. Many other promotions, including a supermarket tie-up to promote movies by selection of a "Super Movie of the Month," are presently in the planning stage.

TELEVIEWS

By AARON SLOAN

Another Big Bout

Big screen theatre video coverage of the Joe Walcott-Rocky Marciano heavyweight championship prize fight, slated for Sept. 23 at Philadelphia's Municipal Stadium, is expected to have the largest network of houses participating for any sporting event to date. Theatre Network Television will handle the attraction as a result of arrangements made with the International Boxing Club. RKO Pictures, in conjunction with RKO Pathe, has arranged with the International Boxing Commission to produce and distribute films of the bout. Home video and radio will be excluded from the ring, as well as theatre TV coverage for Philadelphia, Camden, Chester, Providence and Boston. New York houses suitably equipped will carry the fight.

Nathan L. Halpern, TNT prexy, arrived this week from the Coast to confer with executives of Loew's, United Paramount Theatres, Warner Bros. and RKO Theatres on terms for the fight coverage at circuit houses. Halpern, it is said, must guarantee a $200,000 return to IBC. The 50th St. Guild Theatre in Rockefeller Center meanwhile put reserved seats for the fight on sale. Prices will be $4.20, including tax, at the 450-seat house. Frank Durkee's State Theatre, Baltimore, will charge a straight $2.40 with no reserved seats.

ABC-UPT Hearings End

FCC hearings on the proposed American Broadcasting Co.-United Paramount Theatres merger have at last come to a close. Washington sources see a decision forthcoming by the end of October. Exceptions filed by either party to the initial decision would delay the final ruling approximately one month. It is hardly likely that the merger can gain that approval before December.

Video Revenue Rises

Television broadcast revenues in 1951 were more than double the 1950 total; of 106 TV stations for which complete data was available, 92 reported profitable operations. Broadcast revenues in 1951 were $253,000,000 compared with $105.9 million the year before and only $34.3 million in 1949. Of 14 stations reporting losses, eight were located in New York and Los Angeles, the two seven-station markets. . . . A Chicago report revealed that WBKB-TV, the Balaban and Katz station, will show a greater profit this year than any other TV outlet other than key New York network stations.

Random Notes

Walter Reade, Jr., head of Walter Reade Theatres, asked FCC for a UHF channel in Asbury Park, N. Y., under an application name of Atlantic Video Corp. . . . George Hornstein, president of Joe Hornstein, Inc., equipment dealers, installed a Motiograph TRAD dual large screen TV apparatus in the 2,500-seat Paramount Theatre, Lynn, Mass., a New England Theatres, Inc., operation of United Paramount Theatres.

Theatre TV Data

Theatre video transmission cost information was received by the Motion Picture Association of America from the American Telephone and Telegraph Co. in the form of a six-page communique. Although contents were not yet disclosed, it was learned that atempts were made to answer all questions asked. The MPAA request, also joined in by NETTC, sought cost data especially on a projected theatre TV network betwen New York and Washington, D. C.

TNT's Tie-Up

Theatre Network Television tied up with NBC-TV to broaden the scope of sponsored theatre TV programming by forming a plan through which a commercial firm can have outlets in all coaxial cable cities where theatres are equipped with big screen installations. The plan is now being circulated, via brochure, among advertising agencies.

Canada and Telemeter

In Canada, where the government enjoys a monopoly on home television, Famous Players Canadian Corp. signed a 25-year contract for all Canadian rights to pay-as-you-see Telemeter. Famous does not need a government license for operation of this system since airwaves are not utilized. Famous' Telemeter shows will, however, compete with free government home shows, put on by Canadian Broadcasting Corp. Famous, by the way, was unable to secure a home TV station license from the government.

TV Set Owners Like Musical Pix

Musical films rank highest in theatre fare preference of persons who own home television sets while romantic dramas get top place with those who don't own TV sets, according to findings of a survey taken recently by Applied Psychology Association of 250 people who visited nine different Los Angeles theatres on one night.

Survey results, printed in "Broadcasting-Telecasting" magazine, revealed that 79 percent of set owners polled would rather view the same movie on a theatre screen. But 72 percent of the 63 percent queried (non-TV set owners) said they plan to purchase home sets within the next year.

Set owners prefer romantic films second to musicals and list adventure-action epics, comedy, mystery and western films in descending order, survey results disclosed. Non-set owner prefer musicals second, comedy pictures third, then adventure-action, mystery and western films, it was noted.

Theatre-Going Favored

The survey was taken in an attempt to correlate video and motion picture viewing attitudes. It gave indication that of the non-TV set owners, 83 percent would rather watch the film in a theatre.

Contributing factors, according to the survey takers, responsible for the high preference shown in both categories of those interviewed to watching films in theatres were:

1. More illusion of participation is created by a larger-sized screen. 2. Greater continuity is provided because commercials and announcements were absent. 3. Fewer distractions are presented in a darkened and more quiet environment.

Survey showed also that one percent of set owners polled attended theatres more than one time weekly while two percent of non set owners attended more than one time weekly.

AT&T Refuses Cost Data Requests

WASHINGTON. — The American Telephone & Telegraph Co. has refused for the second time to furnish cost data on theatre television transmission service needed for channel allocation hearings scheduled to begin Oct. 20 before the FCC.

Reason tendered the MPAA and NETTC by AT&T was that the utility cannot determine at this time what theatre interest requirements will be in the future. AT&T also noted that certain equipment required for inter-city theatre TV circuits is not yet on the market.

Price information on theatre TV transmission is thought to be essential to the determination FCC must make at hearings as to whether the industry is to be assigned exclusive channels for a theatre service or whether such service should be set up as a common carrier with AT&T furnishing the facilities.

Paper's Critical Story Against Pix Followed Up By Pro-Hollywood Piece

The New York "Post" followed up a highly critical article which appeared last July on the movie industry with an enthusiastic survey last week of present industry conditions and future prospects. The positive article was written by Irene Thirer, the paper's film critic. The earlier and negative article had been written by Sylvia Porter, "Post" economics writer.

Miss Thirer's article was entitled 'The Movies Carry On—and Nobly." It noted that video "never will replace the motion picture—even though, it is admitted, there was a dip in film business after the war years, and up to July 1 of this year."

Article, which published in consequence of efforts of the Organization of the Motion Picture Industry of New York City, lists current and forthcoming films and notes many of the stars of those pictures.

BO Tax Fighters Listed

MINNEAPOLIS. — List of political action committee chairmen and members on the state's Congressional district level was made public last week by the Minnesota tax repeal committee of the COMPO drive.

Universal's 1953 Line-up Boasts Technicolor For 26 Of 36 Films

Thirty-six top-budget features, with a record twenty-six in Technicolor, will be turned out by Universal-International during the fiscal year beginning Nov. 1, it was announced at the conclusion of a series of executive meetings last week at the Studio.

Headed by Milton R. Rackmil, newly-elected president, and N. J. Blumberg, recently elevated to the chairmanship of the Board of Directors, the conferences were attended by William Goetz, chief of production; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president and general manager at the Studio, and David A. Lipton, vice-president in charge of advertising and publicity.

Rackmil Lauds Studio

"I am highly gratified by the efficient and effective operation of the Studio," Rackmil declared. "The best evidence of it is the number of successful pictures the Studio is producing. The Studio is operating under a realistic policy in which I wholly concur."

Expressing utmost faith in the future of the industry of which he so recently became an important member, Rackmil emphasized that there will be no change in the highly successful pattern of production followed by the Studio in the past few years. As indicative of the company's confidence in the future, he pointed out that Technicolor commitments for the coming fiscal year will be the highest ever undertaken.

The new schedule calls for eight more Technicolor features than were produced by U-I during the current year, which will make it the industry's leading producer of Technicolor films for the third year in a row. U-I will continue its program of signing big name stars, he said.

Ladd Vehicle Listed

The 1952-53 release schedule includes such Technicolor films as "Against All Flags," Errol Flynn and Maureen O'Hara; "City Beneath the Sea," Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball; "Meet Me at the Fair," Dan Dailey and Diana Lynn; "Mississippi Gambler," Tyrone Power, Piper Laurie and Julia Adams.

Also, "Desert Legion," Alan Ladd, Richard Conte and Arlene Dahl; "Lone Hand," Joel McCrea, Barbara Hale and Alex Nicol; "Man from the Alamo," Glenn Ford and Julia Adams;"Thunder Bay," James Stewart; "Vermilion O'Toole," Ann Sheridan and Sterling Hayden, and "Law and Order," Ronald Reagan, Susan Cabot and Alex Nicol.

Black-and-white films: "It Grows on Trees," "Because of You" and "Back at the Front."

Reagan Quits SAG Helm

HOLLYWOOD.—Ronald Reagan will retire next November as Screen Actors Guild president following consecutive terms in that office for more than five years, it has been announced by the official SAG nominating committee. Walter Pidgeon, first vice-prexy, has been nominated to succeed Reagan, who will continue as a member both of the board of directors and the executive committee.

Named by the committee for other one-year office terms were: Leon Ames, John Lund and William Holden as first, second and third vice-presidents, respectively.

Universal Institutes Shorts Sales Drive

The first short subjects sales drive in the history of Universal Pictures, expressly for bookers, will be launched Oct. 6 as "Bookers Short Subjects Drive for 13 weeks. In announcing details of the drive, which will see valuable prizes awarded to bookers for the best performances in each of the company's six domestic sales districts, Irving Sochin, newly-appointed short subjects sales manager, disclosed that the drive was being launched because in a recent informal survey it was learned that more and more, the entire show available at the theatre was being merchandised. Sochin reported that in television areas, exhibitors felt that where their shows included newsreels and short subjects, they were in a much more favorable competitive position.

To make a large reservoir of short subjects available, Universal will pre-release some shorts during the Drive.

TOA Convention Agenda Lists Johnston Address, Tour With Pres. Truman

WASHINGTON. — Eric Johnston, head of MPAA, will be the featured speaker at the President's Banquet of the TOA Convention to be held here Sept. 14-18, according to TOA. TOA president Mitchell Wolfson has invited company presidents and other film industry leaders to attend.

President and Mrs. Harry S. Truman will greet the wives of TOA members in the White House Rose Garden Sept. 17 and will personally conduct a tour of the White House for the ladies in Washington at that time for the TOA Convention.

A reduced rate of registration for theatre and film exchange employees, including theatre managers, salesmen, bookers and office managers, has been put into effect for the Convention, which will take place at the Shoreham Hotel.

Reduced Fees Set

According to A. Julian Brylawski, general chairman, industry employees can register for $20 instead of the usual $40. Fee entitles registrants to a "Southern Hospitality" brunch on Monday; a preview attendance of a major feature; all Convention luncheons for delegates and the Coca Cola Co. boat trip on the Potomac River, with cocktails, supper and dancing.

Other activities on the Convention program will include theatre parties, special events for ladies, and a display of Paris fashions for ladies.

Drill Oil At Fox Studio

HOLLYWOOD.—Permission to drill an oil well on 20th Century-Fox's studio property is being sought by Universal Consolidated Oil Co. in an application filed with the Los Angeles Planning Commission.

Nine New Films Launched At Fox

Nine new productions, the largest ever launched within a single month at the company's studios, will be put in work this month by 20th Century-Fox. Eight films will go before the cameras during the first two weeks of the month, while a ninth will get underway on Sept. 22.

Due to start this week were "Stage to Silver City," co-starring Rory Calhoun and Dale Robertson, directed by Harmon Jones and co-produced by Robert Bassler and Michael Abel; "First of April," produced by Bassler and directed by Albert Rogell; "The President's Lady," starring Susan Hayward and Charlton Heston with Sol Siegel producing and direction by Henry Levin; and "Blaze of Glory," produced by Jules Schermer, with Shelley Winters and Richard Widmark in the top roles.

Kazan Directing

"Man On A Tightrope," a Robert L. Jacks production, started this week in Munich with Elia Kazan directing. Cast toppers include Fredric March, Gloria Grahame, Terry Moore, Cameron Mitchell and Adolphe Menjou.

Three more go into work on Sept. 15. These are "Able Seaman Brown" starts shooting in London under the production aegis of Frank McCarthy, starring Jeffrey Hunter and Michael Rennie; "Call Me Madam," a Siegel opus directed by Walter Lang and starring Ethel Merman, George Sanders, Donald O'Connor and Vera-Ellen; and "Baptism of Fire," produced by William Bloom and directed by Robert Webb.

"Desert Rats," a Jacks production, goes into work on Sept. 22.

Loew-Poli Circuit Drive Geared To Grand Scale

NEW HAVEN, CONN.—Conference of managers of Loew's theatres in New Haven Hartford, Bridgeport, Meriden, Norwich, Springfield, Worcester and Waterbury was held here last week by Loew Division Manager Harry Shaw to discuss elaborate plans for "the greatest promotion drive ever undertaken" by the Loew-Poli circuit. Campaign will be launched Sept. 11 to promote the new movie season in each city.

Parades of floats, bands, banners; full-page newspaper pages; school contests; radio and TV stunts; special electrical theatre decorations and other spectacular exploitation plans are included.

Attending the meeting were Ernest Emerling, Loew advertising head, and Oscar A. Doob, circuit executive. Another meeting is scheduled to which distributor advertising men have been invited.

Fox Releases 40 Shorts

Forty short subjects will be released in 1953 by 20th Century-Fox, according to Peter G. Levathes, short subjects sales manager. Lineup will consist of 26 new Terrytoons and four reissues, all in Technicolor; six Movietone sport reels; two Movietone specials (single reels), and two Lew Lehr reissues.

REVIEWS .. BY EXHIBITORS

EXHIBITORATING
"BECAUSE YOU'RE MINE"

Box Office Draw—VERY GOOD-EXCELLENT

Star Value—VERY GOOD-EXCELLENT

Production Qualities—VERY GOOD

Story Content—GOOD-VERY GOOD

Audience Classification—GENERAL

"Because You're Mine"

(M-G-M) Technicolor 103 Min.

Cast: Mario Lanza, Doretta Morrow, James Whitmore, Dean Miller, Paula Corday, Jeff Donnell, Spring Byington, Curtis Cooksey, Don Porter, Eduard Franz, Bobby Van, Ralph Reed.

Credits: Produced by Joe Pasternak; Directed by Alexander Hall; Screen play by Karl Tunberg and Leonard Spigelgass; Based on a story by Ruth Brooks Flippen and Sy Gomberg.

STORY: Mario Lanza top operatic star, is drafted into the Army. He leaves behind his mother, Celia Lovsky, and his girl friend, Paula Corday, an operatic diva. Lanza's sergeant, James Whitmore, turns out to be a music lover, with a sister, Doretta Morrow, who is studying voice. Whitmore arranges for Lanza to get a pass to New York to make records, and the singer promises an audition for Doretta. Lanza falls in love with Doretta before they leave for New York. When they get there, Paula, learning of Lanza's love, breaks up the romance by telling Doretta that Lanza was using her so he could make the recording date. Whitmore also turns on Lanza, giving him all the dirty details. Lanza's mother convinces Doretta of her son's love and Whitmore and Lanza make up after being sent to jail for fighting. Doretta and Lanza clinch.

REVIEWER: DAVID WEINSTOCK, president, Raybond Theatres, N. Y., N. J., Conn. (Exhibitor 45 years).

"'Because You're Mine' is a down-to-earth picture that will entertain patrons from all walks of life and in all age groups. This wide appeal can only result in a surge of business for all theatres regardless of their location. Using the Army as a background for the story gives a familiar setting to the music, and serves also as a natural source for good comedy. Mario Lanza and his magnificent voice will draw the many fans who were created from his previous screen appearance as well as the thousands who have heard him in concert performances throughout the country. The picture is enhanced by glorious Technicolor."

REVIEWER: JULIUS SANDERS, general manager, Sanders, Globe and Normandy Theatres, Brooklyn, N. Y.

"This Mario Lanza starrer should be a big money-maker almost everywhere it plays. With Lanza's name on the marquee and the film, about a present-day Army draftee, in Technicolor, there is something of interest for every age group. The elders will get their satisfaction from the operatic arias which Lanza's superb voice booms out from the sound track, while the teen-agers will understand the problems of Army life and enjoy the strong comedy that pervades the entire picture."

"Monkey Business"

(20th Century-Fox) 97 Min.

Cast: Cary Grant, Ginger Rogers, Charles Coburn, Marilyn Monroe, Hugh Marlowe Henri Letondal, Robert Cornthwaite, Larry Keating, Douglas Spencer, Esther Dale, George Winslow, Emmett Lynn, Jerry Sheldon.

Credit: Produced by Sol C. Siegel; Directed by Howard Hawks; Screen play by Ben Hecht, Charles Lederer and I. A. L. Diamond; Based on a story by Harry Segall.

STORY: At the behest of aging executive Charles Coburn, research chemist Cary Grant has been working on a formula to regenerate worn out tissues in the human body and bring back youth. Coburn has youthful thoughts about his secretary, Marilyn Monroe. Grant's seeming success in the venture is aided by a chimp who escapes from one of the experimental cages temporarily. The chimp mixes a batch of chemicals which wind up in the water cooler and which, when taken in conjunction with Grant's discovery, actually brings on temporary rejuvenation. Grant tries some and spends a gay afternoon with Marilyn. When he returns to his usual sobriety, Ginger Rogers, his wife, tries some and then insists that they em bark on a second honeymoon. Other complications with the formula disturb the equilibrium of Coburn and his board of directors and they, too, wind up testing the formula. The water cooler is cleaned and the formula is gone, but Grant gets a good contract from Coburn and decides to concentrate on less troublesome investigations in the future.

REVIEWER: MARTIN LEVINE, Brandt Theatres, New York. (Exhibitor 19 years).

"This is a picture you can be sure patrons in your theatre will have an enjoyable time watching. With the names of Cary Grant, Marilyn Monroe and Ginger Rogers for advance interest, and the word-of-mouth that will spread, you can also feel sure that business at the box office will take a strong upswing. I saw a sneak of 'Monkey Business' at the Beacon Theatre in New York and the audience reacted strongly to the farcical situations in the story of a man who seeks the formula to regain lost youth. There's a bellyful of laughs in this."

REVIEWER: IRVING KAPLAN, film buyer, Randforce Amusement Corp., Brooklyn, N. Y. (Exhibitor 25 years).

"'Monkey Business" is a laugh-provoking farce comedy, the type of picture audiences today are seeking for their entertainment needs. When I attended a sneak preview of this picture, at the Beacon Theatre in New York, the audience showed that 'Monkey Business' would find success with viewers. They loved it—gave out with hearty laughs. And the extra impetus at the box office from the trio of top star names is further guarantee of a good booking."

EXHIBITORATING—
"MONKEY BUSINESS"

Box Office Draw—VERY GOOD

Star Value—EXCELLENT

Production Qualities—VERY GOOD

Story Content—VERY GOOD

Audience Classification—GENERAL

Staff Reviews

"The Crimson Pirate"

(Warner Bros.) Technicolor 104 Min.

Cast: Burt Lancaster, Nick Cravat, Eva Bartok, Torin Thatcher, James Hayter, Leslie Bradley, Margot Grahame, Noel Purcell, Frederick Leicester, Eliot Makeham, Frank Pettingill, Dagmar Wynter, Christopher Lee.

Credits: A Norma Production; Produced by Harold Hecht; Directed by Robert Siodmak; Written by Roland Kibbee.

A perfect blend of top-notch action, uproarious clowning and truly romantic adventure, "The Crimson Pirate," with Burt Lancaster in the title role, has "box office" written all over it. The splendor of Technicolor hues capturing the live beauty of the Mediterranean locales where the predominantly outdoor scenes were filmed contrasts vividly with the "just-for-laughs" approach of the entire proceedings. Setting the atmosphere, Lancaster appears, perched on a high main sail before the film's credits appear, to tell the audience to "believe only half of what you see." From there on in the 104 minutes of footage is filled with one daring, exciting and gymnastic feat after another—all, in true tradition, for the pirate code, a fair damsel and a right cause against tyranny. Audiences are almost certain to set up howls of glee during a climax which introduces 18th Century versions of modern methods of warfare. Nick Cravat, Lancaster's mute but mighty sidekick, serves as an excellent performing mate whether it be for brawling, tumbling or comedy, and a swarm of colorfully clothed buccaneers and King's soldiers provide the piles of bodies that result from the every-other-minute set-tos which are staged with perfection.

STORY: In the Caribbean, pirate captain Burt Lancaster and his crew capture one of His Majesty's galleons containing a large supply of arms and with Leslie Bradley, the King's emissary, abroad. Over the protests of his first mate, Torin Thatcher, Lancaster plans to sell the guns to El Libre, leader of the rebellion in the islands, and then turn him over to Bradley, who promises a large reward. Lancaster and his assistant, Nick Cravat, go to the home island of El Libre, but discover he is a prisoner. His daughter, Eva Bartok, makes a deal to buy the arms if they will help her free him. With Lancaster posing as Bradley, they rescue El Libre, Frederick Leicester, and his associate, James Hayter, a scientist. Thatcher, discovering that Lancaster has fallen in love with Eva and plans to release her and Leicester, betrays him to Bradley, who, in turn, betrays Thatcher. The pirates are captured, Leicester killed and Eva forced to marry the Governor of the island. But Lancaster, Cravat and Hayter escape due to the latter's scientific knowledge. The three lead the island people and with new-type arms, explosives and a balloon invented by Hayter, the soldiers are defeated. Lancaster rescues Eva from Bradley.

●

"Assignment—Paris"

(Columbia) 80 Min.

Cast: Dana Andrews, Marta Toren, George Saunders, Audrey Totter, Sandro Giglio, Donald Randolph, Herbert Berghof, Ben Astar, Willis Bouchey, Earl Lee, Maurice Doner, Leon Askin, Paul Hoffman, Jay Adler, Peter Votrian, Georgianna Wulff, Don Gibson, Joe Forte, Mari Blanchard, Don Kohler, Hanne Axman, Paul Javor.

Credits: Produced by Samuel Marx and Jerry Bresler; Directed by Robert Parrish; Screen play by William Bowers; Adaptation by Walter Goetz and Jack Palmer White; Story by Pauline and Paul Gallico; Serialized in the Saturday Evening Post by Paul Gallico under the title "Trial by Terror."

Columbia has a suspense-packed headline-hot thriller here that should do very well at the box office. Boasting a galaxy of star power in Dana Andrews, Marta Toren, George Sanders and

Audrey Totter, the film is a well-made tale of intrigue and the operations of the Paris edition of the New York Herald Tribune. The film strikes a telling blow at communism and Moscow's puppet prime minister; in this case, Hungary is the setting. The picture has a strong documentary flavor that adds to its realistic quality. It vividly depicts the methods used by the communists to extract confessions from innocent parties by the use of violence, nerve-shattering devices and sheer terror. Robert Parrish's direction is an outstanding job, as is William Bowers' screen play. The fact that this film play so closely parallels real cases, which have happened in the not too distant past, gives the picture plenty of exploitation angles to work with. The stars and their supporting players are excellent.

STORY: Dana Andrews is sent from the New York edition to the Paris edition of the New York Herald Tribune, where he meets Marta Toren, a correspondent, who was once a member of the French underground. Marta is the girl friend of George Sanders, the paper's managing editor. America and Hungary are at odds because an American businessman in Budapest has confessed to being a spy and has been sentenced to 20 years by Herbert Berghof, the puppet Prime Minister. Andrews is sent to Budapest to replace Joe Forte, who is ailing. In Budapest, Andrews learns that a deal has been cooking between Berghof and Tito. Shortly after coming into possession of a microfilm picturizing the deal, which he hides in Forte's passport, Andrews is arrested as a spy. Although Forte is killed, his passport manages to get through to get through to Paris. Imprisoned and tortured, Andrews is framed by tape recordings which are carefully edited and rearranged to make him look guilty. Along with the film, Sanders and Marta get Sandro Gigli, a refugee politician whom the Hungarians want badly because he knows all about the Berghof-Tito deal. Gigli is exchanged for Andrews at a border outpost. Sanders tells Berghof not to harm Gigli or he will break the story.

●

"Big Jim McLain"

(Warner Bros.) 90 Min.

Cast: John Wayne, Nancy Olson, James Arness, Alan Napier, Veda Ann Borg, Gayne Whitman, Hal Bayor, Robert Keyes, Hans Conreid, John Hubbard, Mme. Soo Yong, Dan Liu, Paul Hurst, Vernon (Red) McQueen, Sara Padden.

Credits: A Wayne-Fellows Production; Produced by Robert Fellows; Directed by Edward Ludwig; Screen play by James Edward Grant; Based on an original story by Richard English and Eric Taylor.

"Big Jim McLain" is another Red expose film with the decided box office merits of John Wayne in the title role and the strong promise of hard-hitting action. Dealing with the adventures of two investigators for the House Un-American Activities Committee, most of the picture is centered in Hawaii with the Islands' tourist spots given a strong play by the camera. Handicapped by lack of continuity in the plot, "Big Jim McLain" overcomes this with an aggressive pace and frequently punchy dialogue. Nancy Olson as Wayne's romantic interest fits perfectly into the creditable love play.

STORY: John Wayne and James Arness are investigators for the House Un-American Activities Committee. They are angered by the fact that every time they bring in men they know to be Communists, the latter get free by refusing to answer questions of the Committee by claiming protection under the Fifth Amendment to the Constitution. The two are assigned to investigate Communist activities in Hawaii. Through careful checking and with the cooperation of the unions and the local police force, Wayne and Arness get leads. During the course of his investigation, Wayne meets Nancy Olson, assistant to a doctor under suspicion. Romance blooms quickly. Arness is found murdered and Wayne and the police, with the aid of Naval Intelligence, start to close in. They capture the ring of Red spies after Wayne busts in on them for a free-for-all. But with the exception of those responsible for Arness' death, the others get away when they refuse to answer questions of the Committee, again using the Fifth Amendment. Wayne finds solace in the waiting arms of Nancy.

●

"Bonzo Goes To College"

(Universal-International) 79½ Min.

Cast: Maureen O'Sullivan, Edmund Gwenn, Charles Drake, Gigi Perreau, Gene Lockhart, Irene Ryan, Guy Williams, John Milian, David Janssen, Jerry Paris, Frank Nelson and Bonzo.

Credits: Produced by Ted Richmond; Directed by Frederick de Cordova; Screen play by Leo Lieberman and Jack Henley; Story by Lieberman; Based upon the character "Bonzo" created by Raphael David Blau and Ted Berkman.

Credit Universal with another slapstick success in its series built around a chimpanzee who sports an extraordinary IQ. As a draw for children and teen-agers, this "Bonzo" picture should more than fill the bill. It takes the chimp through a series of cockeyed situations having to do with college life, football and scholastics. Needless to say, the chimp excells at all. He is aided by a capable cast in which Gigi Perreau figures prominently. Reaction with laughter to her scenes with Bonzo was noticeable at the Loew's Orpheum Theatre, N. Y.C., where the film was sneaked. The audience also saw humor in the climactic scenes wherein the chimp wins a football game.

STORY: Bonzo, a chimpanzee, runs away from a carnival and into a suburban home. There Gigi Perreau and Edmund Gwenn, her grandfather, take a liking to the chimp. Gwenn, a college football coach, brings the chimp out to the field where the animal's gridiron prowess is established. Needing a good player, Gwenn puts Bonzo through college entrance exams and onto the team. The night before the big game, crooks, betting on the opposition, kidnap Bonzo and substitute a female chimp. But at the last minute, Bonzo escapes, arrives at the stadium, and wins the game for Gwenn's team.

●

"The Rose Bowl Story"

(Monogram) Cinecolor 73 Min.

Cast: Marshall Thompson, Vera Miles, Richard Rober, Natalie Wood, Keith Larsen, Tom Harmon, Ann Doran, James Dobson, Jim Backus, Clarence Kolb, Barbara Woodell, Bill Welsh, Nanc Thorne, Ann Cottingham, Diane Dial, Carolyn Graves, Barbara Fisher, Sharon Ann Kelley, Marcia Long.

Credits: Executive producer, Walter Mirisch; Produced by Richard Heermance; Directed by William Beaudine; Written by Charles R. Marion.

Monogram has a solid, entertaining package in "The Rose Bowl Sory," which should do good business this coming football season. The nation-wide fame of the Rose Bowl and the Tournament of Roses parade are strong selling factors alone, plus some top quality shots of last year's Stanford-Illinois Bowl game and the presence of the Tournament's beautiful queen, Nancy Thorne, and her court of beauties. These factors combined with Charles Marion's well-written screen play and some top-drawer acting by Marshall Thompson, Vera Miles, Natalie Wood and a newcomer, Keith Larsen, who looks like star material, give the film a strong supporting feature rating. The late Richard Rober as the coach of the visiting team and Jim Backus are outstanding in their roles.

STORY: Midwestern football star Marshall Thompson is playing for glory, a pro career and money after he finishes college. When his team, coached by Richard Rober, is set to go to the Rose Bowl, Thompson plans to be a standout and latch on to a meaty pro ball contract. He meets Rose Princess Vera Miles, whom he mistakes for a wealthy heiress. Thompson shows himself to be a heel and Vera gives him the brush-off. Thompson finds that he has fallen in love with her. In the Bowl game, Thompson revamps his sense of values and plays a team game, giving his unsung teammate, Keith Larsen, a taste of glory. Thompson plans to marry Vera.

●

"The Amazing Monsieur Fabre"

(Walter Futter) 90 Min.

Cast: Pierre Fresnay, Elina La Bourdette, Andre Randall, Georges Tabet, Oliver Hussenot, Espanita Cortez, Paul Boniface, Jacques Emmanel, Albert Culloz.

Credits: Produced by Walter Futter; Directed by Henri Diamant-Berger; Original story and screen play by Jack Kirkland.

An English-speaking cast of French actors gives "The Amazing Monsieur Fabre" a wider saleable market than is usually the case with film imports from France. In this case, the story of one of France's outstanding scientists has the added box office values of a colorful and unique individual as its focal point and fascinating close-ups of various insects involved in their life-and-death struggle and mating complications. Pierre Fresnay; following in this country among the art house habitues, and the film's educational values for school children are extra attendance lures.

STORY: Henri Fabre, Pierre Fresnay, is an underpaid Mathematics teacher in a small college. His unorthodox manner alienate his superiors. Under the prodding of a friend, Fabre begins to write about the insect life that he studies as a hobby. His books become popular and through the backing of the Minister of Education, Fabre is received by the Emperor and awarded the Legion of Honor. He turns down an offer to teach the Emperor's son so that he can stay at home, near his own sick boy. After the Emperor is overthrown Fabre loses his position. A friend finances him until his additional researches with insects gain him wider recognition. As success is finally realized, his son dies. Fabre completes a monumental 10-volume study of insects for which the President of France honors him. In his nineties, Fabre dies.

●

"Fargo"

(Monogram) Sepiatone 69 Min.

Cast: Bill Elliott, Phyllis Coates, Myron Healey, Fuzzy Knight, Jack Ingram, Arthur Space, Robert Wilke, Terry Frost, Robert Bray, Denver Pyle, Tim Ryan, Florence Lake, Stanley Andrews, Richard Reeves, Eugene Roth.

Credits: A Silvermine Production; Produced by Vincent M. Fennelly; Directed by Lewis D. Collins; Story and screen play by Jack DeWitt and Joseph Poland.

"Fargo" is an interesting action-packed western which has a variety of clever new twists that will delight sagebrush fans. Filmed in Sepiatone, the oater has a well-knit story patterned to fit the virile talents of Bill Elliott, who seems to maintain a high level of good performances in all his screen offerings. This tale about the war between the cattlemen and the homesteaders is no exception; Elliott delivers both action and a top performance. Phyllis Coates as his leading lady is an attractive beauty who can act also. In the supporting cast, Myron Healey, as the sadistic heavy making things rough for Elliott, is outstanding.

STORY: Bill Elliott returns to Kansas to settle his brother's estate. Latter, an idealistic dreamer, had been trampled by some cattle. He is welcomed by Jack Ingram and Ingram's daughter, Phyllis Coates. Arthur Space, leader of the outlaw cattlemen, wants the homesteaders, who were given land to settle by Elliott's brother, out so he can buy the land back cheap-

(*Continued on page* 14)

NOW!



THE Miracle OF OUR LADY OF Fatima

COLOR BY WARNERCOLOR

STARRING
GILBERT ROLAND • ANGELA CLARK
AND THE CHILDREN
SUSAN WHITNEY • SHERRY JACKSON
SAMMY OGG

WRITTEN FOR THE SCREEN BY
CRANE WILBUR and JAMES O'HANLON

Music by Max Steiner

PRODUCED BY BRYAN FOY • DIRECTED BY JOHN BRAHM

NOW!



JOHN WAYNE AS BIG JIM McLAIN

Filmed on-the-spot in Hawaii!

CO-STARRING
NANCY OLSON
JAMES ARNESS

WRITTEN BY
JAMES EDWARD GRANT
RICHARD ENGLISH and ERIC TAYLOR

PRODUCED BY ROBERT FELLOWS • DIRECTED BY EDWARD LUDWIG
A WAYNE-FELLOWS PRODUCTION

DISTRIBUTED BY
WARNER BROS.

BUSINESS REPORT: Warner Suns

At two theatres in N.Y.--and 2nd week tops the 1st!

All-out smash in 300-house holiday send-off!

NOW!



BURT LANCASTER
AS THE
CRIMSON PIRATE

COLOR BY
TECHNICOLOR

WITH
NICK CRAVAT EVA BARTOK
TORIN THATCHER

WRITTEN BY
ROLAND KIBBEE

PRODUCED BY HAROLD HECHT · DIRECTED BY ROBERT SIODMAK

A NORMA PRODUCTION

DISTRIBUTED BY
WARNER BROS.

NOW!



RAY BOLGER
Bowls 'em Over
in
Where's Charley?

COLOR BY
TECHNICOLOR

WITH
ALLYN McLERIE

SCREEN PLAY BY
JOHN MONKS, JR.

DIRECTED BY
DAVID BUTLER

e Everywhere!...

Tremendous
in N.Y. Paramount
World Premiere!

Coast-to-Coast
raves for Warners'
marvel of merriment
and melody!

BEN KALMENSON DRIVE

Staff Reviews

(Continued from page 11)

ly. Elliott believing as his brother did that the homesteaders deserve the land, manufacturers homemade barbed wire to keep the cattle off the crops. Myron Healey, Robert Wilke and Terry Frost after a few clashes with Elliott, wrap him in a huge coil of his own barbed wire and deliver him to a town dance for the Fargo citizens to see. Cut loose from the wire, Elliott leaps into action and sets out to get Healey and his cohorts, who have been killing, shooting and molesting homesteaders as well as setting fire to their lands. The outlaws are cut down in a running gun battle, with Healey getting his just deserts in a gun duel with Elliott. Peace comes to Fargo.

●

"Secret People"

(Lippert) 86 Min.

Cast: Valentina Cortesa, Serge Reggiani, Audrey Hepburn, Charles Goldner, Megs Jenkins, Irene Worth, Angela Fouldes, Reginald Tate, Norman Williams, Micnael Shepley, Athens Seyler, Sdney Tafler, Geoffrey Hibbert, Hugo Schuster.

Credits: An Ealing Studios Production; Produced by Sidney Cole; Directed by Thorold Dickinson; Screen play by Dickinson and Wolfgang Wilhelm.

"The Secret People" will get by as a supporting feature, due chiefly to the fact that it introduces Audrey Hepburn to America. This is the young lady who was the toast of Broadway in "Gigi." As it stands, "The Secret People" is something that started off well but didn't seem to know where it was going because of a slow pace. However, the film does display some fine acting stints by Valentina Cortesa, Miss Hepburn, Serge Reggiani and a particularly well-etched performance by Charles Goldner. This entry from Ealing Studios, which Lippert is releasing, is not on par with the usual top quality work that bears this organization's mark.

STORY: Valentina Cortesa and her sister, Audrey Hepburn, flee to London to live with a friend of their father, Charles Goldner, who runs a cafe. Their father, who is in political hot water with the dictator, is killed and Valentina is sent his effects. Carrying on her deceased father's fight against the dictator is Valentina's sweetheart, Serge Reggiani, who, linked with a group of "secret people," are bent on destroying the dictator. Valentina joins in their death try on the despot. When an innocent waitress is killed by the attempt, Valentina tells all to Scotland Yard. Knowing that the "secret people" will make an attempt on her life, the Yard convinces her that she must bury her past and also submit to plastic surgery. All goes well until Valentina discovers that the group, through Reggiani, has lured Audrey. She follows Audrey when she goes to meet Reggiani. One of the group's strong arm men Geoffrey Hibbert, stabs Valentina, who dies in Audrey's arms. Reggiani and Hibbert are taken by the police.

Foreign Films

"The Young and The Damned"

(Fine Arts Films) MEXICAN 81 Min.

Cast: Estela Inda, Alfonso Mejia, Roberto Cobo, Jesus Navarro, Miguel Inclan, Alma Fuentas, Francisco Jambrino.

Credits: Produced by Oscar Dancigers; Directed by Luis Bunuel; Original screen play by Luis Alcoriza and Bunuel.

Little spice for entertainment but much solid food for thought is dished up by this Spanish-language offering, filmed on location in Mexico, about the youth of the slums of Mexico City. It should account for a measure of success when properly exploited at art houses as a powerful social document. The plot is fraught with scenes of brutality, violence and frank portrayals of emotion. Never does the bed-rock realism and penetrating irony of the piece let up. Discriminating audiences will come away gasping for breath, but pervaded with the sensation and knowledge of having viewed a cinematic masterpiece. English titles are complete.

STORY: Roberto Cobo and Alfonso Mejia are adolescents who live by their wits in the slums of Mexico City. When another lad is thought to be a "squealer," Cobo kills him, pledging Mejia to secrecy. obo then hides out from the police as Mejia becomes apprenticed to a knife forger. After Cobo steals a knife from Mejia's boss, Mejia is accused of the theft and imprisoned on a corrective farm. Mejia's readjustment is hampered by an encounter with Cobo, who subdues him in order to take his money. But Mejia discovers that Cobo has the stolen knife, and seeks him out to exact revenge. In another quarrel, Cobo kills Mejia, whose body is dumped by friends onto a junk pile. Meanwhile, the police slay Cobo.

Skouras Theatres Get Runs Equal To Loew's

About six or seven Skouras Theatres in the New York metropolitan area will be afforded equal runs with competing Loew's houses, it was reported in the trade this week. Adjustment is said to be a result of a recent settlement between the circuits of differences on runs which led to a suit by Skouras against Loew's, RKO Theatres and the major distributors.

William White, vice-prexy of Skouras Theatres, moved from the circuit's midtown offices to headquarters at the Riviera Theatre, uptown, and reportedly relinquished many of his executive duties to Spyros P. Skouras, Jr., son of the 20th Century-Fox president. Skouras, Jr., was named executive vice-president and manager of Skouras Theatres last year.



At a cocktail party givn by Associated British Cinemas, Ltd., in England for Herbert J. Yates, president of Republic, and his wife, are (l. to r.): C. J. Latta, ABC managing director; Yates; Sir Philip Warter, ABC chairman.

Allied-Monogram Sets First National Meet Since 1946

Morey "Razz" Goldstein, vice-president and general sales manager of Allied Artists-Monogram, has announced that the company will hold a national sales convention at the Blackstone Hotel, Chicago, Sept. 24, 25 and 26.

Three-day conclave will be the first national meeting held by Allied Artists-Monogram since 1946, and is to be attended by all company bookers, salesmen, branch managers, franchise holders and executives.

"We have plans for the most ambitious selling season in our history," stated Goldstein. "Our 1953 production schedule warrants a meeting of this nature. It will give our sales staff the opportunity to learn fully about the program that offers the greatest box office potential ever presented by our company."

Execs Set To Attend

Executives scheduled to attend are: Steve Broidy, president; Harold Mirisch, G. Ralph Branton, Edward Morey, vice-presidents; George D. Burrows, executive vice-president and treasurer; Walter Mirisch, executive producer; Norton V. Ritchey, president of Monogram International.

Also Lloyd Lind, New York, supervisor of exchange operations; Harold Wirthwein, western sales manager; James Prichard, southwestern sales manager; L. E. Goldhammer, eastern sales manager; and John C. Flinn, national advertising-publicity director. Goldstein will preside.

Meeting of the Monogram Pictures Corporation board of directors has been called for Sept. 9, at the studio, and will follow a stockholders meeting set for the morning.

Mono Runs Exchanges In Chicago, Indianapolis

HOLLYWOOD. — Monogram Pictures Corp. this week began running its formerly franchise-operated exchanges in Chicago and Indianapolis which it bought from Irving Mandel. Negotiations for the purchase were completed recently by Harold Mirisch, company vice-president, and Barnett Shapiro, studio resident attorney.

Acquisition of the two midwest branches now gives Monogram a total of 15 company-owned exchanges in the United States, with 16 others being operated on a franchise-owned basis.

Nathanson At AA-Mono

Nat Nathanson, for 37 years identified with the film industry, has become affiliated with Monogram-Allied Artists as a sales executive with headquarters in the New York office. Nathanson formerly was eastern and Canadian general sales manager for United Artists. He joined UA in 1937, as a salesman in the Denver and Chicago exchanges and later as manager of its branch offices in Chicago, Milwaukee and San Francisco.

Save Copper Drippings

Film, Equipment Exports Decline

WASHINGTON.—Exports of motion picture films and equipment during the first half of 1952 fell about seven percent below the same period in 1951, National Production Authority film chief Nathan D. Golden disclosed this week.

Value of these exports in the January-June period this year totalled $13,229,329, compared to $14,207,967 in the first half of the year before.

Exports of 35mm. and 16mm. positive and negative film features aeconnted for more than 60 percent of the film exports, and amounted to 157,514,536 linear feet valued at $4,830,212 in the first half of 1952, compared with 153,972,8997 linear feet valued at $4,980,456 in the same period of $1951.

Rawstock Exports Decline

Exports of rawstock in January-June, 1952, were 142,444,688 linear feet valued at 3,166,601, only slighlty below the 153,972,897 linear feet valued at $4,980,456 in the comparable period of 1951.

Exports of 35-mm. positive rawstock were about 23 million linear feet higher but exports of 35mm. negative rawstock and 16-mm. rawstock film were both substantially below the first half of 1951.

Exports of motion picture equipment in the first half of this year were valued at $5,232,516, compared to $55,773,774 in the corresponding period of 1951.

A total of 8,782 motion picture cameras, including 35-mm., 16-mm. and 8-mm., with a total value of $731,801, were exported in January-June of this year.

States' Revenues Swell Via Amusement Taxation

WASHINGTON.—States taxing amusement facilities—including film theatres—increased total revenue from this source in fiscal year 1952, ended June 30, according to a Census Bureau report issued over the week-end.

During the last fiscal year, 32 states taxed entertainment places, either by selective sales or gross receipts levies on admissions or by gross receipts taxes of all or specified types of amusement businesses.

Total revenue collected was $13,940,000, as against $12,900,000 collected by the same number of states in fiscal year 1951, the report disclosed.

Thirty-seven states levying license taxes against amusement businesses collected $5,044,000 in fiscal 1952, compared with $5,066,000 by the same number of states the previous year.

BO On Rise During June

WASHINGTON.—Box office perked up considerably in June, acording to the monthly report by the Treasury Department on admission tax collections, issued this week. July tax intake, reflecting June business in all amusements subject to the Federal except roof gardens, cabarets and a few minor sources — but principally motion picture theatres—totaled $28,369,934, as against $23,039,083, and was only slightly below the $28,620,413 collected in June, 1951, the report showed.

FINANCIAL REPORTS

Technicolor Profit

Consolidated net profit after taxes on income of Technicolor, Inc., for the quarter ended June 30, is estimated to be $506,472, equivalent to $.54 per share. This compares to $571,624, eqnivalent to $.61 per share, for the corresponding quarter of 1951, with taxes for the second quarter of 1951 adjusted to the effective rate paid for the entire year, according to Dr. Herbert T. Kalmus, president and general manger.

The consolidated net profit after taxes on income of Technicolor for the six months ended June 30, is estimated at be $1,025,420, which is equivalent to $1.10 per share. For the corresponding period in 1951, profit was $1,061,395, equivalent to $1.14 per share, with taxes for the six months adjusted to the effective rate paid for the entire year.

Fox Net For 26 Weeks

Twentieth Century-Fox Film Corporation and subsidiaries, including Wesco Theatres Corporation and Roxy Theatre, Inc., have reported consolidated net earnings after all charges for the 26 weeks ended June 28, of $962,493. This amounts to $.35 per share on the 2,769,485 shares of common stock outstanding.

RKO In Red

Operations of RKO Pictures Corporation and subsidiary companies for the three months ended June 28 resulted in a net loss, unaudited, after all charges, of $1,756,181, which compares with a profit of $351,645 for the second qnarter of 1951. For the six months ended June 28, a net loss unaudited, after all charges, of $3,712,834 was registered. This compares with a loss of $734,720 for the same period of 1951.

Warner Bros. Dividend

At a special meeting of the board of directors of Warner Bros. Pictures, Inc., last week, a dividend of 25 cents per share was declared payable Oct. 4, 1952, to the holders of record of common stock of this corporation at the close of business Sept. 5.

Eye Bergson's Post With UPT

WASHINGTON.—The House Judiciary subcommittee investigating the Justice Department has turned its attention to former Department officials now in private business to see if any impropriety was involved in obtaining clients through contacts made while in Government service. Coming under scrutiny of the committee is Herbert A. Bergson, former anti-trust division chief, whose law firm now represents United Paramount Theatres as one of its attorneys in the proposed ABC-UPT merger hearings before the Federal Communications Commission.

Bergson, who as Assistant Attorney General brought the Paramount case to completion and then was in charge of negotiations which led to the consent decree and the divorcement which brought UPT into existence, has stressed that his legal participation in the FCC hearings has been confined to the merger phase and in no way involved the anti-trust issues in the catch-all proceedings.

Officials of the subcommittee, headed by Rep. Frank Chelf (D., Ky.), emphasized that there is nothing illegal in former Government employees gaining work in private industry through contacts made while in the Government, but that their aim is to expose former Justice officials where it can be shown that their actions were improper in any way, and thereby "pave the way for a more serious study."

Parley For French Pact

Vote was taken at press time in New York on acceptance of a proposed new Franco-American film pact by presidents and foreign managers of the Motion Picture Association of Americe. Executives also drew up an outline of positions their companies will take in talks for a new U. S.-British pact, scheduled to begin here or in Washington next week.

Arnall Back To SIMPP

WASHINGTON.—Ellis Arnall, retiring price stabilization chief, has disclosed that he will return to the presidency of the Society of Independent Motion Picture Producers and would participate in the Anglo-American film pact negotiations, beginning Sept. 8, as his first activity.

King Says Airers Create Patronage

LOS ANGELES. — Although the drive-in theatre development is getting various reactions in many quarters of the exhibition end of the business, it must be given credit for the fact that it is at least partly creating its own patronage rather than draining it all off of regular movie houses, Director Henry King stated in a talk before the Current Affairs Forum in Ventura.

"The appeal of the drive-in is somewhat different from that of the regular theatre," according to the 20th Century-Fox director, "that is to say, it appeals to different types of patrons. The drive-in features things like free playgrounds for children, special concessions, kid rides and many other novelties which are not seen in standard houses."

King stressed, "The resnlt of this is that while this type of thing keeps many patrons away, it also attracts some people who would not attend, at least not as frequently, regular movies. It pulls in a suburban, big family trade segment which might otherwise just not bother to get all the kids together and herd them into a corner movie."

He pointed out that the drive-in business has progressed beyond the fad or minature golf stage, what with around 800 to 1000 of them now up or in construction. The day may come when Hollywood, because of the fact that drive-ins program differently than some houses, will speak glibly of a "drive-in type of picture," King predicted.

Strong Optimism Replaces Doom On Coast, Claims Otto Preminger

The feeling of doom which permeated Hollywood last year has been replaced by a feeling of strong optimism, according to producer-director Otto Preminger, who returned to his New York home last week following completion of "The Murder" for RKO Radio Pictures on loanout from 20th Century-Fox. "Today," Preminger explained, 'there is the belief that if you make a good picture it will make money."

The mass producing of pictures, "with a few big ones helping to show a profit," is outdated, the producer-director said. "People are shopping today for their movies. Campaigns and names don't make a picture today," he added. "Word-of-mouth and instinct tell people what pictures to attend."

Schedules Cut

As a result of the economy effort and thanks to the unacknowledged skill and earnestness of Hollywood's technicians, shooting schedules are being cut from 45 to 30 days "without any cut in quality," Preminger feels.

The Supreme Court decision establishing the rights of films as equal to those of newspapers under the Constitution was described by Preminger as "the most important thing that has happened to motion pictures—even TV." As a result of this event, Preminger sees censorship of films eventually being as "powerless as in the theatre."

Stories Appreciated

Such a condition, he pointed out, would permit plots to go beyond their present restrictions, which, he added, cause the establishment of formulas in picture scripts.

"One good thing resulted from the influx of foreign films," Preminger said, "the public has come to appreciate a story."

The producer-director will independently produce the current Broadway hit, "The Moon Is Blue," which he staged. Shooting will begin in January, with exteriors to be filmed in New York and studio sequences to be made in Hollywood.

Film House Reconversion Called Not Too Difficult

WASHINGTON.—The National Association of Real Estate Boards last week advised owners of closed film theatres the finding of new and profitable uses for these theatres is not too difficult, and that these new uses need not "have a deteriorating effect on surrounding property."

Chain stores, self-service groceries, furniture stores, markets, other retail business, television theatres, skating rinks, bowling alleys, churches, halls for labor and veterans' organizations, garages and parking lots were recommended uses. On the other hand, conversion to warehousing, wholesale distribution or light manufacturing would deteriorate the area.

BoostBombproofTheatre

WASHINGTON. — Theatres can be constructed to withstand atomic bomb blasts, according to a study released this week by the Federal Civic Defense Administration under the title, "Windowless Structures, a Study in Blast-Resistant Design." Authors of the study stress the point that solid walls of proper construction are safest.

CoastProductionPayrolls Reached Five-Year Peak During Last '51 Quarter

WASHINGTON.—Motion picture production revived in Hollywood to the extent that fourth quarter, 1951, payrolls in the production and distribution end of films in California were higher than for any quarter since 1946, according to the Department of Commerce. The California figures were a major portion of the national figures soon to be released by the Department of Labor.

It was learned that these figures will show a rise in national motion picture production and distribution payrolls covered by unemployment compensation to $79,226,000 in the 4th quarter of 1951 from $74, 650,000 in the previous quarter and from $76,837,000 in the final 1950 quarter. Total 1951 production and distribution payrolls aggregated $299,762,000 compared to $281,133,000 the year before, and not exceeded by any year since 1947.

"Individual Theatre Men" Finance Joe Louis Film

"Individual theatre men" are financing the production of Joe Louis' life by Federated Films, it was revealed by Stirling Silliphant, 20th Century-Fox's publicity manager, who will resign at the end of the year to serve as producer of the film and head of the new organization.

Script, being written by N. Y. Daily News staffer Robert Sylvester, will be ready by October with shooting to begin in mid-January. Release is scheduled for July 1953, but the outfit will not make a distribution deal until after the picture's completion, Silliphant said. If no satisfactory releasing arrangement is forthcoming, he added, Federated will handle the distribution itself.

Metro Abandons "Prince"

M-G-M this week announced abandonment of "The Student Prince" due to the persistent failure of Mario Lanza, who was to be its star, to report for start of the film.

Plan Extra Check Of Exhib Beefs

WASHINGTON.—A staff investigator for the Senate Small Business Committee plans to return to California for a further look into exhibitor complaints of discrimination by distributors, and especially into the charges of a Palo Alto theatre operator who felt the situation so critical that he made a special trip to Washington this week to air his views.

Latter, Guy W. Meek, a good friend of committee chairman John Sparkman (D., Ala.), operates four theatres. Meek said he was having a great deal of trouble in licensing films from the majors, and contends their activities are violating both the anti-trust laws and the consent decrees arising out of the Paramount Case.

Chicago Stop Planned

William D. Amis of the committee staff said he would also stop off in Chicago to check complaints there. Others have been received from such widely scattered areas as New York, Louisiana, Alabama, Michigan, Baltimore, Omaha and Washington, D. C., he added, and all will be examined in time.

In addition, he said, the committee plans to extend its film inquiry, until now limited to alleged unfair activities aimed at independent exhibitors, to the anti-trust suit by the Government against alleged Sherman Act violations by 16mm. distributors, because of the numerous complaints received from small independents and others in the theatre field.

Pioneers Switch To Astor For 13th Annual Dinner

The Thirteenth Annual Dinner of the Motion Picture Pioneers, set for the Grand Ballroom of the Hotel Astor, Nov. 25, will be known as "The Jubilee Dinner," it was announced last week by Jack Cohn, president of the organization. Switch to the Astor's Grand Ballroom from the Hotel Waldorf-Astoria as in previous years, Cohn pointed out, was necessitated by the rapidly increasing attendance at these annual dinners.

Cohn announced also the appointment of David A. Bader as publicity director of the Pioneers, to function in co-operation with executives Harry J. Takiff, secretary-treasurer, and Marvin Kirsch, vice-president.

European Co-Production Deal Seen

Currently under study in France, Italy and Germany is a three-way co-production subsidy plan which would give producers opportunities to make films in, share talent of and receive bonuses from all three countries, it was revealed by Ilya E. Lopert, distributor, to film press writers upon his recent return from Europe.

Lopert said that he has lined up co-production deals in England and has acquired domestic rights to product already proven successful on the Continent. Lopert has a 25 percent production interest in return for western hemisphere rights and world-wide participation in th following Alexander Korda features:

"Sound Barrier," for release this autumn; "Gilbert and Sullivan," Technicolor, for January release; a Carol Reed production, for next fall; and an undersea adventure, in color.

Lopert will produce, in conjunction with Sidney Box, a British ballet film ntilizing the Sadler Wells troupe. Film will be episodic and go into color production in February.

Acquired for U. S. distribution by Lopert were "Sensuality,' from Italy; "Fanfan la Tulipe" and "Holiday for Henrietta," from France, and an option of "Wage of Fear." His domestic company, Lopert Film Distributing Corp., will handle roadshow attractions and outstanding foreign films. Pictures with wider appeal will be farmed out to other companies, he said.

House Front Trimmed Like Castle; Ushers Given Armor For "Ivanhoe"

The visual fascination of feudal-age armor plus the excitement of outdoor archery were capitalized on in street stunts and lobby promotions as attention-getters for runs of M-G-M's "Ivanhoe" at theatres in various parts of the country.

Ballyhoo was generally inexpensive and included a host of window displays derived from tie-ups with magazine dealers, book stores and libraries. These were based on the classic appeal of the Sir Walter Scott novel from which the picture was adapted.

An unusual eye-catcher was worked by the Loew's Grand, Atlanta, for the "Ivanhoe" run by using a "walking book." Boyd Fry, manager, had a man tour downtown streets inside a set of pasteboards arranged in the shape of a large book on which was pasted art work from the picture and playdate credits.

Frontage Trapping Used

The Grand, in another stunt, dressed two men in armor and had them mount white horses to ride along the streets. Each man carried a "shield" on which the legend, "Ivanhoe Loew's Tomorrow" appeared.

The frontage of the Grand was outfitted to resemble the curved architecture of a castle. Feudal pennants and other trappings created an atmosphere in keeping with the production.

As a result of various tie-ups, the Grand had a fleet of taxis outfitted with bumper posters plugging the run; magazine and newspaper distributor cars carry playdate information; a drug store to boost sales of an "Ivanhoe" sundae, a book store and a library carry pictures and window displays plugging both the Scott novel and the film.

Inside the Grand, a large cloth banner was carried across a lobby archway. The banner showed portraits of the picture's stars and an action shot. Ushers wore special "Ivanhoe" pennants on their lapels.

Annual Jousting Tournament

M-G-M field press representative Tom Baldridge utilized the 131st annual jousting tournament in Mt. Solon, Va., to ballyhoo "Ivanhoe."

With both Elizabeth Taylor and Joan Fontaine before production cameras, Metro enlisted the aid of its pretty starlet, Dawn Addams, an English girl who had witnessed the filming of "Ivanhoe" in England, to serve as "Queen of Love and Beauty" at the tournament. Miss Addams flew on from California bringing with her a queenly crown and rainment proper for her appearance in such a role.

A press group and Miss Addams, escorted by Dan Terrell, exploitation chief, and John Joseph, publicity head, planed out of New York for Roanoke, Va., to travel the rest of the trip by automobile caravan.

Baldridge enlisted the co-operation of the Shenandoah Valley Association which is always interested in telling the world about the vacation possibilities of its territory. The group of some 25 reporters and photographers was wined and dined at Natural Bridge the night before the tournament. There was a stop for photographs at Woodrow Wilson's birthplace in Staunton before the arrival at Mt. Solon for a buffet luncheon.

"Ivanhoe" Armor

M-G-M provided some of the local "knights" with "Ivanhoe" armor and horse-trappings for the ceremonies and parade preceding the jousting. The "Queen of Love and Beauty" awarded a large, silver "Ivanhoe" trophy cup to the winner.

The riders, who had such colorful titles as Sir Knight of Muddy Trail (or Whiskey Creek or Silver Moon) used their lances to snare three rings instead of wounding each other.

From Mt. Solon, the caravan went on to Luray for another cocktail party and dinner, plus an excursion at night in the huge Caverns there.

In San Francisco, the Loew's Warfield staged an "Ivanhoe" campaign that included street stunts, a television appearance by men in armor, and a series of merchandise tie-ups.

On opening day at the Warfield, a quartet of men was dressed as knights who greeted patrons with long swords. The armor was composed of mail-work which covered the wearers from head to toe. The theatre staff, when not dressed in armor, wore "Ivanhoe" lapel pennants.

Archery Contests Held

Loew's State, Houston, played up archery contests, book store tie-ups, delivery truck placards, newsstand posters and department store exhibits to boost the run. Mounted horsemen in costume, toting spear and pennants, were used throughout opening week.

In the State's archery contest, persons competing were required to hit a stuffed "boar" as it was propelled along a track of wires extended across a lawn between two central points. Winners received prizes. Contest was co-sponsored by a local archery club and was held in a local park.



Color Guard from V.F.W. Post salutes "Queen of Love and Beauty," M-G-M star Dawn Addams, before start of 131st annual Natural Chimneys, Va., Jousting Tournament. "Knights" and their horses are on both sides of throne platform.

Diplomat's Garb Donned By Actor Hypos "Courier"

NEW YORK. — The Roxy Theatre highlighted a campaign on the engagement of 20th-Fox's "Diplomatic Courier" by staging an inexpensive but novel stunt centering on a diplomat. Prior to opening day, the theatre had a stage actor don a diplomatic ensemble of a morning coat, striped trousers and black Homburg hat, and tour local newspaper offices.

The costumed actor called on the Gotham film critics during his tour. To each he gave "decoded" publicity releases which he carried in a dispatch case.

Printed on the portfolio was the title of the picture in bold letters. A limousine



The Roxy Theatre, N.Y.C., hired an actor, dressed him in diplomatic clothes and sent him on a limousine tour of local newspapers to promote the run of 20th-Fox's "Diplomatic Courier."

and chauffeur were employed to take the actor on his tour.

Also preparatory to opening, David T. Katz, Roxy executive director, staged a letter-writing contest on: "In what incident in your life did time play a vital part?" Prizes included a Tourneau watch, a radio alarm clock and 50 passes. Merchandise was procured through tie-ups with midtown merchants.

Set up before opening in the Roxy lobby beneath a poster on "Courier" was an exhibit of technical watches and timepieces furnished by Tourneau.

When "Courier" played the Kingston Theatre, Kingston, N. Y., manager Joe Sommers tied up with a local drug store to secure sample bottles of perfume and had a couple of girls distribute these in the lobby. Bottles were attached to cards which carried playdate credits. Stunt was worked for several days prior to opening.

Chocolatier Plugs "Hans"

Danny Kaye, star of RKO's and Samuel Goldwyn's "Hans Christian Andersen" is featured in a Whitman's Sampler Chocolates full-page advertisement seen in the "Saturday Evening Post." Prominently displayed is picture credit.

South Seas Motif Creates Desire For "Isle" Dates

An appealing array of street stunts has been pegged to a South Seas motif by a number of theatres playing the United Artists release, "Island of Desire," to generate widespread interest in engagements. Floats, grass skirts and tie-ins with Marines have figured prominently in these promotions.

When the film opened at Loew's Penn, Pittsburgh, manager Bill Elder started a local chapter of the Tab Hunter Fan Club, a group named after the co-star of the picture. Girls entering the Penn the previous week were asked to join and were given free photos and a membership card.

On the Saturday preceding opening day, Elder placed a platform on the sidewalk in front of the theatre. The platform was dressed up to resemble a South Sea isle and a boy and girl, clad as castaways, sat at a bridge table, playing cards.

Recruiting Tie-Up

In another Penn promotion, Elder arranged for a contest whereby Navy recruiting personnel selected Linda Darnell, who stars in "Desire," as "the girl they would most like to be stranded on an island with." The stunt resulted in a newspaper photo break.

In Philadelphia, when the film opened at the Mastbaum, manager Larry Graver had grass-skirted models dressed in Bikini bathing suits place leis around the necks of pedestrians on all main streets. The leis carried playdate credits.

The same girls were employed by Graver to visit newspaper, radio and TV station offices, where they distributed garlands. Graver, in keeping with the South Seas theme, arranged for "Desire" window displays in all major travel agencies, flower and specialty shops.

For the opening at the Saenger Theatre, New Orleans, a street ballyhoo was worked in which a "dream girl," dressed in appropriate South Seas outfit, sat atop the theatre marquee and threw candy kisses to passersby. The girl gave a real kiss to the first Marine in the theatre on opening day.

Give Leis To Passersby

Manager Howard Burkhardt of Loew's Midland, Kansas City, had girls in "Desire" costumes give away leis to pedestrians. Burkhardt also had local news trucks carry banners heralding the film. Theatre front was decorated with color transparencies and Burkhardt had Marine recruiting boards carry posters.

One tie-up worked by Burkhardt resulted in a city-wide herald distribution by a leading local laundry.

When the picture played Loew's Dayton, Dayton, Ohio, models distributed garlands in the streets and visited all city swimming pools displaying their backs, which carried stenciled impressions of the title of the picture.

On opening day, the Dayton management distributed 200 special flowers to the first women in the theatre. Patrons were greeted in the lobby by a 40 x 60 of Hunter.

Teen-agers were invited to plant kisses on the face of the poster. Girl leaving the best imprint every 15 minutes received a free pass.

At Loew's Metropolitan, Brooklyn, an attractive float, simulating a South Sea isle, replete with greens, palm trees and a couple of girls dressed in sarongs, was driven on a tour of the area for three days. A loudspeaking system was used to give publicity to the opening.

A float of more simple construction was used by Loew's Theatre, Rochester, to boost the run. Float was composed of two 24-sheets leaning against each other so as to be visible from either side of the street.

STREET STUNTS SELL "ISLAND OF DESIRE"



Girls wearing grass skirts walked through the streets of Kansas City and gave out leis to announce the run of UA's "Island of Desire" at Loew's Midland Theatre.



A float, attractively designed, with greens, palm trees and a couple of gals dressed in sarongs toured New York, with loud speakers selling the film's date at Loew's Metropolitan.

RKO's Tie-Up Series Garners Ads, TV Plugs For Release Of "Fear"

A series of commercial tie-ups has been set by RKO Pictures for "Sudden Fear." "Women's Wear Daily" carried a full-page ad, run by Peter Pan Foundations and featuring Joan Crawford, who stars, with picture credits. Tula lingerie is showing three garments worn by the star in the film on the "Ted Steele Show."

"The Big Payoff," an NBC television quiz show, featured a Tula showing of five garments tying in with the picture.

Miss Crawford will appear in a full-page, four-color "Clairol" ad in the Sept. 14 issue of the "New York Sunday Times," the Philadelphia "Inquirer" and the Los Angeles "Times."

Same ad will run in October issues of "McCall's," "Woman's Home Companion" and "Cosmopolitan."



In Pittsburgh, where the UA release played at Loew's Penn, a couple sat on their "island of desire" in front of the box office as a novel ballyhoo stunt.

Mail "Paleface" Reviews

Paramount has prepared a special brochure detailing for exhibitors the trade paper reviews given "Son of Paleface," now in national release. The cover of the mailing piece features a picture of Bob Hope and Jane Russell, who star in the picture. Copy, as spoken by Hope, reads: "Listen, fellers, take a look at the wonderful things the trade papers are saying about 'Son of Paleface.' It was nothing any handsome, talented young man called Bob Hope couldn't do with the right stuff in hand." Remainder of the six-page brochure is devoted to reprints of the reviews.

Jerry Lewis' Quips Spark "Jumping" Contest

New York.—In a novel contest worked by Paramount Pictures and 20 Davega sporting stores for the Paramount Theatre run of "Jumping Jacks," entrants were asked to read aloud into a tape recorder some of the comedy lines spoken by Jerry Lewis in the film.

A Webcor Tape Recorder, used to transcribe the voices, was given as prize to the person judged to have dished up the funniest delivery. Recorder was operated by a model, who toured the Davega stores in an elaborately decorated "fun wagon." The Paramount boosted the contest with a 40 x 60 lobby piece.

Sound Effects Sell "Wilderness"

Theatremen can practically bring the wild outdoors into their lobbies as a result of a free "Lure of the Wilderness" sound effects recording prepared by 20th Century-Fox as an exploitation extra for runs of that picture. In mid-western situations, the recording can serve as a follow-up to a recent truck tour which publicized first run showings.

The record has an automatic cut-off to enable continuous playing in the lobby. Sounds are an incorporation of a host of Okenfenokee Swamp noises, including a variety of bird and animal calls.

Exhibitors writing 20th-Fox can secure the record along with three-part open-end announcement discs suitable for plugging the picture over the airwaves.

Swamp Replicas Built

The Okefenokee Swamp with all its foliage, animal and reptile life, was contained in replicas which were set atop a quartet of 40-foot flat-bed trucks that toured the 20th-Fox central division for three weeks to publicize openings of "Wilderness."

Eight states were covered in the tour, which saw trucks depart from the exchange cities of Cleveland, Indianapolis, Detroit and Cincinnati to span over 50,000 miles.

Trucks were each bedecked with two 20-foot papier-mache alligators, actual foliage from Okefenokee, Spanish moss, replicas of cotton-mouth and water moccasin snakes, and film accessories.

In addition, the vans were stocked with the special sound effects records.

Inexpensive Outdoor Stunts Ballyhoo Playdate Of "The Merry Widow"

Atlantic City, N. J.—Outdoor ballyhoo which took advantage of the local beach-resort environment was arranged in unusual and inexpensive fashion by the Apollo Theatre to boost the engagement of M-G-M's "The Merry Widow."

One stunt, involving a pretty girl in a bathing suit, was worked as a tie-up with a local newspaper and a radio station. Stunt called for the placing of the girl on a local beach in advance of the picture's opening.

Through publicity in the paper and on the radio, clues were offered as to the identity of the girl, who was termed "The Merry Widow." The first day of the contest saw the winner's prize as $5. The prize went up $15 each succeeding day as the girl was not identified. Few clues were offered in the beginning.

Motorboat Employed

In another promotion, a 22-foot motorboat, bearing two large illustrated playdate signs, was sent cruising up and down the ocean front near the shore. Signs were large enough to be read from the beach and the boardwalk. Boat cruised for four days prior to opening.

The theatre distributed 100 tee shirts imprinted with the title of the picture and a photo of Lana Turner, the star, to boys to be worn on the boardwalk and beach.

An additional beach bally saw two attractive girls in bathing suits playing with a three-foot beach ball along the beaches. The ball was imprinted with the name of the picture, but not the name of the theatre. The stunt attracted much attention.

The Apollo had a young lady dressed entirely in black ride the boardwalk on a rolling chair in "cheesecake" position for several days. She carried a very large book on which was printed "The Merry Widow."

Contest Held

A tie-up with a five-and-ten cent store was worked in the form of a contest. Here girls were placed at the entrance to hand out small heralds with spaces provided for persons to identify stills from a counter display which showed scenes of Lana Turner in former films. Guest tickets were given to the first 50 persons correctly identifying the names of the former pictures.

As a result of arrangements made with a record and music store, girls were sent out to beaches carrying portable record players. Girls played "Merry Widow" recordings on the machines.



Ballyhooing 20th Century-Fox's Technicolor production "Lure of the Wilderness" are four 40-foot flat-bed trucks dressed up in Okefenokee Swamp trappings.

Ad Lists Air-Cooling As Heat Beater

New York. — Common sense advice in beating the heat of a summer's day was coupled with a suggestion to visit the air-conditioned Paramount Theatre in a novel ad taken in all local daily papers by that theatre during a recent heat wave.

Ad listed eight ways to "beat the heat:" 1. Avoid unnecessary physical exertion. 2. Wear loose absorbent clothing (light coloring). 3. Stay out of direct rays of the sun. 4. Eat a light diet (with extra salt on food). 5. Take plenty of liquid (avoid excessive amounts of iced and carbonated drinks). 6. Bathe in tepid water or sponge bath with ½ water, ½ rubbing alcohol or cologne. 7. Adequate amount of rest.

Last suggestion on the list, printed in heavier type, advised "a visit to the perfectly air-conditioned Paramount. . . ."

Pre-Selling:

Mag Search For Starlet Brings Columbia Credits For Full Year On Cover

A two-way promotion between Columbia and "True Story Magazine" which will result in the motion picture company getting full credit on the covers of the twelve issues of "True Story" in 1953, is currently under way.

Basis of the promotion is the selection of "Miss True Story," the young lady who will grace the covers of the magazine throughout the entire year, and who will also receive a standard acting contract from Columbia.

List Results Soon

Announcement of the ten semi-finalists will be made in the October issue of the magazine, with the winner announced via a cover story in the January issue.

Thereafter, each month of the year "Miss True Story" will be on the cover, with credit to Columbia Pictures in the accompanying text.

Judges of the contest are Max Arnow, head of Columbia's talent department; Ed Sullivan, syndicated newspaper columnist; TV star Faye Emerson; Fred Sammis, editor-in-chief of "True Story;" and Jack Force, "True Story" art director.

"Buck Nite" Aids Ozoner

New Orleans. — Good box office results were reported at the Drive-In Movies at 4000 Jefferson Highway for a one-night-only "Buck Night." The ozoner announced in a newspaper ad: "Fill up your car—Pack 'em in tight 'cause all can get in for a buck per car tonight! It's fun to go to the Drive-In Movies and so economical." Billed on "Buck Night" was RKO's "The Racket" and "Up In Arms."

REGIONEWS

ALBANY

Neil Hellman, who operates the Paramount and Boyd here and the Lincoln Drive-In outside Philadelphia, Pa., is expanding his operations in two directions. One is construction of a $160,000 ozoner near Langhorne, Pa. and the second is erection of a 50-room modern motel on Routes 9 and 20 near E. Greenbush, where his son-in-law, Alan Iselin, operates the Auto-Vision. . . . A mezzanine was added to the Paramount here during a summer closedown. Free refreshments and gifts were distributed on reopening night. . . . Alex Weisz of the Crane, Schenectady, has added the Scotia in Scotia suburb to his operations. Val Richey was the former operator. . . . Clayton Pantages is a new salesman for 20th-Fox, succeeding Fred Miller.

BOSTON

Andrew Tegu has purchased a site and secured a permit for the first drive-in in his chain of theatres, with construction to start next spring for a 400-car ozoner in Woodsville, N. H., where he operates a conventional theatre. . . . Lawrence Laskey, partner in E. M. Loew and local chairman of the Bonds for Israel Drive, left for a 15-day tour of Israel, sponsored by the American Financial and Development Corp. . . . The Fresh Pond Drive-In, Cambridge, has been selected for the Archbishop Cushing annual charity show on Sept. 15, to benefit the Nazareth Hospital for crippled ehildren. Admission will be $5 per car. . . . Broekton Theatre, Brockton, operated by New Eng. Theas., entertained 90 Pony League Baseball Players and offieials. Mgr. Horace W. Beals arranged to have the VFW band on stage and a handsome trophy was donated by the theatre.

For the first time under its present ownership, the Beacon Hill, Boston, has booked a sub-run film for an extended run. "High Noon" will play the house 21 days after a three-week first-run at the Astor. Jack Goldfine has been named asst. to Tom Dowd at the Beacon Hill. . . . Murray Howard, Warner, Worcester, tied with Irving Hillman of the Roger Sherman, New Haven, for first plaee in the Warner managers eontest for July. Seeond prize went to Jack Melincoff, Warner, Lawrence. . . . New Eng. Theas. is offering a special production of "Finian's Rainbow" for one-night stands in 13 houses of the circuit. If successful, it will be booked into other United Paramount circuits in the East. . . . Ralph Iannuzzi, new Warner branch mgr., was tendered a luncheon to introduce him to the New England exhibitors. . . . Burleigh Taylor, mgr. of Interstate's Vergennes, Vt. theatre, was married to May Ross.

Following a six-week shuttering, the Plaza, Salem, was reopened by owner Phil Bloomberg, with Joe Cohen now handling the buying and booking. . . . Century booth equipment and Manley Super-Stadium popcorn machines were installed in the recently opened, 400-car, Kitery, Me. drive-in owned by Mike Nadeau and Ray Wentworth, also in Maurice Safner and Ted Rosenblatt's 500-car ozoner in Smithfield, R. I. . . . Permit for a new ozoner in Westbrook, Me. has been requested by Ardia Tevanian of Portland. . . . Lockwood & Gordon reopened the Braintree, Braintree, with Kenneth Amidon as mgr. to replace Stanley Gavis, who resigned to enter the Navy. . . . Francis Spain is the new mgr. of the Capitol Theatre, Hillsboro, N. H. . . . Barbara Wolf, daughter of Joe Wolfe of Embassy Pictures, was married to Alvin Role.

BUFFALO

Members of the Marine Corps and Reserves, color guards and civic drill teams were guests of the Century Theatre following their participation in an evening parade in connection with opening of "What Price Glory." . . . Downtown theatres received several columns of editorial space in the Buffalo Courier-Express and the Buffalo Evening News describing the various attractions of the coming season. . . . "The Miracle" completed its third week at the Mercury, managed by James H. Michaels, without any protests from religious groups. . . . Milton Harris, formerly mgr. of the Cinema, is now associated with Warner's Vogue in Cleveland. The Cinema, which was to reopen in Aug., has remained closed. . . . Mrs. Lewis J. Lieser is now booker and office mgr. at Lieser Film Dist. Co., succeeding Minna Zackem, resigned.

House mgr. of the Mercury, Phil J. Todaro, has formed the Todd Distributing Co. to handle foreign and domestic films in this area. Temporary offiees are at 585 Main St. . . . Ellis Gordon is new sales rep, at UA, sueeeeding Wm. Lessner, resigned. . . . Theatre mgrs. and department stores are lending support to the proposal of city fathers for more off-street parking. . . . New policies have been established at the following: The Kenmore at Kenmore; Behling and Gram's Sylvia in Buffalo, and M. L. Osborne's Park at Hammondsport, to Sun., Mon., Fri. and Sat. The 2385 Genesee Corp., owners and operators of the new Commodore in Buffalo, now open Sat., Sun., Wed., Thurs., Fri. and Sat. . . . Wm. P. Rosenow of Theatre Service, reports excellent response to the free ticket distribution for local drive-ins, in cooperation with E. W. Edwards dept. stores, which was held last month.

When Sky Way News, the TSO sheet devoted to coming attractions at Niagara and Lake Shore drive-ins was held up at the printers, some 500 calls were received at Rosenow's office to have their names put on a mailing list. . . . A "Miss Beautiful Legs of Buffalo" contest was held on the stage of Basil's Lafayette Theatre in connection with opening of "Affair in Trinidad." Marjorie R. Meyer, winner, recieved a $50 bond and a chance for a trip to Trinidad. Special student prices of 25 and 40 cents are now in effect at the Lafayette. . . . Constantine Basil, head of Basil Ents., is chairman of the building committee of the Hellenic Orthodox Church which recently purchased the 104-year-old No. Presbyterian Church edifice for $250,000.

CHICAGO

Judge Michael Igoe has set Sept. 19 for hearing on Essaness demand that it be removed as defendant in Strand Theatre anti-trust suit. . . . Fred Mindlin is the new mgr. at the Ziegfield. . . . Attorney Richard Blackman filed brief for Woods Theatre purehase deal, which will be heard by Illinois Supreme Court during the fall session. Emil Stern and other former partners in Essaness are suing Silverman, who bought out their interest, to seeure more money from the deal. . . . Hearing in the B&K appeal for longer than two weeks runs at the Jackson Park Theatre has been set for Oet. 3 in the 7th district U. S. Appeal Court. . . . Hearing in the Viking Theatre anti-trust ease, set for Sept. 12 in Judge John Barnes court, will cover the film companies' request to have the case transferred to Milwaukee Federal Court sinee theatre is located in Wisc.

Exehange managers report very few mis-



Ernest Emerling (left) and Oscar A. Doob, executives of Loew's Theatres, chat with Maureen O'Hara, star of John Ford's "The Quiet Man," which Republic is releasing, at the Capitol Theatre, New York, premiere.

CHICAGO (cont'd.)

takes these days in theatre percentage reports. . . . The annual premium show will be held this year at the Astor Hotel in New York, Sept. 15-17. . . . Plans to reopen the Arcadia Theatre, St. Charles, Ill., have fallen through. . . .Film Row reports that Chicago Federal Tax Ticket Dept. may add Wisconsin, N. and S. Dakota districts to reduce expenses. . . . Judge Michael Igoe postponed decision on unlimited loop run for Warner's "Miracle of Fatima" to Sept. 8. . . . Ira Latimer, Civil Liberty League, asked Censor Board to reconsider its rejection of film "Latuko" for Chicago showing. . . . Nat Donohue joins country sales of Paramount exchange here.

Geneva Theatre, only house in Geneva, is being closed by Vallos Circuit because of poor patronage. The circuit sold its 650-seat Roxy in W. Chicago to the American Legion Club. . . . Howard Landau, treas. of the local American Civil Liberties branch, has sent out an appeal for funds to help fight the coming court test case of "The Miracle." . . . M-G-M Exchange is receiving bids for the Chicago showing of "Ivanhoe," for which Judge Michael Igoe allowed extra playing time to B&K loop theatres if successful in gaining the film. . . . Several theatre owners are seeking TV spots to boost their film programs. . . . Jack Kapp, mgr. of the central div. of ASCAP, announces a campaign to sign up theatres for use of their music. Special attention will be given to outdoor theatres. B&K is negotiating with ASCAP for Chicago theatre stage shows.

Winston Theatre Co. case, affecting RKO Grand, scheduled for Judge Michael Igoe's court Sept. 9. . . . National Screen reports 63 houses, including loop and subsequent runs, will show the Chesterfield Technicolor short, "How Science Serves You." . . . Scheduled to reopen are Great States' Academy Theatre, Waukegan; Prospect, Mt. Prospect, and Lux, E. Peoria. . . . Film Row reports Monogram negotiating for purchase of Chicago and Indianapolis Monogram exchanges from Irving Mandell. . . . Willard Van Matre, owner of the Coronado Theatre, Rockford, is slowly recovering from a heart attack. . . . Nathan Gumbiner, veteran Chicago Theatre owner, dead.

CINCINNATI

The Mt. Healthy Drive-In, Mt. Healthy, O., was forced to close because of construction work on the Compton Rd. Owner John Vlachos doesn't know when he will be able to reopen. . . . Jay Goldberg, franchise holder of Realart here, has acquired several new films and is holding trade screenings in the Fox projection room for the first time in many years. . . . Murray Baker, booker for Northio Theatres, won the Variety Club golf trophy with a score of 74. . . . Theatre Owners Corp., of which Rex Carr is gen. mgr., has added the Princess Theatre, Boomer, W. Va., owned by Fred W. Gray, to its accounts.



Elizabeth Threatt, star of Howard Hawks' Winchester Production "The Big Sky," with Charles Moss, managing director of the Criterion, New York, where the RKO release opened to the biggest mid-week gross in over three years.

Selma Blachschleger, franchise holder for Realart Pictures here, announces that the office is already accepting bookings for the Hallowe'en Horror Show. . . . Gene Parsons, mgr. of the Liberty, Madison, and Dixie Gardens Drive-In, Covington, Ky., has his arm in a cast. . . . Paul (Bud) Wessel, secy.-treas. of States Film Service, is in Good Samaritan Hospital with a broken hip. . . . The local Variety Club has set Nov. 17 as Old Newspaper Boys' Day in Cincinnati, proceeds to go to the Hamilton County Council for Retarded Children. Project is being sponsored jointly by Variety and the Cincinnati Enquirer.

CLEVELAND

Operators of the State Theatre in Uhrichsville have filed a $396,000 anti-trust suit against Columbia, Warner, UA, Loew's, 20th-Fox, Paramount, RKO and Universal. Plaintiffs, listed as Charles Albert, Margaret Adams, Helen Gandell, Bertha Ostrow, Simon M. Schultz and Arthur Wintner, claim that distributor defendants gave preference to New Philadelphia theatre, eight miles away, because that house is part of the 45-chain operation of the Jamestown Amusement Co. . . . Hanna Theatre will open Sept. 22; Playhouse starts operations Sept. 10. . . . NPA has given the green light to use controlled materials on construction of the Little Flower Drive-In at Ottawa, Ohio. . . . Francine Hendershot was held up and robbed of $25 while she cashiered at the Lower Mall.



M-G-M's Marjorie Main was honored guest at a reception held at the home of Bob Wile, sec'y of Independent Theatre Owners of Ohio, while in Ohio visiting the "Hollywood At The Fair" exhibit on display at the Ohio State Fair. Shown here (l. to r.): ITOO past pres. Martin Smith, Mrs. C. F. Phister, Miss Main, Mrs. Martin Smith and C. F. Phister, pres. of ITOO.

DALLAS

The Metropolitan, Houston, will have its large-screen TV installed in time for the football season. Sales meetings and launchings of new products will be held over closed circuit TV at the Metropolitan in family fashion for business service meetings, country-wide, during off hours, according to Al Lever, city mgr. for Interstate. . . . TV has also entered two other Houston theatres in a small way, with a set in the lobby of the Academy Theatre and a set for children in the amusement park of the enlarged South Main Drive-In, on which Interstate spent $181,000. Gene Autry headed the guest of honor list at the opening of the South Main. . . . As a promotion for "High Noon," the Majestic employed Mary Jane Walton, "Miss Houston," to pass out cigarettes in front of the theatre.

Houston area drive-ins have been combatting the threatened attendance drop due to a polio epidemic by advertising that the theatres and grounds are sprayed daily. The Hempstead, Road, Irvington, Winkler and Pasadena ozoners joined in one such ad in the Houston Chronicle. . . . "Ivanhoe" did a third week at Loew's State, where bookings are normally for one week. . . . Joe Dukey is the new mgr. of the Circle Drive-In, Waco. . . . The Belknap Drive-In, Fort Worth, has taken on Bobbie Chambers as its mgr. . . . NPA approved construction of a $50,000 ozoner for Albert Rains, Houston. . . . T. P. Tidwell has been upped from salesman at 20th-Fox in Dallas to branch mgr. at the Jacksonville exchange, succeeding Marvin Doris, resigned. . . . The South Main and Shepherd drive-ins, Houston, advertised a "new idea in screen-thrill shows" with the offering of seven days of horror films, comprising a new double bill each day.

DENVER

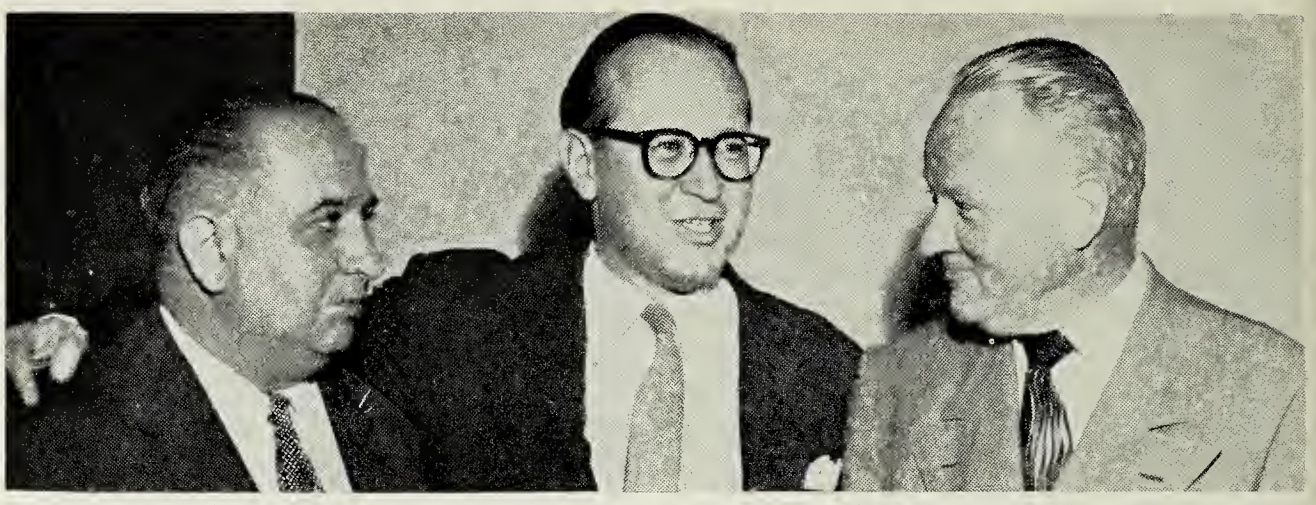
Fox Intermountain will drop management of the Isis shortly after the first of next year, when their operating agreement with Wm. Fox-Isis Co. expires, in compliance with the Federal Court decree. The company still must dispose of either the Esquire, Aladdin or Webber in Denver. . . . Fred Monaco, head shipper at Universal, has been upped to asst. booker. . . . Robert Selig, Fox Intermountain v.p., ran across a book he had checked out of the library at the U. of Denver about 22 years ago and figured that he owed about $394 in fines, which he offered to pay. It was decided to skip the fine in lieu of a contribution to the University's development fund. Selig is now pres. of the board of trustees of that institution. . . . Shelby Doty, asst. city mgr. at Ogden, Utah, for F-I, and Janet Bachtel of Denver were married.

Paul Rothman sold his interests in Lee Theatres to enter another business. Paul Thompson resigned as cashier at Metro to become office mgr. at Lee Theatres. . . . The Palace sustained some $20,000 damages from a fire which started in a restaurant next door. Theatre will be closed for some time to undergo repairs. . . . Pat McGee, gen. mgr. of Cooper Theatres, has been elected pres. of Colorado Assn. of Theatre Owners, succeeding B. D. (Dave) Cockrill, who died about a month ago.

DETROIT

Edward Chrenko, who took over the Creek Theatre at Swartz Creek from Maurice Snow, is doubling as a disk jockey with Station WCLC at Flint. . . . The DeWitt Theatre at DeWitt, closed by J. B. Vincent, is reported in preparation for reopening. . . . Robert Cox, a newcomer, has taken over the Au Gres Theatre at Au Gres from John Booth. . . . Hazel Totten, mgr. of the Hillman Theatre, is chairman of a local committee to induce a doctor to settle in the community. . . . Jim Beck of Clark Theatre Service is expecting a family addition soon. Bill Clark himself became the proud father of twin daughters last week—his first offspring. . . . Nathan and Ray Schreiber are incorporating the new Commonwealth Steel Products Corp. as a sideline to their theatre business. . . . Kal Soskin, son of former owner of the Amsterdam Theatre, Leonard Soskin, is opening his own insurance agency.

Fred E. Pennell, owner of the Cozy at Decatur and former exec. chief of Allied Theatres of Mich.. has a new Dairy Freeze adjoining his theatre. . . . James and George Olson have opened their new Gaylord Drive-In at Gaylord in northern Mich. to handle 400 cars. Clegg Rowley is house mgr. . . . Clarence R. Weaver, former asst. mgr. at the Cinema, moved to the United Artists in a similar capacity. . . . Marty Shore of the Colonial left for two weeks on the road for Wilding Pictures, going as far west as San Francisco. . . . Manistee is celebrating the 50th anniversary of the opening of its former Ramsdell theatre. . . . Norman Allen Meyers, managing dir. of the Adams, went to Springfield, Ill. to welcome his first grandchild. Father is Norm's only son Gene. . . . Otto N. Ebert, Jr., salesman from the RKO Indianapolis exchange, has taken over as RKO branch mgr. here, succeeding Murray Devaney, resigned.



Dave Idzal (left) director of the Fox Theatre, Detroit, where RKO's "Sudden Fear" was premiered, is shown here with producer of the film, Joseph Kaufman (center) and Jim Sharkey of Cooperative Theatres.

Watch These Dates!

Sept. 10-11: Clarksburg, W. Va.—W. Virginia Allied Theatres Assn. convention—Stonwall Jackson Hotel.

Sept. 14-18: Washington—Theatres Owners of America convention and trade show—Shoreham Hotel.

Sept. 24: New York—Cinema Stamp Collectors meeting—Hotel Astor.

Sept. 29-Oct. 1: Kansas City—Kansas-Missouri Theatre Assn. fall meeting—Hotel President.

Oct. 6-7: St. Louis—MPTO of St. Louis, E. Missouri & S. Illinois convention—Chase Hotel.

Oct. 6-10: Washington—SMPTE 72nd semi-annual convention—Statler Hotel.

Oct.. 20-22: Detroit — Allied Theatres of Michigan convention—Tuller Hotel.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Nov. 25: New York—Motion Picture Pioneers 13th annual dinner—Hotel Astor.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Dec. 9-11: Memphis—Allied of Mid-South press conference.

INDIANAPOLIS

Dale H. McFarland, a former exec. of Tri-State Theas. in Des Moines, Ia., is the new gen. mgr. of Greater Indianapolis Amuse. Co. . . . Al Blankenbaker has taken over the Union Theatre at Liberty, Ind. . . . Jack Safer, former Lippert mgr., has taken over the exchange while Gene Tunick, former mgr. of the Indianapolis exchange, has acquired the Cincinnati, O. exchange. . . . Thomas Newcomb, former traveling rep. for National Theatre Supply, resigned to join the sales organization of Republic. . . . J. S. Ambrose, new Central District mgr. for Warner, visited the local exchange last week. He succeeds F. V. Moore. . . . Herman Hallberg, 20th-Fox office mgr., has a new son.

Irving Mantel, local attorney, winner of the top prize of an Oldsmobile at the Variety Club golf tournament, presented chief barker Claude McKean with a $500 check for the Variety Heart Fund. . . . The Aug. 28-Sept. 6 Indiana State Fair includes a motion picture industry exhibit for the first time in its history, billed as "Hollywood at the Fair," and sponsored by ATO of Indiana. . . . The annual picnic for exchange personnel, given by Al Borkenstein at his summer home on Lake Wawasee, has been set for Sept. 16.

LOS ANGELES

Morris Sudman, 20th-Fox office mgr., has been upped to branch mgr., succeeding Alex Harrison transferred to N. Y. as special representative. . . . Murry Gerson, U-I salesman, has been transferred to the San Francisco office. . . . Sally Miller, veteran booker with RKO, middle-isled it and is now answering to the name of Mrs. David Green. . . Leland Allen, Pacific Drive-In Theas., has been released from the hospital following a checkup. . . . Dave Jarvis, operator of the Hub, Blythe, was in town on a buying and booking expedition. . . . The Film Row Club picnic will be held at Griffith Park on Sept. 13, with an attendance of well over 1200 expected.

LOUISVILLE

Bob Enoch, pres. of Elizabethtown Amuse. Co., announces that his company will construct a 700-car ozoner near Fort Knox, Ky., which will feature a cafeteria-style snackbar and patio for viewing films. A deluxe sweet shop and confection bar has been added to his State Theatre, Elizabethtown. Enoch was recently chosen by "Better Theatres" magazine as "Manager of the Month." . . . A move is afoot to establish, through a local ANTA chapter, a resident professional theatre company in Louisville, which would either produce a minimum of eight plays a season or maintain a schedule of 30 performance weeks. . . . Jim Atterbury, mgr. of the Town Hall Theatre, Winchester, is relieving Jack Crouthers at the Harrod Theatre, Harrodsburg, while Jack is taking a well-earned vacation. . . . W. E. Carrell, prexy of Falls City Theatre Equip., has made reservations to attend the TESMA-TEDA convention and trade show in Chicago Nov. 15-19.

KATO has completed a week of district meetings throughout the states, advising exhibitors of its program for another try at repeal of the state admissions tax and guaranteeing COMPO cooperation for repeal of the 20% Federal tax. Also discussed was the possibility of quarterly meetings of various districts for working out current problems. . . . Jack and Vernon Powell leased the subsequent run Airways Theatre from Switow Amuse. Co. and reopened it recently. . . . The 250-seat Whitley Theatre, Whitley, Ky., is playing to S.R.O. while a murder trial is being conducted there because the McCreary County Courthouse, just across the street, is in process of being rebuilt after a fire last Jan.

MEMPHIS

M. A. Lightman, Jr., pres. of MPTO of Arkansas, Mississippi and Tennessee, has announced the establishment of a conciliation panel for this exchange area, including Herbert Kohn of Malco Theatres as chairman; Nathan Flexer, Waverly, Tenn.; Jack Bomar, Wren Theatres, Little Rock, Ark.; Terry Axley, England, Ark.; R. B. Cox, Batesville, Miss.; T. E. Williams, Clarksdale, Miss., and R. X. Williams, Oxford, Miss. (alternate). . . . For the convenience of exhibitors in this territory, UA has opened a booking office here, with Katherine Randle in charge as booker.

MILWAUKEE

ATO of Wisconsin's next regional meeting has been changed from Sept. 9 to the 11th at Wausau. Main topic under discussion will be the tax repeal drive. New members of the organization are Roger Reinert of the Lake Vue Drive-In, Manitowoc, and Elton Vocks of the Star Dust

MILWAUKEE (cont'd.)

Drive-In at Bailey's Harbor. . . . An old theatre up at Hancock, Mich. is celebrating its 50th anniversary with a week-long observance from Aug. 30 to Sept. 6. The Kerredge Theatre, a Thomas house, managed by Rance Mason, is displaying pictures of the house as it looked 50 years ago and scenes from some of the movies shown then. . . . Bob Gross, mgr. of the Bluemound Drive-In here, keeps the kids interested by adding new amusements to his playground. Newest is the little horse swings that are so popular now.

Harry Karpus has taken over the Jefferson Theatre at Jefferson, formerly operated by S. Chapman. . . . Richard Kelly's 33 Outdoor Drive-In, two miles east of Redsburg, opened Aug. 23. . . . Walter Baier broke ground for a new ozoner at Ft. Atkinson, which is expected to open next spring. . . . At a dinner following Variety Club's annual golf outing at the Tuckaway Country Club, pres. Samuel M. Kaufman presented a check for $16,000 to Dr. John S. Hirschboeck, Marquette medical school dean, for its diagnostic clinic. The Tent has pledged $25,000 annually to the heart clinic. . . . The Mars Theatre here has again changed hands. Its former owner was Jim Kavalary, who also has the Liberty here. . . . Bob Lefter has resigned as booker for Fox-Wisconsin.

MINNEAPOLIS

In the theatre promotion arranged by loop theatres, stores and the transit company, over 10,000 persons were drawn to the loop on the second Thursday "downtown family night," exceeding record set the first night. According to an official of Minnesota Amuse. Co., receipts were not as good the second week. . . . Construction has started on a new amphitheatre-type ozoner at Navarre, Lake Minnetonka, a surburb. . . . Variety Club of the Northwest is raffling off a Cadillac at $100 a chance for benefit of its heart hospital on the U. of Minn. campus. . . . Harvey Iverson bought the Park, Storden, Minn., from W. A. Windschitl. . . . Larry Fredericks, former owner, is again operating the Waverly, Waverly, Minn. . . . A new ozoner opened between Gregory and Dallas, S. D. on Hyway 18.

Kenneth Eitreim sold the Rex. Artesian, S. C., to Bernard and Jerome Hendrick. . . . The Deep River, Deep River, Ia., closed because of poor business. . . . Irwin Dubinsky, new owner of the stands, has shifted George D. Carnie from mgr. of the Valley, Valley City, N. D., to mgr. of the Dakota, Jamestown, N. D. . . . Reinhold Mayer has improved the sound in his New Leipzig, New Leipzig, N. D. . . . Arthur Gilbertson purchased the Hoffman, Hoffman, Minn. from Karl and Richard Korstad. . . . The Starlite Drive-In, Huron, S. D., is conducting a "personality contest" for dogs. . . . Dan Chamberlain 83, pioneer exhibitor in the territory who died recently, left an estate of $210,000. . . . Robert Shephard, mgr. of the Star-Lite Drive-In, Fargo, N. D., will marry Patricia Ann Brunell Sept. 20.

Over 80 independent theatres who attended regional meetings of NCA at Duluth, Minn. and Sioux Falls, S. D., conducted by prexy Ben Berger and exec. counsel Stanley D. Kane, unanimously approved resolutions urging unreserved repeal of the 20% tax and dismissal of the Government's suit to force film companies to make 16mm films available to TV and other competitors. . . . On Oct. 3, Minn. Amuse. Co. will discontinue outstate division headquarters at Rochester, Minn. and Sioux Falls, S. D., the district office at Duluth, and a district branch at the State, Mpls. In a shift of manpower, new assignments go to Frank Steffy, Woodrow Praught, Ray Niles, Charles Zinn, Frances Wiggins and William Blake. . . . Lyle Carisch will build a 500-600 car ozoner at Hibbing, Minn. . . . Following similar action by RKO and indie houses in the loop, MACO hiked kids admissions from 12 to 20 cents and is watching results closely. . . . Harold Hanson, operator of an ozoner at Watertown, S. D. is looking for a suitable site there to build a conventional theatre. Hanson also operates the East Park Drive-In at Sioux Falls, S. D.

NEW HAVEN

Al Schuman, pres., and Gus Schaefer, treas. of Hartford Theatre Circuit, reopened the 750-seat Art Theatre with a first-run, foreign film policy. Joe Dolgin is the new managing director. . . . Harris Bros. 4200-seat State, Hartford, only motion pictures-vaudeville theatre in Conn., reopens with a two day vaude-film policy on Sept. 6, with Ted Harris again in charge. . . . Edgar Lynch has resigned as mgr. of Warner's Commodore Hull Theatre in Derby, Conn. to take up residence in California. . . . The 289-seat Devon Theatre, Devon, owned by Mrs. Saveri Gilormine, is being converted into a branch station of the Milford, Conn. Postoffice. . . . Fishman Circuit started new dish deals at the Dixwell and Rivoli theatres, New Haven. . . . The Warner Palace, Danbury. concluded a series of weekly amateur talent stage revues, with $100 going to participants in the finals program.

"The Happy Time" was sneak-previewed at E. M. Loew's, Hartford. . . . Loew's Poli circuit installed a new screen at the Majestic, Bridgeport. . . . Barney Tarantul, partner in the Burnside, E. Hartford, is back on the job after a four-month layoff because of illness. . . . Republic's "Woman of the North Country" was New England premiered at the Pine Drive-In, Waterbury. . . . Asst. mgr. Lee Feigin of Loew's Poli Palace, Hartford, resigned. . . . Irving Hillman, mgr. of the Roger Sherman, New Haven, was named winner of the Warner New England Showmanship Award. . . . Variety Club of Conn. and the New Haven Evening Register sponsored an amateur boxing show at the West Haven Municipal Stadium for the Register's Fresh Air Fund. Co-chairmen for Variety were Harry F. Shaw, Loew's Poli div. mgr., and Ray Wylie, ex-UA branch mgr., now in the insurance business.



Apparently pleased with the lobby display for premiere of Paramount's "Caribbean" at Walter Reade's Kingston Theatre in Kingston, N. Y., are, (l. to r.): William Bendix; Joseph Sommers, theatre mgr.; actress Lydia Clarke; producer William Thomas; Walter Reade, Jr.; and Al Floersheimer, ad-pub dir. for Reade Theatres. Bendix and Miss Clarke made personal appearances, filling in for Arlene Dahl, star of "Caribbean."

NEW YORK

The RKO Trent in Trenton, N. J., will be the first theatre in that state to install a third dimensional RCA Synchro screen, and third in the RKO circuit. It is presently being employed at the RKO 81st in Manhattan and the RKO Albee in Brooklyn. . . . The Broadway Theatre is undergoing changes to become the first playhouse in the world to install Cinerama, the new multi-dimensional motion picture projection technique. "This is Cinerama," first production in the new medium, will have its world premiere there late in Sept. . . . Because many Variety Club barkers have been invited to the Warner Club Outing, set for Sept. 12, the Tent has decided to postpone its annual Golf Tournament at the Vernon Hills Country Club, Tuckahoe, originally set for Sept. 11, to Sept. 25. Ed Fabian, 1501 Broadway, is handling the tickets.

Two of Broadway's biggest stage hits, "Oklahoma" and "Mr. Roberts" have been set for Sept. showings at the RKO Lincoln in Trenton, N. J. for two performances each. . . . Al Broder took over management of the Realart Exchange following resignation of Jack Bellman. . . . "The Last Laugh" and "The Cabinet of Dr. Caligari," first released almost three decades ago, will open at Walter Reade's Baronet Theatre on Sept. 15. Both films are the property of the U. S. Government, which by special arrangement with the Attorney General will co-sponsor the revival. . . . The 13th annual dinner of the Motion Picture Pioneers has been set for the Grand Ballroom of the Hotel Astor on Nov. 25. . . . Richard Brandt, Trans-Lux theatres' exec., last week welcomed an addition to his family. It's a girl, named Claudia. . . . 20th-Fox will hold an invitational world premiere of "The Snows of Kilimanjaro" at the Rivoli Theatre on Sept. 17.

OKLAHOMA CITY

Roy E. Heffner, Belmont, Mass., is suing his business partner, John Terry of Perry, Okla. in Federal Court to get an accounting of his partnership. Plaintiff asserted he believed there was due him from his partnership in excess of $100,000. They started out with theatres in Wewoka, Clinton and Durant, Okla. in 1929. Heffner later moved to Mass. where he managed two theatres the partnership had acquired there, with Terry continuing operation of the Oklahoma properties, which came to include considerable oil holdings.

PHILADELPHIA

The Mastbaum lowered its admission price for youngsters during the Martin-Lewis

Ilio Ulive, pres., and Dr. C. Jimenez, v.p. of Cines Unidos of Venezuela, visit Alfred E. Daff, Universal exec. v.p., and Ben Cohen, foreign department exec. in N. Y. Ulive's circuit, which plays U-I product regularly, is the largest in Venezuela. L. to R.: Dr. Jiminez, Cohn, Daff and Ulive.



PHILADELPHIA (cont'd.)

stage show after a flock of complaints on opening day. $90,000 was anticipated for the week's run. . . . M-G-M sent a bona fide Baroness to meet the press in a bathing suit to promote "The Merry Widow," which comes to the Arcadia on Sept. 27. For film purposes the lady is known as Lisa Ferrday but her right name is the Baroness Liza de Mezzy. . . . Stanley-Warner's Lindley Theatre reopened for week-ends on Aug. 29. . . . It's a boy for the Ed Barskys. He's the M-G-M Records distributor.

PORTLAND-SEATTLE

Following acquisition of the J. J. Parker interests in the Mayfair Theatre, Portland, Evergreen announces it will spend $250,000 in remodeling the 1800-seater. . . . Virgil Faulkner, former Portland city mgr. for Hamrick, is now sales mgr. for Oregon Sign and Neon Corp. He is devoting attention to the designing and selling of theatre marquees. . . . Rocky Lane will be guest of Evergreen and Hamrick in Oregon and Washington, where he will make numerous personal appearances at the chain theatres. . . . Mgr. Jack Hamaker of Fox Theatres, Spokane, is using sneak previews to stimulate business.

At invitation of Lou Amacher, M-G-M mgr. in the Portland area, representatives of film chains, independents and circuits heads gathered to hear the company's Henderson Richey and A. Gardner outline a proposed plan for industry arbitration. A similar meeting was scheduled for Seattle. . . . The Portland office of U-I will be in charge of salesman Archie Holt while mgr. Arthur Greenfield is on a trans-continental trip, awarded to him as first prize in the company's recent sales drive. . . . Jack Braxton has been switched from mgr. of J. J. Parker's United Artists Theatre, Pendleton, Ore., to the United Artists in Portland. Sherman Beidler succeeds Braxton at Pendleton. . . . Robert Ballantine is now with Matlock theatres in Pendleton.

ST. LOUIS

Realart of St. Louis, owned by George Phillips and Herman Gorelic, has taken over the local franchise for Lippert in a deal involving about 28 pictures for the 1952-53 season. Realart moved into the former Lippert quarters at 3216 Olive St. and have arranged with Kahan Film Delivery to handle the physical distribution. . . . Construction is under way on the 450-car drive-in for Pirtle Amuse. Co. on a site one mile from Beardstown, Ill. . . . Turner-Farrar's Starlite Drive-In scheduled to open for business in time for the Harvest Festival season in the Eldorado, Ill. area. It has facilities for more than 700 cars and an eventual capacity of 1,000. . . . The 300-car Grande drive-in on U. S. 66 near Sullivan, Mo. has been opened by A. Schwartz, with his son Eli as mgr. Schwartz also owns the Grande Cafe and Tourist Court in that area.

Joppa Auto-Vue, Metropolis, Ill., opened on Aug. 28 with facilities for more than 500 cars and space for increase to 1,000. . . . A 500-car plus ozoner is under consideration for the vicinity of McLeansboro, Ill. by Pirtle Amuse. Co., who operate the the McLean Theatre there, with opposition provided by Dickinson's Capitol Theatre. . . . The 350-seat Alamo Theatre, Lebanon, Ill., dark since April, is being operated week-ends by B. Tamborious, with Mr. & Mrs. Paul Schroeder in charge of management. . . . L. Matreci plans to reopen his Uptown Theatre, St. L., about Sept. 15. . . . COMPO collections have been excellent and it appears certain that this territory will reach its quota. . . . Lash LaRue, cowboy motion picture and TV player, was among the injured in the tornado that struck the Missouri State Fair grounds at Sedalia, Mo. recently.

Al Piessner, ad consultant; Bob Johnson, ad-pub dir., and artist Don Capestro of Fanchon & Marco, have come up with a new series of interesting cartoon ads for the circuit. The company's series of "Cool and Comfortable Theatres" ads have been made available to theatre owners in other cities. . . . Bert Somsen, St. L., has taken over Crescent Productions of Wellsville, Mo., distributors of "Freaks." . . . Film theatres here are expected to benefit from the city's new free parking plan on the river front two nights each week, whic started on Aug. 15. . . . Two city detective and a bartender, accused of cracking th Congress Theatre safe in June, 1951, hav been indicted. . . . Former State Senato Milton F. Napier, a v.p. and counsel fo the Better Films Council of Greater St. L suffered a heart atack and is in serious con dition. . . . Bill Guinan, veteran equipmen salesman, recently joined the staff of M Carty Theatre Supply Co.

Frisina's 362-seat State at Lawrenceville Ill. reopened on Aug. 31. . . . Norman I Merold plans to reopen his 200-seat Alom Theatre at Stewardson, Ill., dark sinc Jan. . . . The 350-seat Algerian Theatre a Risco, Mo., has been taken over by Brow & Greer, local merchants. House was fo merly operated by W. C. Thompson. . . Harry Londoff, owner of the Palm Theatr bldg., announced plans to reopen the thea tre about Sept. 19. . . . Bloomer Amuse. Co active in management of the Starligh Drive-In, east of Upper Altoon, Ill., pur chased the project from Joe Goldfarb an Harry Beck. . . . A new giant screen ha been installed in the Avon Theatre, Brees Ill.

It has definitely been decided to hold th annual meeting of MPTO of St. L., E. M and So. Ill. at the Chase Hotel, Oct. 6- . . . Charles Brechner, resident mgr. a Grayville, Ill. for Turner-Farrar, observe the 45th anniversary of his entry into th motion picture business. . . . Bud Edel who just completed a two year stint as a officer in the Army, is the new norther Ill. salesman for UA. . . . 20th-Fox i bringing in two sound trucks and trailer to exploit saturation runs on "Lure of th Wilderness." They will hit some 200 citie and towns in their travels through thi area. . . . John Kelley, national branch mgr for the manufacturers of Walker Hi-In tensity screens, etc., passed away.

Harry Hynes, U-I mgr., and the Mr have returned from a 10-day trip to th coast as guests of the company. Hynes wa one of ten winners in the recent sales cam paign. . . . On select nights during remain der of the season, the 66 Drive-In near La Grange, Ill., will admit free of charge auto of a particular make—one night Dodge then Fords, Buicks, etc. . . . Russell Hogu mgr. of the Capitol, Litchfield, Ill., cos tumed all of the theatre's staff in clow suits for run of "Greatest Show."

FILMS TELEVISED AUG. 23 to SEPT. 5

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Appointment With Murder	John Calvert	Film Classics 10-8-48
Bandits of the Badlands	Sunset Carson	Rep. 9-14-45
Blind Man's Bluff	Dermot Walsh	
Cherokee Flash	Sunset Carson	Rep. 12-13-45
Docks of New Orleans	Roland Winters	Monog. 3-21-48
Jim Hanvey, Detective	Guy Kibbee	Rep. 4-5-37
Happiness C.O.D.	Donald Meek	Chesterfield 12-21-35
It Happened in Arizona	Slim Summerville	
Melody Club	Terry Thomas	
Morning After	Ben Lyon	Major Pic. 8-22-34
Night Club Queen		
Outlaw Tamer	Lane Chandler	
Police Force	Joan Marsh	
Private Angelo	Godfrey Tearle	
Private Snuffy Smith		
The Third Visitor	Guy Middleton	
Thirteen East St.	Patrick Holt	
A Tragedy At Midnight	Margaret Lindsay	Rep. 3-19-42
Willie Goes To Town	William Graham	

New Stapler Cuts Costs At Studios, In Theatre Work

The Heller Company, which developed the famous Heller Surgical Stapler, which has become an important part of modern surgery, has entered the motion picture industry. Harold Heller, head of the organization, announced that the new Heller Fastener, a new stapler designed especially for use in the motion picture field, will hit the business with great impact.

"The method of fastening sets together can be improved by the use of this fastener, a stapler, which will shoot nails and brads on canvas, on wood backgrounds with lightning speed with air propulsion. This instrument reduces damage to sets, which can be caused by nails that split canvas to tear and break wood."

Heller has also developed a stapler that shoots different colored staples and can be used in editing film. This stapler, which can also be used for wiring, has a slight florescence. It can be seen, but it is still dark in the cutting room in which the stapler is used.

For Editing Film

"It is time for the motion picture studios to look to economy and their purses," Heller explained. "They must put in practice some of the principles that have been adopted by other industries. Archaic methods are out. The motion picture business has looked with good natured contempt on new methods adopted by other industries. Up until today, that was all right, but now competition forces them to call on the business doctors and cut costs."

Heller states that his stapler can do the same work as other implements in one sixth of the time. He pointed out that one of his staplers is a decided asset in theatres, where it can be used on marquees, billboards and in decorating. He is also casting a commercial film out here. This feature will have professional actors and actresses in the cast and will relate the merits of Heller products. It will be 30 minutes in length.

Heller explained: "Films can be used as a strong selling medium." Taking a page from Hollywood's exploitation book, The Heller Company is hiring motion picture starlets to present and represent products. Starlets, Heller explained, are better salespeople because they meet people easier.

Heller emphasized the fact, that there are many uses for his Heller stapler in the industry, and the variety of uses are numerous.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Jose Ferrer has signed to star in John Huston's production of "Matador," based on the best-selling novel by Barnaby Conrad, which Huston will film in Sevilla, Spain, this Spring. Ferrer, currently starring in "Moulin Rouge," being lensed by Huston, brought the unusual novel to Huston's attention a few weeks ago, resulting in the purchase of the yarn. Conrad, a former matador himself, was vice consul in Sevilla for three years and full consul for over a year. He will collaborate with Huston on the screen play and also act as technical advisor. He planes to Europe next month for preliminary huddles with Huston.

* * *

After three weeks of extensive location shooting on South Dakota location sites, the Jack Broder production of "Battles of Chief Pontiac" has returned to Hollywood for interior filming. Director Felix Feist is completing principal photography with cast toppers Lex Barker, Helen Westcott and Lon Chaney on the General Service lot for Producer Irving Starr and Associate Producer Herman Cohen. After viewing rushes on the action drama Jack Broder has ordered a major publicity and exploitation campaign to pre-sell "Pontiac," his strongest entry to date.

* * *

Oscar Levant has sufficiently recovered from his recent illness to sign with M-G-M for a top role in "The Band Wagon," Technicolor musical starring Fred Astaire, Nanette Fabray, Cyd Charisse and Jack Buchanan. The film goes before the cameras late this month and will be directed by Vincente Minnelli and produced by Arthur Freed. . . . Line-up for Paramount's "Reaching For The Stars" is Ginger Rogers, William Holden and Paul Douglas. Pat Duggan will produce with Irving Rapper directing. . . . Johnny Sheffield's new leading lady in "Jungle Girl," his next Monogram picture, will be Karen Sharpe. Ford Beebe is directing. . . . Joanne Dru was signed by Universal-International to co-star with James Stewart in the Technicolor production, "Thunder Bay," which will start the middle of this month with Aaron Rosenberg producing and Anthony Mann directing.

In the writing department, Columbia was the scene of two recent deals. Norman Hall has been signed by Armand Schaefer, president of Gene Autry Productions, to write an original screen play under the title of "Pack Train." It will be filmed as an Autry starrer for Columbia. Starting date is set at Oct. 6. Sam Newman has been assigned by Sam Katzman to write the screen play of "Combat Assignment," a war story dealing with aerial photographers, which is slated to go before the cameras during December at Columbia.

* * *

Harold Lloyd is preparing a cowboy picture. He has two researchers on it. . . . Lionel Barrymore's book is due out in October. It's title is "Mr. Cantonwine" and is described as a novel, but has a lot of Lionel in it. . . . Alfred Hitchcock is up in Canada both shooting "I Confess" and studying the Canadian police case of Albert Gray who planted a dynamite clock on a plane. Hitchcock is interested in it for another plot. . . . "The Sun Shines Bright," the John Ford picture now in production at Republic, is based on three Irvin S. Cobb stories. "The Lord Provides," "The Mob From Massac," and "The Sun Shines Bright." . . . "The Bengal Tiger," a best selling novel by Hall Hunter was bought by U-I. Studio assigned Ted Richmond to produce.

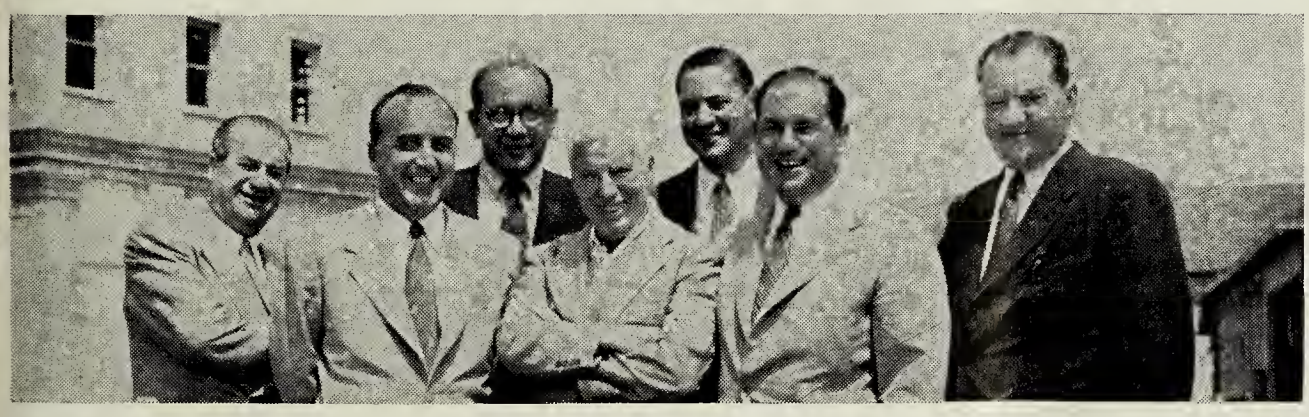
* * *

One Night Stand," a screen play based on incidents during Spike Jones' half million miles of personal appearances throughout the U. S. during the past decade, has been completed by the band leader and his special material writer, Sol. Myer. It is currently being framed into a package deal by Ralph Wonders, Jones' manager. Jones confers next week with MCA on plans for setting up film production on the yarn. Helen Grayco, Mrs. Spike Jones, vocalist with Jones, will appear in the film, as will various members of the musical organization.

* * *

Jean Negulesco will direct the film, "Titanic," at 20th Century-Fox. Picture, which will star Clifton Webb and Barbara Stanwyck, will roll Oct. 20. Charles Brackett will produce. . . . Milton L. Gunzburg has appointed Stephen J. Bass studio manager of the Hollywood-LaBrea Studios and made the space available for rental purposes. Natural Vision Corporation has used the studio exclusively for experimental purposes in the field of 3-dimension for the past year. With the completion of production on Arch Obler's "Bwana Devil," the first major feature production filmed in 3-dimension, closed experimentation on Natural Vision is now over. Among the facilities is a process tunnel allowing ample space for the largest process screens. . . . The entire personnel of Edmund Grainger Productions moved from the RKO-Pathe lot in Culver City to RKO Radio's main studios in Hollywood. They will occupy the entire second

(*Continued on next page*)



Charles Chaplin meets with the top executives of United Artists in Hollywood on the occasion of the signing for UA release of his latest film, "Limelight." Shown here (l. to r.) front row: Arthur Krim, UA president; Chaplin, Robert Benjamin, and William J. Heineman, vice-president in charge of distribution. Back row: Arthur Kelly, Chaplin's long-time associate and sales representative; Max E. Youngstein, vice-president, and Arnold Picker, vice-president in charge of foreign distribution.

Title Role In "The Juggler" New Type For Kirk Douglas Claims Dmytryk

By Richard Bernstein

"We are going to show the public some new backgrounds," Director Edward Dmytryk explained over lunch. Some of the scenes in the picture, 'The Juggler,' will be filmed in Haifa, on the Lebanonese border, on roads in and near Nazareth and Jerusalem."



Edward Dmytryk

Dmytryk has just returned from a location jaunt to Israel to find sites for the film, which stars Kirk Douglas and an Italian star, Milly Vitale. A Stanley Kramer Production, the picture will be lensed half in the United States and half in Israel. The director picked his locations for their attractiveness and also because they had the qualities that they were looking for in regard to the picture.

This is the first American film feature to be shot in Israel. It is the story of an ex-juggler, Kirk Douglas, who is a displaced person, and is bitter and cynical. In his adventures and misadventures, he finds himself and a home in Israel.

Straight Drama

"This is a straight drama," the director explained, "but yet it has something different and unusual in its telling. It is a new type of role for Kirk Douglas." The company is going to use a few natives in bits for the film and extra parts in Israel. He is taking nine actors abroad with him, including Douglas, Miss Vitale, Oscar Karlweis and Paul Stewart.

Dmytryk has just finished work on "Eight Iron Men," the film version of Harry Brown's war play, "A Sound of Hunting," also a Stanley Kramer Production for Columbia.

In regard to motion pictures and the director's problems, Dmytryk explained: "Every picture differs with its problems, there are no basic problems. Every director has a slightly different way of working, yet they all fall into general lines. Today there are more intelligent directors than in the past. The directors vary their film innovations with their films."

"Confidence In Performer"

As to performances from players, the director pointed out, "The most important thing is to strengthen the confidence in the performer. No one ever got anything out of a performer that the performer didn't have in him. The performer must feel secure in his role. Ninety-nine out of a hundred are insecure. On the stage, an actor can feel audience reaction, films don't have that."

Discussing Kramer's "The Sniper," which he directed, Dmytryk explained why unknown Arthur Franz was used. An actor such as Franz helped tell the story better than if a big star had been cast in the part. "There are times when you should use names and times when you shouldn't," is the way Dmytryk put it.

Among the director's credits are "Crossfire," which starred Robert Mitchum, Robert Young, and Robert Ryan.

Title Changes

RKO-Radio: "**Captive Women**" is the final title for "3000 A.D." (Stars Robert Clarke, Margaret Field, Ron Randell and Gloria Saunders; William Stuart Gilmore directed).

Universal-International: "**The Redhead From Wyoming**" was set as the new title for "Cattle Kate." (Stars Maureen O'Hara and Alex Nicol; Lee Sholem directed).

Monogram: "**Torpedo Alley**" was set as the final title for "Down Periscope." (Stars Mark Stevens, Dorothy Malone, Charles Winninger and Bill Williams; Lindsley Parsons and John Burrows produced).

Big Adventures Get Big Film Play

Hollywood has gone back to the making of adventure pictures of big-scale variety. Motion picture producers point out that the public once again is interested in films with wide scope and spectacle. To answer this demand, cameras are turning on such films throughout filmland.

At Republic, "Fair Wind To Java" is being lensed in Trucolor with a top cast headed by Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen, John Russell, Buddy Baer and Claude Jarman, Jr. This is a robust, tangy sea story with lots of derring-do. Metro-Goldwyn-Mayer has "Vaquero," starring Robert Taylor, Ava Gardner, Howard Keel, Anthony Quinn, Kurt Kasznar and Charlita, shooting in Ansco-color in Knab, Utah. This is a rip-roaring tale of the rugged sons of the saddle in Mexico.

Disney Shooting In England

Walt Disney is shooting the film, "The Sword and The Rose," in Technicolor in England with a cast topped by Richard Todd, Glynis Johns, James Robertson Justice and Michael Gough. A historical swashbuckler, "Sword and Rose" has all the ingredients, intrigue, swordplay and beautiful women.

Over at U-I, Alan Ladd, Arlene Dahl and Richard Conte are co-starring in "The Desert Legion," being lensed in Technicolor. A saga of soldiers who patrol the sandy wastes, this film is of the action plus variety.

Allied Artists has "The Royal Mounted Police" in prodetion with James Craig, Reginald Denny and Keith Larsen heading the cast. This is a film dealing with the men who always get their man. Against the background of beautiful Canada, the Mounties prove crime doesn't pay.

To continue to feed the movie-goer's appetite for this kind of fare, story editors of all the studios are constantly seeking for novels, articles, plays and stories which will appeal to the action and adventure-loving filmgoer.

HOLLYWOOD

(*Continued from preceding page*)

floor of one of the studio's buildings. Grainger organization's next production will be "Split Second" which marks Dick Powell's directorial debut.

* * *

Arthur Lubin has been set by Jack L. Warner to direct "Sulu Sea," a comedy drama which Sam Bischoff will produce for Warner Brothers. Lubin just returned from three months in Europe prior to which he directed the Irene Dunne starrer at U-I, "It Grows On Trees."

* * *

George Raft has been set to star in "Cairo," which Bernard Luber will produce in Rome in late September. . . . Richard Greene will play the lead in Edward Small's "Return of the Corsican Brothers," which Michel Kraike will produce and Ray Nazarro direct. . . . After completing their Sept. 24-Oct. 19 engagement at New York's Madison Square Garden, Roy Rogers, Dale Evans and their rodeo troupe will play one night stands in Ohio, Indiana and Kentucky. . . . Peter Scully will produce "Son of Belle Starr" at Monogram. Film will roll in the middle of September. . . . Patrice Munsel has the lead role in "Melba," which Horizon Productions is producing. The film which is in Technicolor, will be directed by Lewis Milestone with S. P. Eagle producing . . . Cast for 20th Century-Fox's "Call Me Madam," which will be lensed in Technicolor, reads: Ethel Merman, Donald O'Connor, George Sanders, Vera-Ellen and Billy DeWolfe. Sol C. Seigel is producing the film which will be directed by Water Lang. Film tees off Sept. 25.

* * *

Kathryn Grayson was signed by Jack L. Warner to star in "The Grace Moore Story," picturization of the life of the late singer. Henry Blanke will produce the film for Warner Brothers from a screen play by John Monks, Jr. Miss Grayson recently finished W. B. 's "The Desert Song," Technicolor musical in which she starred with Gordon MacCrae and Steve Cochran. Blanke is currently at the production reins of "Back To Broadway," a WarnerColor musical.

* * *

Fred Wilcox will direct "Code No. 2" at M-G-M. Film, which stars Ralph Meeker, Sally Forrest and Robert Horton, will be produced by William Grady, Jr. . . . William Pine and William Thomas will put their production, "Jamaica Seas," which will be shot in Technicolor, before the cameras Sept. 8, with Lewis R. Foster megging. Cast toppers are Ray Milland, Arlene Dahl and Wendell Corey. . . . The Kramer Company will shoot "The Cyclists' Raid," the story of some motorcyclists who damage a town, on Sept. 29 with Stanley Kramer producing and Laslo Bendek directing. . . . Jeff Chandler's next starrer at U-I, "Sioux Uprising" will also have Stephen McNally as Chandler's co-star. Albert J. Cohen will produce the film, which will be lensed in Technicolor, with the cameras set to start rolling Sept. 16.

* * *

Mickey Rooney will head an entertainment troupe composed of Ukie Sherin, Alice Tyrell and Dick Winslow scheduled to take off Sept. 25 for Korea and Japan for a three week visit with GI's.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	400	Barefoot Mailman	83	Robert Cummings, Terry Moore
Nov.	405	The Harlem Globetrotters	80	Thomas Gomez, Harlem Globetrotters
Nov.	409	The Son of Dr. Jekyll	77	Louis Hayward, Jody Lawrance
Dec.	413	Ten Tall Men (Technicolor)	97	Burt Lancaster, Jody Lawrence
Dec.	420	Man In The Saddle (Tech)	87	Randolph Scott, Joan Leslie
Dec.	421	Purple Heart Diary	73	Frances Langford, Tony Romano
Dec.	414	The Family Secret	85	Lee J. Cobb, John Derek, Jody Lawrence
Jan.	419	Boots Malone	103	William Holden, Johnny Stewart
Jan.	417	Indian Uprising (Super Cinecolor)	75	George Montgomery, Audrey Lang
	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
Jan.	473	The Old West	61	Gene Autry, Gail Davis
Feb.	424	The First Time	89	Robert Cummings, Barbara Hale
Feb.	423	Death of A Salesman	111	Frederic March, Mildred Dunnock
Feb.	422	Harem Girl	70	Joan Davis, Arthur Blake
Mar.	430	My Six Convicts	104	Gilbert Roland, John Beal
Mar.	432	Okinawa	67	Pat O'Brien, Cameron Mitchell, Richard Denning
Mar.	415	Scandal Sheet	82	Broderick Crawford, Donna Reed, John Derek
Mar.	475	Night Stage to Galveston	61	Gene Autry, Pat Buttram
Apr.	427	Thief of Damascus (Technicolor)	78	Paul Henreid, Jeff Donnell
Apr.	425	The Marrying Kind	93	Judy Holliday, Aldo Ray
May	434	The Sniper	87	Arthur Franz, Marie Windsor
May	428	Sound Off (Super Cinecolor)	83	Mickey Rooney, Ann James
May	435	Yank in Indo-China	67	John Archer, Jean Willes
May	471	Apache Country	62	Gene Autry, Pat Buttram
June	426	Walk East on Beacon	98	George Murphy, Virginia Gilmore
June	436	Paula	80	Loretta Young, Alexander Knox, Kent Smith
June	441	Brave Warrior (Tech)	73	Jon Hall, Christine Larson
June	438	Montana Territory (Technicolor)	64	Lon McAllister, Wanda Hendrix
July	437	The Brigand (Tech.)	94	Tony Dexter, Gale Robbins
July	442	Cripple Creek (Tech.)	78	George Montgomery, Jerome Courtland
July	440	California Conquest (Technicolor)	79	Cornel Wilde, Teresa Wright
July	439	Red Snow	74	Guy Madison, Ray Mala
July	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
Aug.	502	Captain Pirate (Technicolor)	85	Louis Hayward, Patricia Medina, John Sutton
Aug.	504	Last Train From Bombay	72	Jon Hall, Christine Larson
Aug.	509	Clouded Yellow	89	Jean Simmons, Trevor Howard
Sept.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
Sept.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
Sept.	476	Wagon Team	.....	Gene Autry, Gail Davis

Westerns

Dec.	484	Pecos River	55	Charles Starrett, Smiley Burnette
Jan.	483	Smoky Canyon	55	Charles Starrett, Smiley Burnette
Feb.	482	The Hawk of the Wild River	54	Charles Starrett, Smiley Burnette
Apr.	485	Laramie Mountains	53	Charles Starrett, Smiley Burnette
June	487	The Rough, Tough West	54	Charles Starrett, Smiley Burnette
July	474	Barbed Wire	61	Charles Starrett, Smiley Burnette
July	486	Junction City	54	Charles Starrett, Smiley Burnette
Aug.	481	Kid From Broken Gun	56	Charles Starrett, Smiley Burnette

LIPPERT PRODUCTIONS

Dec. 7th	5021	The Great Adventure	75	Dennis Price
Dec. 21st	5008	Tales of Robin Hood	59	Robert Clarke, Mary Hatcher
Jan. 11th	5102	For Men Only	93	Paul Henreid, Margaret Field
Jan. 18th	5103	Man Bait	78	George Brent, Marguerite Chapman, Diana Dors
Feb. 15th	5107	Stronghold	73	Veronica Lake, Zachary Scott
Mar. 14th	5140	Navajo	70	Indian Cast
Apr. 1st	5106	Wings of Danger	72	Zachary Scott, Robert Beatty
Apr. 25th	5111	Valley of Eagles	83	Jack Warner, Nadia Gray
May 23rd	5111	Loan Shark	79	Geo. Raft, Dorothy Hart, Paul Stewart, John Hoyt
June 2nd	5105	Outlaw Women (Cinecolor)	75	Marie Windsor, Richard Rober
June 16th	5129	Stolen Face	71	Paul Henreid, Lizabeth Scott
July 18th	5110	Pirate Submarine	69	Special Cast
Aug. 1st	5112	The Jungle	74	Rod Cameron, Cesar Romero, Marie Windsor
Aug. 29th	5116	Secret People	.....	Valentina Cortesa, Audrey Hepburn
Sept. 5th	5113	Hellgate	87	Sterling Hayden, Joan Leslie

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	209	An American in Paris (Technicolor)	113	Gene Kelly, Leslie Caron, Oscar Levant
	210	The Unknown Man	86	Walter Pidgeon
	211	Too Young to Kiss	94	Van Johnson, June Allyson
Dec.	212	The Light Touch	93	Stewart Granger, Pier Angeli, George Sanders
	213	Calling Bulldog Drummond	80	Walter Pidgeon, Margaret Leighton
	214	Callaway Went Thataway	81	Howard Keel, Dorothy McGuire, Fred MacMurray
Jan.	215	It's A Big Country.	89	Van Johnson, Ethel Barrymore
	216	Westward the Women	116	Robert Taylor, Denise Darcel
	219	The Sellout	83	Walter Pidgeon, Audrey Totter
	217	Pandora and the Flying Dutchman (Tech.)	123	James Mason, Ava Gardner
Feb.	220	The Invitation	85	Dorothy McGuire, Van Johnson, Ruth Roman
	221	Shadow in the Sky	78	Nancy Davis, Ralph Meeker
	222	Lone Star	94	Clark Gable, Ava Gardner, Broderick Crawford
	223	Belle of N. Y. (Tech.)	81	Fred Astaire, Vera-Ellen, Marjorie Main
Mar.	224	Just This Once	90	Peter Lawford, Janet Leigh
	225	Love Is Better Than Ever	81	Elizabeth Taylor, Larry Parks
	226	The Wild North (Ansco color)	97	Stewart Granger, Wendell Corey
Apr.	227	Singin' in the Rain (Technicolor)	103	Gene Kelly, Donald O'Connor, Debbie Reynolds
	228	Talk About a Stranger	65	George Murphy, Nancy Davis
	229	When In Rome	78	Van Johnson, Paul Douglas, Peggy Stewart
May	230	Young Man With Ideas	84	Glenn Ford, Ruth Roman
	231	Carbine Williams	101	James Stewart, Wendell Corey, Jean Hagen
	232	The Girl In White	93	June Allyson, Gary Merrill, Arthur Kennedy
	233	Skirts Ahoy (Tech.)	109	Esther Williams, Joan Evans, Barry Sullivan
June	234	Glory Alley	79	Ralph Meeker, Leslie Caron
	235	Pat and Mike	95	Spencer Tracy, Katharine Hepburn, Aldo Ray
	236	Scaramouche (Technicolor)	115	Stewart Granger, Eleanor Parker, Mel Ferrer
July	237	Lovely to Look At (Technicolor)	102	Red Skelton, Kathryn Grayson, Howard Keel
	238	The Washington Story	82	Van Johnson, Patricia Neal
	239	Holliday For Sinners	72	Gig Young, Janice Rule, Keenan Wynn
Aug.	240	You for Me	71	Jane Greer, Peter Lawford
	241	Fearless Fagan	79	Janet Leigh, Carleton Carpenter
		Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor, Joan Fontaine
Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	96	Gene Kelly, Pier Angeli
	303	My Mand and I	99	Shelly Winters, Ricardo Montalban

MONOGRAM

Dec. 2nd	5146	Texas Lawmen	54	Johnny Mack Brown, James Ellison
Dec. 9th	5124	Northwest Territory	61	Kirby Grant, Chinook
Dec. 30th	5156	Stage To Blue River	56	Whip Wilson
Jan. 6th	5217	The Steel Fist	73	Roddy McDowell
Jan. 13th	5241	Texas City	54	Johnny Mack Brown, James Ellison
Jan. 20th	5299	Aladdin and His Lamp (Cinecolor)	66	Patricia Medina, John Sands
Feb. 3rd	5251	Night Raiders	52	Whip Wilson, Andy Clyde
Feb. 10th	5102	Fort Osago	72	Rod Cameron, Jane Nigh
Feb. 24th	5224	Waco	68	Bill Elliott, Peggy Stewart
Mar. 9th	5104	Rodeo (Cinecolor)	70	Jane Nigh, John Archer
Mar. 23rd	5211	Hold That Line	64	Leo Gorcey, Huntz Hall
Mar. 30th	5242	Man From the Black Hills	51	Johnny Mack Brown
Apr. 6th	5215	Jet Job	63	Stanley Clements, Elena Verdugo
Apr. 13th	5252	The Gunman	52	Whip Wilson, Fuzzy Knight
Apr. 27th	5205	Wild Stallion (Cinecolor)	70	Ben Johnson, Edgar Buchanan
May 4th	5225	Kansas Territory	65	Bill Elliott, Peggy Stewart
May 11th	5209	Desert Pursuit	71	Wayne Morris, Virginia Grey
May 25th	5207	African Treasure	70	Johnny Sheffield, Laurette Luez
June 8th	5220	Gold Fever	63	John Calvert, Ralph Morgan, Ann Cornell
June 15th	5212	Here Come the Marines	66	Leo Gorcey, Huntz Hall, Myrna Dell
June 29th	5203	Wagons West (Cinecolor)	70	Rod Cameron, Peggie Castle
July 6th	5243	Dead Man's Trial	59	Johnny Mack Brown, Jimmy Ellison
July 20th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
Aug. 10th	5221	Yukon Gold	.....	Kirby Grant
Aug. 17th	5253	Montana Incident	54	Whip Wilson
Aug. 24th	5204	Rose Bowl Story (Cinecolor)	71	Marshall Thompson, Vera Miles
Sept. 7th	5226	Fargo	.....	Wild Bill Elliott, Phyllis Coates
Sept. 21st	5213	Feudin' Fools	63	Leo Gorcey, Huntz Hall
Sept. 28th	DAA22	Battle Zone	.....	John Hodiak, Stephen McNally, Linda Christian

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
		PARAMOUNT		
November	5106	When Worlds Collide (Technicolor)	82	Richard Derr, Barbara Rush
November	5107	Submarine Command	89	William Holden, Nancy Olson, William Bendix
November	5111	Detective Story	103	Kirk Douglas, Eleanor Parker, William Bendix
December	5112	Silver City (Technicolor)	90	Yvonne De Carlo, Edmond O'Brien, Richard Arlen
December	5110	My Favorite Spy	93	Bob Hope, Hedy Lamarr
January	5109	Hong Kong (Technicolor)	91	Ronald Reagan, Rhonda Fleming
February	5114	Sailor Beware	106	Dean Martin, Jerry Lewis, Corinne Calvert
February	5118	Flaming Feather (Technicolor)	78	Sterling Hayden, Arleen Whelan
March	5105	Something to Live For	89	Ray Milland, Joan Fontaine, Teresea Wright
April	5116	My Son, John	122	Helen Hayes, Robert Walker, Dean Jagger
April	5119	Aaron Slick From Punkin Crick (Technicolor)	95	Alan Young, Dinah Shore, Robert Merrill
May	5117	Anything Can Happen	107	Jose Ferrer, Kim Hunter
May	5113	Red Mountain (Technicolor)	84	Alan Ladd, Lizabeth Scott
June	5120	The Atomic City	85	Gene Barry, Lydia Clarke
June	5115	Denver & Rio Grande (Technicolor)	89	Edmond O'Brien, Sterling Hayden, Dean Jagger
July	5129	The Greatest Show On Earth (Technicolor)	153	Betty Hutton, James Stewart Cornel Wilde, Dorothy Lamour, Charlton Heston, Gloria Grahame
July	5122	Encore	90	Glynis Johns, Kay Walsh, Nigel Patrick, Roland Culver
July	5121	Jumping Jacks	100	Dean Martin, Jerry Lewis, Mona Freeman, Don De Fore
August	5123	Carrie	122	Laurence Olivier, Jennifer Jones, Eddie Albert, Miriam Hopkins
August	5124	Son Of Paleface (Technicolor)	97	Bob Hope, Jane Russell, Roy Rogers, Trigger
		1952-53		
September	5201	Just For You (Technicolor)		Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)		John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)		Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson
		RKO-RADIO		
Nov.	208	Jungle of Chang	67	Semi-documentary
Nov.	210	The Racket	89	Robert Mitchum, Lizabeth Scott
Nov.	264	Two Tickets to Broadway (Technicolor	106	Tony Martin, Janet Leigh, Eddie Bracken
Dec.	214	Double Dynamite	80	Frank Sinatra, Jane Russell, Groucho Marx
Dec.	216	Overland Telegraph	60	Tim Holt
Jan.	215	On Dangerous Ground	82	Robert Ryan, Ida Lupino
Jan.	251	I Want You	101	Dana Andrews, Dorothy McGuire, Farley Granger
Jan.	265	Tembo (Ansco Color)	80	Documentary
Jan.	218	A Girl in Every Port	86	Groucho Marx, Marie Wilson, Wm. Bendix
Feb.	217	Las Vegas Story	88	Jane Russell, Victor Mature, Vincent Price
Feb.	220	At Sword's Point (Technicolor)	81	Maureen O'Hara, Cornel Wilde, Robert Douglas
Feb.	292	Snow White (Technicolor)	83	
Feb.	266	Hunchback of Notre Dame (re-release)	117	Maureen O'Hara, Charles Laughton
Feb.	267	Cat People (re-release)	73	Simone Simon
Feb.	219	Trail Guide	80	Tim Holt
Mar.	221	Rancho Notorious (Technicolor)	89	M. Ferrer, A. Kennedy, M. Dietrich
Mar.	223	Road Agent	60	Tim Holt
Mar.	213	Pace That Thrills	63	Bill Williams
Mar.	268	Rashomon	90	Japanese Cast
Mar.	222	Whispering Smith vs. Scotland Yard	77	Richard Carlson
Apr.	271	Body Snatcher (Re-Issue)	78	Boris Karloff
Apr.	272	I Walked with a Zombie (Re-Issue	69	Tom Conway
Apr.	224	Macao	81	J. Russell, R. Mitchum
Apr.	227	Target	69	Tim Holt
Apr.	225	Tarzan's Savage Fury	80	Lex Barker
May	303	Faithful City	86	J. Smith, D. Ramati, D. Peskin
May	226	Narrow Margin	71	C. McGraw, M. Windsor
May	288	Half Breed (Technicolor)	81	Robert Young, Janis Carter
June	269	King Kong (Re-Issue)	100	Bruce Cabot
June	270	The Leopard Man (Re-Issue)	66	Dennis O'Keefe
May	230	Desert Passage	60	Tim Holt
June	229	Clash By Night	105	Barbara Stanwyck, Robert Ryan, Paul Douglas, Marilyn Monroe
July	274	The Wild Heart (Technicolor)	82	Jennifer Jones
July	391	The Story Of Robin Hood (Technicolor)	84	Richard Todd, Joan Rice
Aug.	362	Sudden Fear		Joan Crawford
Aug	301	One Minute To Zero	105	Robert Mitchum, Ann Blyth
Aug.	361	Big Sky	140	Kirk Douglas, Elizabe Threatt
Aug.		Too Many Girls (Re-issue)	85	Lucille Ball, Richard Ca son
Aug.		Look Who's Laughing (Re-issue)	79	Lucille Ball, F. McGe Edgar Bergen
Sept.	302	Beware, My Lovely	77	Ida Lupino, Robert Ryan
Sept.		Face to Face		James Mason, Robert Pre ton
		REPUBLIC		
Nov. 6th	5105	Sea Hornet	84	Rod Cameron, Adele Mar Adrian Booth
Nov. 15th	5130	Street Bandits	54	Penny Edwards, Robe Clarke, Roy Bancroft
Nov. 19th	5063	Desert of Lost Men	54	Allen "Rocky" Lane, Mar Ellen Kay
Dec. 5th	5103	The Wild Blue Yonder	98	Wendell Corey, Vera Ra ston, Forrest Tucker, Ph Harris
Dec. 15th	5152	Pals of the Golden West	68	Roy Rogers, Dale Evans Estelita Rodriguez, Pink Lee
Dec. 15th	5032	Stormbound	60	Constance Dowling, Ar drea Checchi
Jan. 15th	5131	Woman in the Dark	60	Penny Edwards, Ross E liott, Rick Vallin
Jan. 22nd	5064	Captive of Billy The Kid	54	Allan "Rocky" Lane, Ror ny Edwards
Jan. 26th	5104	Lady Possessed	87	James Mason, June Havo
Feb. 8th	5141	Colorado Sundown	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Mar. 1st	5142	The Last Musketeer	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Mar. 22nd	5171	Leadville Gunslinger	54	Allan "Rocky" Lane, Mary Ellen Kay, Slim Picken
Mar. 24th	5122	Oklahoma Annie	90	Judy Canova, John Russell Grant Withers
Apr. 1st	5125	The Fabulous Senorita	80	Estelita, Robert Clarke Nestor Paiva
Apr. 15th	5143	Border Saddlemates	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Apr. 15th	5069	Wild Horse Ambush	54	Michael "Red" Chapin Eilene "Judy" Janssen
Apr. 15th	5105	Hoodlum Empire	98	Brian Donlevy, Claire Trevor, Vera Ralston, Forrest Tucker
May 1st	5128	Gobs and Gals	86	George and Bert Bernard Robert Hutton, Cathy Downs
May 20th	4815	Black Hills Ambush	54	Allen "Rocky" Lane, Eddy Waller
June 1st	5129	Bal Tobarin	84	Muriel Lawrence, William Ching, Claire Carleton
June 15th	5106	I Dream of Jeanie (Trucolor)	90	Ray Middleton, Bill Shirley, Muriel Lawrence, Eileen Christy
July 20th	5173	Thundering Caravans	54	Allen "Rocky" Lane Eddy Waller, Mona Knox
July 25th	5144	Old Oklahoma Plains	60	Rex Allen, Slim Pickens, Elaine Edwards
Sept. 5th	5107	Woman Of The North Country (Trucolor)	90	Ruth Hussey, Rod Cameron, John Agar, Gale Storm
		The Quiet Man (Tech.)		John Wayne, Maureen O'Hara, Barry Fitzgerald
		TWENTIETH CENTURY-FOX		
Dec.	139	The Girl On The Bridge	77	Hugo Haas, Beverly Michaels, Robert Dane
Dec.	140	Fixed Bayonets!	92	Richard Basehart, Michael O'Shea, Gene Evans
Dec.	141	Elopement	82	Clifton Webb, Anne Francis, Charles Bickford, William Ludigan
Dec.	142	I'll Never Forget You (Technicolor)	90	Tyrone Power, Ann Blyth, Michael Rennie
		1952		
Jan.	205	Decision Before Dawn	119	Gary Merrill, Richard Basehart
Jan.	201	Model and the Marriage Broker	105	Jeanne Crain, Scott Brady, Thelma Ritter
Jan.	202	Japanese War Bride	91	Don Taylor, Shirley Yamaguchi
Feb.	203	David and Bathsheba (Technicolor)	116	Gregory Peck, Susan Hayward
Feb.	204	Phone Call From a Stranger	96	Shelly Winters, Bette Davis, Gary Merrill
Feb.	207	Red Skies of Montana (Technicolor)	98	Richard Widmark, Constance Smith, Jeffrey Hunter
Mar.	208	5 Fingers	108	James Mason, Danielle Darrieux
Mar.	209	Return of the Texan	88	Dale Robertson, Joanne Dru
Mar.	206	Viva, Zapata!	110	Marlon Brando, Jean Peters
Apr.	210	With a Song in My Heart (Technicolor)	117	Susan Hayward, Rory Calhoun, David Wayne, Thelma Ritter
Apr.	211	The Pride of St. Louis	93	Dan Dailey, Joanne Dru
Apr.	212	Rose of Cimarron (Natural Color)	72	Jack Buetel, Mala Powers, Bill Williams
May	213	Belles on Their Toes (Technicolor)	89	Myrna Loy, Jeanne Crain, Jeffrey Hunter
May	215	Deadline—U.S.A.	87	Humphrey Bogart, Kim Hunter, Ethel Barrymore
May	216	Outcasts of Poker Flat	81	Dale Robertson, Anne Baxter
June	135	Kangaroo (Technicolor)	84	Maureen O'Hara, Peter Lawford
June	219	Lydia Bailey (Technicolor)	89	Dale Robertson, Anne Francis, Charles Korvin

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
ine	218	Lady in the Iron Mask (Natural Color)	78	Louis Hayward, Patricia Medina
ay	252	Laura (Re-Release)	88	Gene Tierney, Dana Andrews, Clifton Webb
ay	253	This Above All (Re-Release)	110	Tyrone Power, Joan Fontaine, Thomas Mitchell
ine	256	The Rains Came (Re-release)	95	Tyrone Power, Myrna Loy
ine	255	Leave Her To Heaven (Tech. Re-release)	110	Gene Tierney, Jeanne Crain
ily	220	Wait 'Til The Sun Shines, Nellie (Technicolor)	108	Jean Peters, David Wayne
ily	222	Diplomatic Courier	97	Tyrone Power, Patricia Neal
ly	221	We're Not Married	85	Ginger Rogers, Victor Moore, Fred Allen, Paul Douglas, Jan Sterling
ily	233	The Black Swan (Tech. Re-release)	85	Tyrone Power, Maureen O'Hara
ily	257	To The Shores of Tripoli (Tech. Re-release)	86	John Payne, Maureen O'Hara, Randolph Scott
ug.	223	Dreamboat	83	Clifton Webb, Ginger Rogers
ug.	224	Don't Bother to Knock	76	Richard Widmark, Marilyn Monroe
ug.	225	Les Miserables	104	Michael Rennie, Debra Paget
ug.	226	What Price Glory (Tech.)	111	James Cagney, Corinne Calvet, Dan Dailey
ept.	.....	Lure of the Wilderness (Technicolor)	92	Jean Peters, Jeffrey Hunter, Constance Smith
ept.	.....	O. Henry's Full House	117	Fred Allen, Marilyn Monroe, Jeanne Crain, Farley Granger
ept.	.....	Monkey Business	97	Cary Grant, Ginger Rogers, Marilyn Monroe

UNITED ARTISTS

ov. 2nd		Tom Brown's Schooldays	93	John Howard Davies, Robert Newton
ov. 9th		Fort Defiance (Color)	81	Dane Clark, Ben Johnson,
ov. 30th		A Christmas Carol	86	Alastair Sim, Kathleen Harrison, Clifford Mollison, Jack Warner
ec. 7th		The Big Night	75	Preston Foster, John Barrymore, Jr., Joan Lorring
n. 11th		The Lady Says No	80	Joan Caulfield, David Niven, Lenore Lonergan
n. 4th		Chicago Calling	74	Dan Duryea, Mary Anderson
n. 16th		Another Man's Poison	89	Gary Merrill, Bette Davis, Anthony Steele, Barbara Murray
n. 31st		Cloudburst	83	Robert Preston, Elizabeth Sellars
eb. 8th		Bpffalo Bill in Tomahawk Territory	64	Clayton Moore, Slim Andrews, Sharon Dexter
eb. 15th		The River (Technicolor)	99	American, English, India
eb. 22nd		One Big Affair	80	Evelyn Keyes, Dennis O'Keefe, Mary Anderson
eb. 28th		The Green Glove	86	Glenn Ford, Geraldine Brooks, Sir Cedric Hardwicke
ar. 7th		A Tale of Five Women	86	Bonar Colleano, Anne Vernon, Lane Morris
ar. 14		Mutiny (Technicolor)	76	Mark Stevens, Angela Lansbury, Patric Knowles
ar. 15		Royal Journey (Color)	50	Queen Elizabeth, Duke of Edinburgh
ar. 21st		The African Queen (Technicolor)	104	Humphrey Bogart, Katharine Hepburn, Robert Morley
ar. 28		Strange World	80	Angelica Hauff, Alexander Carlos
pr. 11th		Captive City	91	John Forsythe, Joan Camden
ay 8th		Without Warning	75	Adam Williams, Meg Randall
ay 15th		Red Planet Mars	87	Peter Graves, Andrea King
ay 23rd		The Fighter	78	Richard Conte, Vanessa Brown, Lee J. Cobb
une 6th		Red River (Re-release)	125	John Wayne, Montgomery Clift, Joanne Dru
une 6th		Tulsa (Re-release) (Tech.)	88	Susan Hayward, Robert Preston, Pedro Armendariz
une 13th		Tales of Hoffman (Tech.)	111	Moira, Shearer, Leonide Massine, Robert Helpman
une 20th		Confidence Girl	81	Tom Conway, Hillary Brooke
uly 11th		Outcast of the Islands	92	Kerima, Ralph Richardson, Trevor Howard
uly 18th		Actors and Sin	85	Edward G. Robinson, Eddie Albert, Marsha Hunt, Jeny Hecht
uly 30th		High Noon	85	Gary Cooper, Grace Kelly, Thomas Mitchell, Lloyd Bridges
ug. 4th		Island of Desire (Tech.)	103	Linda Darnell, Tab Hunter, Donald Gray
ug. 12th		Park Row	83	Gene Evans, Mary Welch
ug. 22nd		Cry the Beloved Country	105	Canada Lee, Charles Garson, Sidney Poitier
ept. 5th		It's in The Bag (Re-release)	87	Fred Allen, Jack Benny
ept. 5th		Guest Wife (Re-release)	90	Claudette Colbert, Don Ameche
ept. 12th		Untamed Women	70	
ept. 19th		The Lady Vanishes (Re-release)	85	Michael Redgrave, Margaret Lockwood, Paul Lukas
ept. 26th		The Ring	78	Gerald Mohr, Rita Moreno

NO RELEASE NUMBERS

Release Date	Release No.	Production	Time (min.)	Cast
UNIVERSAL				
Dec.	204	The Strange Door	80	Charles Laughton, Boris Karloff, Sally Forrest
Dec.	206	Week-End With Father	83	Van Heflin, Patricia Neal, Gigi Perreau
Jan.	207	Flame of Araby (Technicolor)	77	Maureen O'Hara, Jeff Chandler
Jan.	208	Bright Victory	97	Arthur Kennedy,
Jan.	211	Finders Keepers	74	Tom Ewell, Julia Adams
Jan.	213	The Cimarron Kid (Technicolor)	84	Audie Murphy, Beverly Tyler
Feb.	205	Meet Danny Wilson	88	Frank Sinatra, Shelly Winters, Alex Nicol
Feb.	210	Here Come The Nelsons	73	Ozzie, Harriet, David and Ricky Nelson
Feb.	212	Bend of the River (Technicolor)	91	James Stewart, Arthur Kennedy, Julia Adams
Mar.	209	The Treasure of Lost Canyon) (Technicolor)	81	William Powell, Charles Drake, Julia Adams
Mar.	214	Flesh and Fury	83	Tony Curtis, Dan Stelling, Mona Freeman
Mar.	215	Steel Town (Tech.)	84	Ann Sheridan, John Lun, Howard Duff
Apr.	216	Ma and Pa Kettle At the Fair	78	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	217	The Battle at Apache Pass (Technicolor)	85	John Lund, Jeff Chandler, Susan Cabot
May	219	Bronco Buster (Technicolor)	80	John Lund, Scott Brady, Joyce Holden
May	220	No Room For The Groom	82	Tony Curtis, Piper Laurie, Don Defore
May	218	Red Ball Express	83	Jeff Chandler, Alex Nicol
June	221	Ivory Hunter (Technicolor)	97	Anthony Steel, Dinah Sheridan
June	222	Scarlet Angel (Technicolor)	80½	Yvonne DeCarlo, Rock Hudson, Richard Denning
June	223	Just Across the Street	78	Ann Sheridan, John Lund
July	224	Frances Goes to West Point	81	Donald O'Connor, Lori Nelson
July	225	Sally and Saint Anne	90	Ann Blyth, Edmund Gwenn
July	226	Has Anybody Seen My Gal (Tech.)	89	Piper Laurie, Charles Coburn, Rock Hudson
Aug.	227	The World in His Arms (Technicolor)	104	Gregory Peck, Ann Blyth
Aug.	228	The Duel at Silver Creek (Technicolor)	77	Audie Murphy, Faith Domergue, Stephen McNally
Aug.	229	Lost in Alaska	76	Abbott and Costello, Mitzi Green
Sept.	230	Untamed Frontier (Technicolor)	75	Joseph Cotton, Shelley Winters, Scott Brady
Sept.	231	Son of Ali Baba	75	Tony Curtis, Piper Laurie, Susan Cabot
Sept.	232	Bonzo Goes to College	79½	Maureen O'Sullivan, Edmund Gween, Gigi Perreau

WARNER BROS.-FIRST NATIONAL

Dec. 1st	109	Starlift	103	All star cast
Dec. 15th	110	Captain Blood (Re-release)	98	Errol Flynn, Olivia De Havilland
Dec. 29th	111	Distant Drums (Tech.)	101	Gary Cooper, Mari Aldan
Jan. 12th	112	I'll See You in My Dreams	110	Doris Day, Danny Thomas, Frank Lovejoy, Patrice Wymore
Jan. 26th	113	Room For One More	95	Cary Grant, Betsy Drake
Feb. 9th	114	This Woman Is Dangerous	97	Joan Crawford, Dennis Morgan, David Brian
Feb. 23rd	115	Retreat, Hell	95	Frank Lovejoy, Richard Carlson, Anita Louise
Mar. 8th	116	Bugles in the Afternoon (Technicolor)	85	Ray Milland, Helena Carter.
Mar. 22nd	104	A Streetcar Named Desire	122	Vivien Leigh, Marlon Brando
Mar. 29th	117	The Big Trees (Tech.)	89	Kirk Douglas, Eve Miller
Apr. 12th	118	Jack & the Beanstalk (Super Cinecolor)	78	Abbott & Costello, Buddy Baer
Apr. 19th	119	Lion & the Horse (Warnercolor)	83	Steve Cochran, Wildfire, the Wonder Horse
May 3rd	120	Mara Maru	98	Errol Flynn, Ruth Roman
May 17th	121	The San Francisco Story	80	Joel McCrea, Yvonne DeCarlo
May 24th	126	High Sierra (re-release)	95	Ida Lupino, Humphrey Bogart
May 24th	127	To Have & Have Not (re-release)	100	Humphrey Bogart, L. Bacall
May 31st	122	About Face (Technicolor)	94	Gordon McRae, Eddie Bracken, V. Gibson
June 14th	123	Carson City (Warnercolor)	87	Randolph Scott, Lucille Norman
June 21st	124	3 For Bedroom C (Naturalcolor)	74	Gloria Swanson, James Warren
June 28th	125	The Winning Team	98	Doris Day, Ronald Reagan, Frank Lovejoy
July 12th	128	She's Working Her Way Through College (Technicolor)	101	Virginia Mayo, Ronald Reagan, Gene Nelson
July 26th	129	The Story of Will Rogers (Technicolor)	109	Will Rogers, Jr., Jane Wyman
Aug. 16th	130	Where's Charley? (Technicolor)	97	Ray Bolger, Allyn McLerie
1952-53				
Aug. 30th	201	Big Jim McLain	90	John Wayne, Nancy Olson
Sept. 27th	202	The Crimson Pirate (Technicolor)	104	Burt Lancaster, Nick Cravat, Torin Thatcher, Eva Bartok
Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	4422	The Champ Steps Out	2	Nov. 15	16½
"	4423	Fraidy Cat	2	Dec. 13	16
"	4413	A Fool and His Honey	2	Jan. 10	16
"	4414	Happy-Go-Wacky	2	Feb. 7	16
"	4424	Rootin' Tootin' Tenderfoot	2	Feb. 14	16
"	4425	Aim, Fire, Scoot	2	Mar. 13	16
"	4415	Heebie Gee-Gees	2	Apr. 10	16½
"	4416	A Blissful Blunder	2	May 8	16½
"	4426	The Gink At The Sink	2	June 12	16½
"	5411	Hooked & Rooked	2	Sept. 11	16½
Stooges	4403	Hula-La-La	2	Nov. 1	16
"	4404	Pest Man Wins	2	Dec. 6	16
"	4405	A Missed Fortune	2	Jan. 3	16½
"	4406	Listen Judge	2	Mar. 6	17
"	4407	Corny Casanovas	2	May 1	16½
	4408	He Cooked His Goose	2	July 3	16
	5401	Gents In A Jam	2	Sept. 4	16½
Color Favorites (Tech.) (Re-Issues)	4603	Lucky Pigs	1	Nov. 8	7
"	4604	Holoday Land	1	Dec. 13	7
"	4605	Snowtime	1	Jan. 17	7
"	4606	Bluebirds' Baby	1	Feb. 14	7
"	4607	Monkey Love	1	Mar. 13	7
"	4608	Babes At Sea	1	Apr. 10	7
"	4609	Let's Go	1	May 18	8
"	4610	Crop Chasers	1	June 12	8
"	4611	The Mountain Ears	1	July 10	7½
"	4612	Frog Pond	1	Aug. 14	8
"	5601	The Fox And The Grapes	1	Sept. 4	
Comedy Favorites (Re-Issues)	4432	Midnight Blunders	2	Nov. 22	17
"	4433	Olaf Laughs Last	2	Dec. 27	17
"	4434	High Blood Pressure	2	Feb. 28	19
"	4435	So You Won't Squawk?	2	Apr. 17	16
"	4436	Groom & Bored	2	June 26	16
	5431	Ain't Love Cuckoo?	2	Sept. 18	
World of Sports	4803	Danish Acrobatic Marvels	1	Nov. 29	10½
"	4804	Bicycle Thrills	1	Dec. 27	10
"	4805	Feminine Rhythm	1	Feb. 21	10
"	4806	Rasslin Rogues	1	Mar. 27	10
"	4807	Wanna Bet (Tent. Title)	1	Apr. 24	10
"	4808	High Steppin' Trotters	1	June 12	.....
"	4809	Mr. Dog Show	1	July 24	.....
	5801	Hunter's Holiday	1	Sept. 25	
Screen Snapshots	4853	Hollywood Goes Western	1	Nov. 15	9
"	4854	Hollywood on a Sunday Afternoon	1	Dec. 20	10½
"	4855	Memories of Famous Hollywood Comedians	1	Jan. 24	9½
"	4856	"Meet Mr. Rhythm," Frankie Lane	1	Mar. 20	10
"	4857	Mr. Movies	1	Apr. 17	9½
"	4858	Hollywood Night Life	1	May 15	8½
"	4859	Hollywood On The Ball	1	June 19	9½
"	4860	Memorial to Al Jolson	1	July 24	9
	5851	Hollywood Fun Festival	1	Sept. 11	10
Mr. Mago (Tech.)	4702	The Grizzly Golfer	1	Dec. 20	7
"	4703	Sloppy Jalopy	1	Feb. 21	7
"	4704	The Dog Snatcher	1	May 29	7
"	4705	Pink & Blue Blues	1	Aug. 28	
	5701	Hotsy Footsy	1	Sept. 18	
Variety Favorites (Re-Issues)	4953	Randy Brooks & Orch.	1	Dec. 27	11
"	4954	Kehoe's Marimba Band	1	Feb. 28	11
One Reel Special	4551	Candid Microphone—No. 1	1	Oct. 4	10
"	4552	Candid Microphone—No. 2	1	Dec. 6	11
"	4553	Candid Microphone—No. 3	1	Feb. 7	10
"	4554	Candid Microphone—No. 4	1	Apr. 3	8½
"	4555	Candid Microphone—No. 5	1	June 5	11
"	4556	Candid Microphone—No. 6	1	Aug. 7	.....
Jolly Frolics	4502	Wonder Gloves	1	Nov. 29	7
"	4503	The Compass	1	Jan. 24	7½
"	4504	Rooty Toot Toot	1	Mar. 27	8
"	4505	Willie The Kid	1	June 26	7
	5501	Pete Hothead	1	Sept. 25	7
Cavalcade of B'way	4651	Eddie Condon's	1	Nov. 29	10
"	4652	Bill Hardey's	1	Feb. 14	9½
"	4653	Casa Seville	1	Apr. 24	10
	4654	The Embers	1	Sept. 20	9
Serial	4120	Captain Video—15 Chapters		Dec. 27	—
"	4140	King of the Congo ....15 Chapters		Apr. 10	.....
"	4160	Blackhawk ....15 Chapters		July 24	.....

METRO-GOLDWYN-MAYER

Cartoons (Tech.)	W-334	Inside Cackle Corners	1	Nov. 10	9
" "	W-335	Droopy's Double Trouble	1	Nov. 17	7
" "	W-336	Cat Napping	1	Dec. 8	7
" "	W-337	The Flying Cat	1	Jan. 12	7
" "	W-338	Magical Maestro	1	Feb. 9	7
" "	W-339	The Duck Doctor	1	Feb. 16	7
" "	W-340	The Two Mouseketeers	1	Mar. 15	7
" "	W-341	Smitten Kitten	1	Apr. 12	8
" "	W-342	Triplet Trouble	1	Apr. 19	7
" "	W-343	One Cab's Family	1	May 17	8
" "	W-344	Little Runaway	1	June 14	7
" "	W-345	Rock-A-Bye Bear	1	July 12	7
"	W-346	Fit To Be Tied	1	July 26	7
Pete Smith Spec.	S-353	In Case Youre Curious	1	Nov. 17	8
" "	S-354	Reducing	1	Mar. 22	8
" "	S-355	Fishing Feats	1	Dec. 22	10
" "	S-356	Musiquiz	1	Feb. 16	9
" "	S-357	Mealtime Magic (Tech.)	1	May 3	9
" "	S-358	Gymnastic Rhythm (Tech.)	1	May 24	8
" "	S-359	It Could Happen to You	1	June 28	10
" "	S-360	Pedestrian Safety	1	July 12	10
Gold Medal Reprint Cartoons	W 362	Mouse Trouble	1	Dec. 15	7
"	W-363	The Mouse Comes to Dinner	1	Jan. 19	7
"	W-364	Dumbhounded	1	Mar. 8	8
"	W-365	Fraidy Cat	1	May 10	8
"	W-366	Dog Trouble	1	June 21	8

Series	Prod. No.	Title	Reels	Release Date	Time (Min
Fitzpatrick Traveltalks	T-311	Glimpses of Argentina	1	Dec. 1	
"	T-312	Picturesque New Zealand	1	Jan. 26	
"	T-313	Beautiful Brazil	1	Dec. 29	
"	T-314	Life In The Andes	1	Feb. 23	
"	T-315	Land of the Taj Mahal	1	Mar. 22	
"	T-316	Jasper National Park	1	Apr. 19	
"	T-317	Seeing Ceylon	1	May 17	
" "	T-318	Ancient India	1	June 7	
		1952-53			
Cartoon (Tech.)	W431	Push-Button Kitty	1	Sept. 6	
" "	W432	Caballero Droopy	1	Sept. 27	
" "	W433	Cruise Cat	1	Oct. 18	
Pete Smith Spec.	S451	Football Thrills No. 15	1	Sept. 6	
Gold Medal Reprint Cartoons (Tech.)	W461	Wild and Woolfy	1	Oct. 4	

PARAMOUNT

Pacemaker	K11-3	A Ring For Roberta	1	Nov. 2	
"	K11-4	I Cover The Everglades	1	Nov. 9	
"	K11-5	Sadie Hawkins Day	1	Nov. 30	
"	K11-6	Littlest Expert on Football	1	Nov. 16	
Noveltoon (Tech.)	P11-3	Scout Fellow	1	Nov. 9	
"	P11-4	Cat-Choo	1	Dec. 21	
"	P11-5	Audrey The Rainmaker	1	Dec. 28	
"	P11-6	Cat Carson Rides Again	1	Apr. 4	
"	P11-7	The Awful Truth	1	May 2	
"	P11-8	Law & Audrey	1	May 23	
"	P11-9	City Kitty	1	July 18	
"	P11-10	Clown on the Farm	1	Aug. 22	
Sportlight	R11-2	Ridin' The Rails	1	Nov. 2	
"	R11-3	Fresh Water Champs	1	Nov. 16	
"	R11-4	Water Jockey Hi-Jinks	1	Dec. 7	
"	R11-5	Ski-Lark in the Rockies	1	Dec. 28	
"	R11-6	The Dog Gonedest Dog	1	Jan. 18	
"	R11-7	Playmates of the Sea	1	Feb. 22	
"	R11-8	They All Like Boats	1	Mar. 21	
"	R11-9	The Front on Games	1	May 2	
"	R11-10	A Sporting Oasis	1	June 1	
"	R11-11	The Sails of Acapulco	1	July 4	
"	R11-12	Athletes of the Saddle	1	Aug. 1	
Popeye (Tech.)	E11-1	Let's Stalk Spinach	1	Oct. 19	
"	E11-2	Punch and Judo	1	Nov. 16	
"	E11-3	Popeye's Pappy	1	Jan. 25	
"	E11-4	Lunch With a Punch	1	Mar. 4	
"	E11-5	Swimmer Take All	1	May 16	
"	E11-6	Friend or Phony	1	June 20	
"	E11-7	Tots of Fun	1	Aug. 15	
"	E11-8	Popalong Popeye	1	Aug. 29	
Topper	M11-1	Barnyard Babies	1	Nov. 2	
"	M11-2	Just Ducky	1	Jan. 18	
"	M11-3	The Littlest Expert on My Favorite President	1	Feb. 29	
"	M11-4	The Littlest Expert on the Greatest Invention	1	Apr. 4	
"	M11-5	The Littlest Expert on Cowboys	1	June 6	
"	M11-6	Pardon Us Penguins	1	July 25	
Kartune (Tech.)	X11-1	Vegetable Vaudeville	1	Nov. 9	
"	X11-2	Snooze Reel	1	Jan. 11	
"	X11-3	Off We Glow	1	Feb. 29	
"	X11-4	Fun at the Fair	1	May 9	
"	X11-5	Dizzy Dinosaurs	1	July 4	
"	X11-6	Gag and Baggage	1	Aug. 8	
Casper (Tech.)	B11-1	Casper Takes a Bow Bow	1	Dec. 7	
"	B11-2	Deep Boo Sea	1	Feb. 15	
"	B11-4	Ghost of the Town	1	Apr. 11	
"	B11-3	Spunky Skunky	1	May 30	
"	B11-5	Cage Fright	1	Aug. 8	
"	B11-6	Pig-A-Boo	1	Sept. 12	

RKO-RADIO

Disney (Tech)	24103	Fathers Are People	1	Oct. 12	
"	24104	Out of Scale	1	Nov. 2	
"	24105	No Smoking	1	Nov. 23	
"	24106	Bee On Guard	1	Dec. 14	
"	24107	Father's Lion	1	Jan. 4	
"	24108	Donald Applecore	1	Jan. 18	
"	24109	Hello Aloha	1	Feb. 24	
"	24110	Two Chips and A Miss	1	Mar. 21	
"	24111	Man's Best Friend	1	Apr. 4	
"	24112	Lambert, The Sheepish Lion	1	Dec. 24	
"	24113	Let's Stick Together	1	Apr. 25	
"	24114	Two Gun Goofy	1	May 16	
"	24115	Susie, The Little Blue Coupe	1	June 6	
"	24116	Teachers are People	1	June 27	
"	24117	Uncle Donald's Ants	1	July 18	
Leon Errol	23702	Too Many Wives	2	Dec. 19	
Screenliners	24203	America's Singing Boys	1	Nov. 2	
"	24304	Riders of the Andes	1	Nov. 30	
"	24205	Man With a Record	1	Dec. 14	
"	24206	Laughs From the Past	1	Jan. 25	
"	24207	Smugglers Beware	1	Feb. 22	
"	24208	At Home With Royalty	1	Mar. 21	
"	24209	Swing Time in Mexico	1	Apr. 18	
Comedy Specials	23402	Fast & Foolish	2	Nov. 23	
"	23403	Newlyweds House Guest	2	Jan. 18	
"	23404	Ghost Buster	2	Mar. 7	
"	23405	Newlyweds Take a Chance	2	May 2	
Sportscopes	24303	Backyard Hockey	1	Nov. 10	
"	24304	Feathered Bullets	1	Dec. 14	
"	24305	Winter Holiday	1	Jan. 11	
"	24306	That Man Rickey	1	Feb. 8	
"	24307	Pampas Sky Targets	1	Mar. 7	
"	24308	Campfire Club	1	Apr. 4	
"	24309	Summer Is For Kids	1	May 2	
Special	23103	Railroad Special Agent	2	Nov. 9	
"	23901	Football Headliners of 1951	2	Dec. 7	
"	23104	Lady Marines	2	Dec. 7	
"	23105	Songs of the Campus	2	Feb. 1	

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	23106	Second Sight	2	Feb. 29	17
"	23107	Murder in "A" Flat	2	Mar. 28	15
"	23801	Basketball Headliners of 1952	2	Apr. 11	15
"	23108	A Nation Is Fifty	2	Apr. 25	15
"	23109	Madison Square Garden	2	May 23	14
"	23110	Your Doctor	2	June 20	16
True-Life Adventure	23302	The Olympic Elk	2	Mar. 22	27
"	23303	Water Birds	2	June 26	30

REPUBLIC

Serial	5183	Pirates' Harbor (Re-release of 'Haunted Harbor')	15 Ep.		
"	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nyoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
Short Subjects	5087	Italy (Trucolor)	1	Nov. 1	9
" "	5088	Egypt (Trucolor)	1	Dec. 15	9
" "	5090	Chile (Trucolor)	1	Mar. 1	9
" "	5089	Puerto Rico (Trucolor)	1	Jan. 15	9
" "	5185	Israel (Trucolor)	1	Apr. 15	9
" "	5186	India (Trucolor)	1	July 1	9
" "	5187	The Philippines	1	Aug. 25	9

TWENTIETH CENTURY-FOX

1952

Terrytoon (Tech.)	5201	Terry Bears in Papa's Little Helpers	1	January	7
" "	5202	Heckle and Jeckle, the Talking Magpies in Movie Madness	1	January	7
" "	5227	Harvest Time (re-release)	1	January	7
" "	5203	The Mechanical Bird	1	February	7
" "	5204	Seaside Adventure	1	February	7
" "	5228	Plane Goofy (re-release)	1	February	7
" "	5205	Little Roquefort in City Slicker	1	March	7
" "	5206	Mighty Mouse in Prehistoric Perils	1	March	7
" "	5207	Terry Bears in Papa's Day of Rest	1	March	7
" "	5208	Dinky in Flat Foot Fledgling	1	April	7
" "	5209	Time Gallops On	1	April	7
" "	5229	First Robin (re-release)	1	April	7
" "	5210	Off to the Opera	1	May	7
" "	5211	The Happy Cobblers	1	May	7
" "	5212	Hypnotized	1	June	7
" "	5213	Mighty Mouse in Hansel & Gretel	1	June	7
" "	5214	Flipper Frolics	1	June	7
" "	5215	Terry Bears in Little Anglers	1	July	7
" "	5216	Dinky in the Foolish Duckling	1	July	7
" "	5217	Heckel & Jeckle, the Talking Magpies in Housebusters	1	August	7
" "	5218	The Mysterious Cowboy	1	August	7
" "	5219	Aesop's Fable, Happy Valley	1	September	7
" "	5220	Little Roquefort in Good Housekeeping	1	September	7
" "	5221	Terry Bears in Nice Doggy	1	October	7
" "	5222	Mighty Mouse in Happy Holland	1	October	7
" "	5223	Heckle and Jeckle, the Talking Magpies in Moose and the Loose	1	November	7
" "	5224	Dinky in Sink or Swim	1	November	7
" "	5225	Little Roquefort in Flop Secret	1	December	7
" "	5226	Terry Bears in Picnic with Papa	1	December	7
Sport	3201	Fighting Cohoes	1	February	8
"	3202	Mel Allen's Football Review	1	April	8
"	3203	Sails and Blades	1	June	10
"	3204	Untitled	1	September	—
"	3205	Untitled	1	October	—
"	3206	Untitled	1	October	—

UNIVERSAL

Variety Views	7341	Italian Interlude	1	Nov. 5	9
"	7342	Brooklyn Goes South	1	Jan. 21	9
"	7343	Sail Ho	1	Feb. 25	9
"	7344	Rhythm on the Reef	1	Apr. 14	9
"	7345	Army's Finest	1	June 16	9
"	7346	Village Metropolis	1	Sept. 8	9
"	7347	Future Generals	1	....	9
Earth & Its Peoples Two-Reeler	7361	Nomads of the Jungle	2	Nov. 5	22
"	7362	Water For Dry Lands (USA—The Southwest)	2	Nov. 26	19
"	7363	An Island Nation (Japan)	2	Dec. 24	21
"	7364	Desert Nomads (French Morocco)	2	Jan. 21	22
"	7365	Eskimo Sea Hunters	2	Feb. 18	21
"	7366	Living in a Metropolis	2	Mar. 17	21
"	7367	Land Behind the Dikes	2	Apr. 21	21
"	7368	Tropical Mountain Island	2	May 19	21
"	7369	Food For Paris Markets	2	June 16	22
"	7370	Farming in South China	2	July 14	21
"	7371	Cattle and the Corn Belt	2	Aug. 11	21
"	7372	Tropical Lowland	2	Sept. 8	21
"	7373	Riches of the Veld	2	Oct. 6	21
Two-Reel Special	7201	Danger Under the Sea	2	Dec. 19	16½
"	7202	Knights Of The Highway	2	June 18	17
Woody Woodpecker Cartune (Tech.)	7351	Destination Meatball	1	Dec. 24	7
"	7352	Born to Peck	1	Feb. 25	7
"	7353	Stage Hoax	1	Apr. 21	7
"	7354	Woodpecker In The Rough	1	Aug. 11	7
"	7355	Scalp Treatment	1	Sept. 8	7
"	7356	The Great Who-Dood-It	1	Oct. 20	7
Name Band Musical	7301	Tommy Dorsey & His Orchestra	2	Nov. 7	15
"	7302	Woody Herman's Varieties	2	Dec. 5	15
"	7303	Nat King Cole and Joe Adams Orchestra	2	Jan. 9	15
"	7304	Dick Stabile & His Orch.	2	Jan. 30	15
"	7305	Blue Barron & His Orch.	2	Mar. 12	15
"	7306	Connee Boswell and Ada Leonard Orchestra	2	May 7	15
"	7307	Buddy Morrow & Orchestra	2	June 18	15
"	7308	Perez Prado and His Orch.	2	July 2	15
"	7309	Dick Jurgens and His Orch.	2	July 30	15
"	7310	Bill May and His Orch.	2	Aug. 20	15
"	7311	Jimmy Dorsey Varieties	2	....	15
Re-Issue Cartunes	7322	Abou Ben Boogie	1	Nov. 19	7
"	7323	Painter & Pointer	1	Dec. 10	7
"	7324	Bathing Buddies	1	Jan. 7	7
"	7325	Sliphorn King of Polaroo	1	Feb. 4	7
"	7326	Crow Crazy	1	Mar. 3	7
"	7327	Reckless Driver	1	Mar. 31	7
"	7328	Poet & Peasant	1	Apr. 28	7
"	7329	Mousie Come Home	1	May 26	7
"	7330	Fairweather Friends	1	June 23	7
"	7331	Apple Andy	1	July 21	7
"	7332	Wacky Weed	1	....	7
Cartoon Melody	7381	Reuben, Reuben	1	Nov. 12	10
"	7382	Uncle Sam's Songs	1	Dec. 31	10
"	7383	Songs that Live	1	Feb. 17	10
"	7384	Memory Song Book	1	May 19	10
"	7385	Song Dreams	1	June 23	10

VITAPHONE

Joe McDoakes Comedy	8402	So You Want to be a Plumber	1	Nov. 10	10
"	8403	So You Want to get it Wholesale	1	Jan. 12	10
"	8404	So You Want to Enjoy Life	1	Mar. 29	10
"	8405	So You Want To Go To A Convention	1	June 7	10
"	8406	So You Never Tell a Lie	1	Aug. 2	10
Blue Ribbon Cartoons (Tech.)	8303	Sniffle & Bookworm	1	Nov. 10	7
"	8304	Goldilocks Jivin Bears	1	Dec. 1	7
"	8305	Of Thee I Sing	1	Jan. 12	7
"	8306	Hand To Mouse	1	Feb. 9	7
"	8307	Brave Little Bat	1	Mar. 15	7
"	8308	Snow Time For Comedy	1	Apr. 12	7
"	8309	Hush My Mouse	1	May 3	7
"	8310	Baby Bottleneck	1	June 14	7
"	8311	The Big Parade	1	July 12	7
"	8312	Merrie Old Soul	1	Aug. 2	7
"	8313	Fresh Air Dale	1	Aug. 30	7
Featurette	8102	A Laugh A Day	2	Nov. 24	20
"	8103	I Won't Play	2	Dec. 29	20
"	8104	Gun To Gun	2	Mar. 22	20
"	8105	The Man Killers	2	May 17	20
"	8106	Trail By Trigger	2	July 8	20
Vitaphone Novelties	8602	Lighter Than Air	1	Jan. 5	10
" "	8604	Songs of All Nations	1	Feb. 16	10
" "	8605	Animals Have All The Fun	1	Apr. 19	10
" "	8606	Orange Blossoms For Violet	1	May 24	10
" "	8607	Daredevil Days	1	Aug. 9	10
M.M. Cartoons (Tech.)	8704	Sleepy Time Possum	1	Nov. 3	7
"	8705	Drip-Along Daffy	1	Nov. 17	7
"	8706	Tweet Tweet Twetty	1	Dec. 15	7
"	8707	The Prize Pest	1	Dec. 22	7
"	8708	Who's Kitten Who	1	Jan. 5	7
"	8709	Feed The Kitty	1	Feb. 2	7
"	8710	Gift Wrapped	1	Feb. 16	7
"	8711	Thumb Fun	1	Mar. 1	7
"	8712	Little Beau Pepe	1	Mar. 29	7
"	8713	Kiddin' The Kitten	1	Apr. 5	7
"	8714	Little Red Rodent Hood	1	May 3	7
"	8715	Sock A Doodle Do	1	May 10	7
"	8716	Beep Beep	1	May 24	7
"	8717	Ain't She Tweet	1	June 21	7
"	8718	The Turn-Tale Wolf	1	June 28	7
"	8719	Cracked Quack	1	July 5	7
"	8720	Hoppy-Go-Lucky	1	Aug. 9	7
"	8721	Going! Going! Gosh!	1	Aug. 23	7
"	8722	Bird in a Guilty Cage	1	Aug. 30	7
Sports Parade	8502	Cowboy's Holiday	1	Nov. 3	10
"	8503	Every Dog Has His Day	1	Dec. 22	10
"	8504	Dutch Treat in Sports	1	Feb. 2	10
"	8505	Emperor's Horses	1	Mar. 1	10
"	8506	Glamour in Tennis	1	Apr. 5	10
"	8507	Switzerland Sportland	1	May 10	10
"	8508	Centennial Sports	1	June 28	10
"	8509	Snow Frolics	1	July 26	10
"	8510	Just For Sport	1	Aug. 23	10
Technicolor Specials	8003	Lincoln in the White House	2	Dec. 8	20
" "	8004	Land of the Trembling Earth	2	Jan. 26	20
" "	8005	Land of Everyday Miracles	2	Mar. 8	20
" "	8006	The Seeing Eye	2	Apr. 26	20
" "	8007	No Pets Allowed	2	May 31	20
" "	8008	Open Up That Golden Gate	2	July 19	20
Bugs Bunny Specials (Tech.)	8724	Big Top Bunny	1	Dec. 1	7
"	8725	Operation: Rabbit	1	Jan. 19	7
"	8726	Foxy By Proxy	1	Feb. 23	7
"	8727	14 Carrot Rabbit	1	Mar. 15	7
"	8728	Water, Water Every Hare	1	Apr. 19	7
"	8729	The Hasty Hare	1	June 7	7
"	8730	Oily Hare	1	July 26	7
Melody Master Bands	8802	Jan Garber & Orch.	1	Nov. 17	10
"	8803	Richard Himber Orch.	1	Feb. 9	10
"	8804	Harry Owens Royal Hawaiians	1	Apr. 12	10
"	8805	U.S. Navy Band	1	June 21	10
"	8806	The Serenaders	1	Aug. 16	10

Here's one FALL HUDDLE You'll Want to Get Into!

"THE ROSE BOWL STORY"

"FLAT TOP"

"TORPEDO ALLEY" (DOWN Pperiscope)

"BATTLE ZONE"

"HIAWATHA"

IT'S

M-O-N-O-G-R-A-M

A-L-L-I-E-D

A-R-T-I-S-T-S

"Royal Mounted Police"

"KANSAS PACIFIC"

Hike!

BOWERY BOYS "FEUDIN' FOOLS"

"ARCTIC FLIGHT"

"ARMY BOUND"

"FARGO"

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

YOUR THEATRE
pages 35-43

CONVENTION COVERAGE

SIMPP APPROVE UK-US FACT MODIFICATIONS

ACTIONS VS. GOVT. SUIT CONTINUE

CENSORS LOSE IN COURT

NETTC PROTEST AT&T TV ATTITUDE

REVIEWS
pages 24, 25, 47

No. 5 September 20, 1952

Entered as second class matter October 25, 1946, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published Biweekly by The ITOA Independent, 1501 Broadway, New York 36, New York. Subscription price $3.00 a Year, Single copy 10 cents.

OF INTEREST TO READERS

THE magazine, "Editor and Publisher," is, as its masthead indicates, "the spot news paper of the newspaper and advertising fields" and wields tremendous influence within its sphere. Consequently, its editorial opinions make their impress on newspaper publishers and editors throughout the country.

This makes particularly significant the comments of its editor, Robert U. Brown, in his column, "Shop Talk at Thirty," earlier this month, in which he takes sharp issue with Paul Bruun, columnist for the Miami Beach Florida Sun.

Bruun recently charged that newspaper coverage of motion pictures is neglected and that movie news doesn't get enough space in relation to the public's interest. In making his point, Bruun stated that more

(*See Page 5*)

Yes, Sir! RKO Has T

BIG MONEY PICTURES! ONE RIGHT AFTER ANOTHER. MADE EVE

First Dates Say Great Boxoffice!



"Big, Big, Big" Is Right!



Top Grosses Everywhere!



One Of The Year's Biggest!



e Money Pictures!

GGER BY THE SHOWMANSHIP COMPANY'S HIGH-POWERED PROMOTION!

City After City Says "Terrific!"



The ney Wonder Of Show Business!



reat Star – reat Drama!



Next On The Money List!



The Showmanship Company

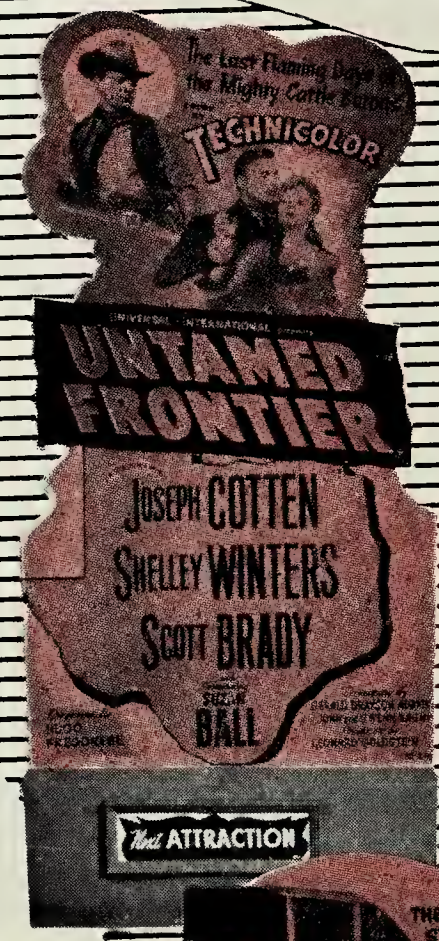
RKO RADIO PICTURES



STANDEES...

a FAST SELLING invitation to your PATRONS!

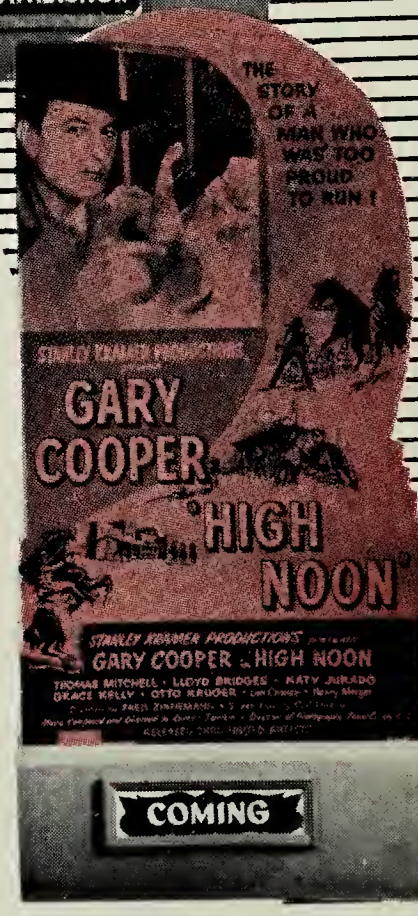






COMING
and GOING,
your patrons
will be *sold* when
they see these
Colorful, Cut-Out
DISPLAYS that
stand out in your Lob-
by, Foyer or Out-
Front . . . they need no
frame and the beau-
tiful fluorescent-lighted base
adds to the SOCK and
brings out the COLOR!

Get full details
from your NSS Salesman or write
your nearest NSS Exchange!





NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Vol. 30 No. 5
September 20, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

people attended local theatres than ever dreamed of attending all sporting events; that there are far more movie magazines with far greater circulation than all sports magazines; and that publishers treat movies as a business while treating sports as a public service.

In rebuttal, Brown stated that sports generally dominate the discussion wherever men gather; that sports possess the public attention ingredients of conflict and controversy; and that, far from getting unlimited space, sports editors will agree that they are restricted in space allotments.

Turning his attention to movie coverage, Brown states that, outside of Hollywood news, there is virtually nothing to say about motion pictures once they have been reviewed. Yet, he adds, it is "malarkey" to charge, as Bruun does, that the amount of space devoted to movies in newspapers is attributable to ad schedules.

Completely overlooked is the fact that movie editors will also admit that they are severely restricted by space allotments and could put to good advantage several more columns daily; that, in fact, their columns are squeezed off the movies pages by motion picture advertisements! Nor is mention made of the fact that theatres are forced to pay premium rates for advertising, a practice dating back to the itinerant show era which, publishers say, is because of the demand for extra space for screen publicity. There is no acknowledgment of the most important consideration—the proven high readership interest in movie ads and movie news.

There is a complete failure to point out that movies are the subject of discussion wherever people, including men, gather; no mention is made of the poor placement of movie news in some newspapers, nor is anything said of the community interest between movies and the press. Sluffed off is the fact that 50 million people go to the movies weekly and their vast interest in movie personalities and movie features.

"Editor and Publisher" ought to be reminded.

In conclusion, we would like to point out that we do not agree with Bruun's premise that the space given to sports news is entirely out of proportion to reader interest as a reason for giving more white space to the movies. While his comparisons give food for thought, this conclusion beclouds a basic issue. It is not a question of sports versus the movies—Peter should not be robbed to pay Paul. There is no argument to berate adequate sports coverage. There is a valid argument that movie coverage is given stepchild treatment.

On The Alert

Acting on complaints from COMPO, a leading automobile manufacturer ordered the removal from its sales agencies' windows of a sign displaying the legend, "See the Best Movies on TV."

The company's executives had apparently been unaware of the nature of the sign, presumably prepared by its advertising agency, and removed it promptly when advised of its nature.

The sign had apparently been on display for several weeks all over the country and was finally brought to COMPO's attention by some New York exhibitors. This has prompted COMPO to urge greater vigilance by the industry and to submit prompt reports on any future unfair or misleading advertising by competing media or even the unwitting action of non-competitors. There are ways and means of calling a halt to such practises.

Join In

Exhibitors are always eager to help a worthwhile charity cause, but too often they find their good hearts interfere with good business. An answer has been found for a way in which theatres can help in the present drive to collect $250,000 for the industry's own charity, the Will Rogers Memorial Hospital, without any cost, time, effort or embarrassment. Simple idea is to place a small colorful display card, with a small collection box, on the candy counter of all theatres. . . . That's all! It couldn't be easier.

The Finance and Fund-Raising Committee of the Will Rogers Memorial Hospital and Anti-Tuberculosis Research Center will supply the display and coin can without any charge. Merely fill out and send in the coupon on page 21. National Screen Service has volunteered to distribute the collection display gratis.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

Snag To Arbitration Plan; Draft Changes In Offing

WASHINGTON.—Little likelihood appeared that a concrete position could or would be taken by the Theatre Owners of America convention on the arbitration draft submitted to it late this week by an arbitration subcommittee which met here simultaneously to discuss the proposed system. Latter meet was among distributor, National Allied and TOA representatives. It followed discussions held in New York earlier this week.

The TOA convention meanwhile failed by press time to take action on another prime issue: the Federal features-for-television suit. Indications were that before adjournment membership would be polled to determine whether TOA should take on status of co-defendant in the suit.

Abram F. Myers, Allied general counsel and representative at the inconclusive arbitration subcommittee session which ended with an indefinite adjournment, said it seemed unlikely that an arbitration system would be effected for many months, if at all. He attributed the current stalemate to numerous suggested system changes and incompletion of a final draft.

Results Will Be Submitted

Talks here were participated in by William F. Rodgers, Austin C. Keough, Adolph Schimel, Robert W. Perkins, Abram F. Myers, Herman Levy, Alfred Starr and Emanuel Frisch. Results will be submitted to exhibitor organizations in the form of an arbitration draft.

The New York talks were held among executive heads, general sales managers and attorneys of the distributing companies with Eric Johnston, MPAA prexy, presiding. Distributors agreed to await further discussion with exhibitor representatives before giving final approval to an arbitration draft.

During the interval between the New York and Washington talks, Alfred Starr, the new TOA president, urged "good faith" by all branches of the industry as the main key to success of any all-industry arbitration plan which might be aproved.

Starr said that although some individuals may not find themselves as well off under the arbitration system as they were before it, most of them and the industry as a whole "will benefit enormously by it."

He added that "its workability will depend on the degree of good faith these various elements in the industry bring to arbitration." Good faith, in Starr's opinion, would be exhibited by distributors and exhibitors alike, and is "the first thing which goes into a code."

Explaining this point, Starr said: "If people say it is the letter of what goes into a code and not the spirit that matters, then arbitration is bound to fail."

Rodgers' Address

Rodgers, in an address made after Starr's at the TOA convention, expressed confidence that an industry-wide arbitration system would soon be in operation.

He said that only minor "mechanical" language revisions still stand in the way of complete approval of the proposed plan, and said he felt certain that these would be accomplished without difficulty at the meeting of distributor executives which was to be held here this week.

Regardless of distributor feeling, Rodgers noted, agreement still will have to come from National Allied, Independent Theatre Owners Association and the other exhibitor organizations, from the New York Statutory Court and from the individual distribution firms.

Rodgers said he anticipates no difficulty anywhere along the line. He said the other exhibitor groups, as well as TOA, have given their "unqualified support" in working to bring the plan into being and have shown a "thorough understanding of our mutual problems."

The presidents of all the distribution companies have indicated their whole-hearted support, Rodgers noted, and have said they will recommend adoption of the plan to their board of directors.

Seek Boards' Ratification

Plan will be submitted to the picture company boards for ratification after it has been approved by the court and the Justice Department, he explained.

Aside from achieving the basic objective of arbitrating exhibitor-distributor disputes and thereby minimizing the number of lawsuits and misunderstandings, Rodgers said the plan will serve to bring the two industry groups closer together, cement relationships and bring about a more closely-knit industry.

Distributors are preparing, in a further move to promote closer harmony, a proposed conciliation program under which problems can be discussed and perhaps ironed out even before resorting to the arbitration plan, Rodgers noted. He said he hoped this supplementary plan would minimize the number of cases it would be necessary to bring to arbitration.

Johnston Hinges Loss Of Patrons To Multiple Runs

WASHINGTON.—The seemingly preposterous nature of the government's features-for-television suit was pointed up late this week by Eric Johnston, MPAA president, in an address before the Theatre Owners of America, meeting in annual convention at the Shoreham Hotel.

Calling attention to the extreme quantity of lawsuits within the industry today, Johnston ripped into what he considered the climax of these legal actions: the suit "to have motion pictures turned over to television."

"If the government should win this case," the MPAA prexy ventured, "do you suppose that somebody would sue television in turn to force TV to give its product to the first visitors that reach us in a flying saucer from Mars or from Pluto? Now wouldn't that really be something—inter-planetary suits? Think of the possibilities!"

Groups Suits Together

Grouping the suits together, Johnston asked: "Where does all this suing and deposing and testifying get us? Well, for sure. it's diverting us from our own business. And, for sure, it's not bringing in the customers at the box office."

Johnston said that the reason responsible for the suits, in general, was that "some people went to the government several years ago shouting cops and robbers. . . ." He added that "some of these same people are today among the unhappiest of all about the results."

Johnston added that the people who cried for the suits couldn't make the film business prosperous, "and I want to tell you, right here, that the government can't do it either with this TV suit."

In another portion of his address, Johnston blasted multiple runs, a practice which he said takes "a picture through the town like an express train. You see the head-

(*Continued on page* 47)

Gael Sullivan Resigns TOA Post

WASHINGTON.—Gael Sullivan resigned this week as executive director of Theatre Owners of America to enter "commercial business." No successor was immediately appointed and indications are that his duties will be handled by Dick Pitts, executive assistant, and Howard L. Bryant, service coordinator.

Sullivan recently concluded a three-month leave of absence from his post to head the Presidential nomination drive waged by Sen. Estes Kefauver. In announcing his resignation, the TOA executive stated that his work with Kefauver had renewed "contacts which resulted in the opening of many opportunities in the field of commercial business."

He added that he felt he owed it to his family "to consider seriously a change that will bring . . . a greater challenge and compensation." He said he expects to announce future plans shortly.

Alfred Starr Named President Of TOA

WASHINGTON.—Alfred Starr, Nashville, was elected president of Theatre Owners of America and Charles P. Skouras was re-elected board chairman at the organization's annual board of directors meeting here this week.

Others named to top posts were Walter Reade, Jr., executive vice-president and executive committee chairman; E. D. Martin, Georgia; Patrick McGee, Colorado; John Rowley, Texas; Roy Cooper, Cal., and Myron Blank, Iowa, vice-presidents.

Also elected were S. H. Fabian, New York, treasurer; Albert M. Pickus, Stratford, Conn., secretary; Mitchell Wolfson and M. A. Lightman, Sr., finance committee co-chairman, and Herman Levy, general counsel.

This year's election saw an increase from two to five in number of vice-presidents. Increase is said to provide TOA with ready material for succession to the presidency at annual elections.

Reactions Against Government's 16mm. Suit Continue To Develop

Reverberrations from the Government's anti-trust suit against the motion picture companies for not making 16mm. films available to television continue to develop.

A sidelight to the government action occurred in Philadelphia where suit was started against seven majors and others by Carl Kunz, 16mm. film dealer, in Federal District Court, charging conspiracy to restrain and monopolize the distribution and exhibition of film. Kunz is asking $3,135,00 for himself and corporations of which he is president and main stockholder.

Kunz, also seeking injunctive relief to prevent future damages, asserted in his complaint that a continuing and greater conspiracy exists which is causing further damage to himself and his holdings. He said there were "hamstringing clauses" he claimed he had accepted from the distributors as part of their leasing and licensing arrangements.

Editorial Attack

Sept 20 issue of "Collier's," the weekly magazine, lambasted the suit in an editorial, claiming that is could establish, if successful, a "disquieting" precedent. Blast was headed: "Really Happy Marriages Don't Start This Way."

Illustrating the editorial was a color cartoon showing the shot-gun marriage of a blissful video lass to rattled "Hollywood Investment" with the Justice Dept. holding the gun while an Uncle Sam; in night-shirt, performed the ceremony.

The editorial observed that it didn't seem likely "that a deep, dark formal conspiracy would be necessary to persuade these individual members of the industry that it would be inviting commercial suicide to sell their product indiscriminately to their TV competitors at a small fraction of the product's original cost."

Noting that "the film industry is one of the country's largest simply because its product has won popular favor all over the world," the editorial stated that "thousands of people depend upon it for their livelihood — not only the stars and executives . . . but the man who runs the neighborhood movie house and hires a half-dozen people to work for him."

Washington Paper

In Washington, the "Star," through its film critic, Harry MacArthur, observed that the government was "on shaky ground" in its suit. MacArthur said that the D. of J. "may know what it is doing" but "it is one thing to dissolve a conspiracy so that no party to it is bound by it. It is quite something else to tell a man who his customers must be. A movie studio is a private business, not a public utility."

An editorial appearing in the "Record," Meriden, Conn., stated: "We cannot understand how monopoly applies in this particular charge." "It would appear," the editorial continued, "the government is trying its power to see how far it can control, limit and direct the kind of competition which, when free, has been the life blood of our enterprise system."

Heading its editorial, "Both Meddlesome and Confiscatory," the "Daily Globe" of Shelby, Ohio, noted that the suit posed "another basic threat that is nothing short of confiscation. For our Federal government to step in and force one industry to give up its own property to aid its competitor seems entirely unreasonable."

The Brooklyn "Daily Eagle" called the action "baffling" while the Jamaica, Long Island, "Daily Press" termed it "unfair provocation."

Gene Autry, cowboy actor in both theatre and TV pictures, disclosed to Robert J. (Bob) O'Donnell, Texas circuit executive, "how impossible it would be to spend hundreds of thousands of dollars for motion pictures, and, regardless of 'reasonable clearance,' to have them shown on TV screens with the possibility of only a modest return."

Autry noted that "obviously it is impossible to complete with the magnitude of motion picture theatre screens within the limitations of TV. Television future lies in attractions specially produced for TV only."

Ohio Censorship Loses In Court

TOLEDO.—Laws of this state for the censoring of motion picture newsreels were declared in violation of the Constitutions of both Ohio and the United States by Municipal Judge Frank W. Wiley in the test case sponsored by MPAA and involving exhibitor Martin G. Smith.

"To subject a newsreel to our present censorship is of itself a greater evil than the possibility of evil against which the statute was designed to protect," Judge Wiley declared.

The judge pointed out that the industry's practice of self-censorship "has removed much of the possibility for evil that may have existed in the earlier years." Consequently, Judge Wiley continued, ". . . the censorship statutes of Ohio as they now stand, substantially unchanged for 40 years, no longer meet the test of constitutionality now required by Supreme Court decisions."

Refers To SC Opinion

The judge was referring to the High Court's opinions in the "Miracle" and "Pinky" cases. Supreme Court ruled that the motion picture screen came under the same Constitutional guarantees as did the press.

The fee of $3 charged by the state for censoring newsreels was attacked also by Judge Wiley, who agreed with the argument of the defendant that it was a discriminatory practice. Judge Wiley said the fee violated the "equal protection" clause of the Ohio and Federal Constitutions because it singled out one means of disseminating information as against the others.

"A film can be run in a television studio at any place in the country and reproduced in every home in Ohio that has a television set and there is no attempt at censorship or taxation," the Judge said.

The charging of censorship fees, Judge Wiley declared, constitutes the taxing of films, which is a "form of prior restraint

(*Continued on page* 30)

MPEA, SIMPP Okay UK-US Pact Modifications

Approval of the modifications in the two-year Anglo-American film agreement was given this week by both the board of directors of the Motion Picture Export Association and the Society of Independent Motion Picture Producers.

Modifications were negotiated in Washington last week by representatives of the British Government and of the MPEA and SIMPP.

Modifications deal with arrangements under which U. S. film companies are allowed to convert into dollars part of their earnings in the United Kingdom.

1951 Agreement

In 1951, it was agreed that the U. S. companies should be allowed to transfer, in addition to the amounts provided for under the Anglo-American film agreement of 1950, the extra earnings accruing to them under the so-called Eady plan.

The American companies have now agreed, in recognition of the difficulties which the United Kingdom is facing at this time in its dollar balance of payments, to waive part of these transfer rights under the Eady plan in respect both of the current year ending Sept. 30, 1952, and in respect of the year ending Sept. 30, 1953.

In total, the amount by which the dollar transfers of American companies will be abated will be $5,900,000. In other respects, the arrangements remain unchanged, including the retention of the basic figure of $17,000,000 of unconditional annual transfer by U. S. companies.

Under the Eady plan, theatre admission prices were increased in Britain to provide additional revenues for exhibitors and distributors and to create a special central reserve fund to encourage the production of motion pictures in Great Britain.

Mulvey Announces Approval

James A. Mulvey, Chairman of the SIMPP Distribution Committee, who together with Ellis A. Arnall represented SIMPP in the negotiations, stated: "The agreement concluded with the British government represents an accord which is mutually beneficial to the British government and to the American motion pictnre industry. It was a cardinal point in onr position that the $17,000,000 annual remittance provided for in the basic Film Agreement should not be reduced, and the British government recognized and agreed to the equity of our stand. The American companies on their part recognized that a waiver of dollar remissions of earnings under the Eady Plan could be agreed to without affecting basic American interests and at the same time giving recognition to the problems of Great Britain in connection with its dollar balances.

"The entire negotiations and their final conclusion represent the kind of International Agreement which can be reached when all parties approach a problem in the spirit of good will and determination to recognize each others problems."

Profitable Theatre Television Keynotes TOA Confab Hopes

WASHINGTON.—A healthy outlook on the eventual financial payoff to exhibitors owning large screen theatre television equipment; a plea for unity within the industry, and particularly among theatremen, in order to beat discriminatory tax legislation, and vociferous blasts at the government's features-for-television suit loomed uppermost in the expressions of Theatre Owners of America, meeting for five days this week at the Shoreham Hotel, where the organization's annual convention-trade show took place.

Regarding theatre TV's future, it was pointed out that within a year 20th Century-Fox will unveil a complete programming service for a network of from 200-300 theatres. Top-flight entertainment, including Broadway plays and other major productions, will be supplied on a regular subscription basis, the convention was told by Robert J. O'Brien.

Bright Future Predicted

President Mitchell Wolfson, in his opening address, reviewed the significant events of the year as effecting exhibitors. He predicted a confident future provided theatremen apply "all out" showmanship, scrap outmoded theatres, operate good drive-ins, receive high-calibre product, solve public and governmental problems.

Acts that benefitted exhibitors during the past year, Wolfson said, included "many genuine assurances of Congressional support of the repeal of the admissions tax from across the entire nation;" the favorable press relations brought about in reaction to the Justice Department's features-for-television suit. Also, real and lasting steps taken toward establishing arbitration; creation of fine theatre and concession equipment; return of "more and more patrons" to theatres; boost in theatre TV, and intelligent use of home TV as a "new and great sales force."

Ills Explained

In the course of many journeys across the nation, Wolfson said he found many exhibitors guilty of a "self-induced sleeping sickness. Even among many who kept their theatres in good shape and worked hard to sell their product I found this condition. I am referring to their non-support or ineffective support of exhibitor trade associations, but local and national."

Wolfson said that supporters of TOA "must embark on our own crusade to convince these feet-draggers that every major problem in our industry is a national one, which may only be dealt with by virile local co-operation and national efforts."

Pinanski Reports

A report was given by Samuel J. Pinanski which dwelled on COMPO activities in various fields during the past year.

Pinanski stated that in his opinion "the period of COMPO's uncertainty is over for it has a well defined program and it has been given the financial and moral support of thousands of exhibitors as well as the major producing companies for the execution of that program."

Pinanski called the canvassing by salesmen during mid-August and early September for COMPO dues "one of the most inspiring accomplishments in the history of our business."

He said that it proved to be the first time that "distributors and exhibitors united in a nation-wide effort that had for its purpose the betterment and benefit of the industry itself."

Pinanski stated that as a result of the canvass, "now, for the first time in its existence . . . COMPO seems amply financed." COMPO has also continued its institutional newspaper advertising drive on a consistent basis, he added.

Regarding the Speakers Bureau, Pinanski maintained that its establishment "will not be easy, but we believe the results in improved public relations will more than justify the effort and cost."

COMPO Praised

"It is my personal hope that COMPO will soon be in a position to take the first steps in a program of technological research that will have for its ultimate aim the invention and development of new and revolutionary improvements in motion picture entertainment," Pinanski added.

In a report of the state and local legislation committee, Morris Loewenstein, chairman, told exhibitors that "there is no longer any reason for us to allow ourselves to be made the targets of mistreatment" by courts who sustain tax rulings.

"We must become militant and jealous of our rights and demand equal consideration instead of 'luxury' classification," he added. "The time has passed when we can pay more than any other businesses for the right to do business."

Theatre TV Lauded

The growth in the past year of theatre television was attested to by Robert J. O'Brien, in a report of the theatre TV committee, of which he is chairman. From 36 installations in theatres in 23 cities one year ago, large screen TV has grown to 84 theatres equipped in 50 cities today.

New developments in the field, such as monochrome theatre TV systems and color theatre TV systems, have occurred, he added.

Experimentation in programming at theatres also took place, O'Brien pointed out, but on a sporadic level. Development of programming was hindered by "high costs of long lines and local loops," he said.

Some evidence exists, he indicated, that theatre telecasts of football games on a regional or purely local basis may offer a pattern for future sports programming.

Programming Stressed

"The most promising area of programming uncovered in the past year was in the use of closed circuit theatre TV as a selective communication medium," O'Brien said. But, added the chairman, "the real value of this new medium will become apparent only when it can offer some regularity of programming through which it can cultivate its own following.

"This coming year should bring efforts to develop series of programs for the public and provide the exhibitor with some regularity of usage so that his fixed costs can be prorated over a broader base," the report noted.

Elmer C. Rhoden gave a report of the public relations committee. Chairman Rhoden

(*Continued on page* 28)

ASCAP Must Be Paid, Levy Tells Confab

Washington.—There is nothing exhibitors can do to avoid paying for ASCAP music if they use incidental music over and above the music on the soundtrack of the film itself, which is now paid for by the producers as a result of the antitrust case decision. This is the gist of the opinion given to the TOA convention this week by general counsel Herman Levy.

ASCAP is within its legal rights in asking for payment if such incidental music is played, Levy said. Nor can canned ASCAP property be piped into the theatre via Muzak or similar outlets, without payment.

This leaves only BMI music and music in the public domain to be obtained free, he said, and a list of available titles is now being prepared for distribution to TOA members.

Levy said he felt most theatres can do without entrance and exit music, but acknowledged it might be a problem to some drive-ins.

Conveners Told Drive-Ins Grow

WASHINGTON.—Comprehensive annual reports on drive-in theatre business, codes and ordinances effecting conventional houses, and the acetate film situation as it is among major companies, were delivered here this week by various committees at the Theatre Owners of America convention and trade show for 1952.

The year 1952 has proved a fruitful and expanding one for drive-ins of the U.S., according to Jack Braunagel, chairman of the drive-in theatres committee. It was recommended in his report that "every small town exhibitor give thought to building his own drive-in in his community for his personal good as well as the good of the industry."

Braunagel said the drive-in situation is now at the "critical point of overbuilding which leads to product fights that in the long run do nothing more than run up film rentals without increasing gross, cut prices, and cause double and triple bills."

"Sane Operation" Asked

At the same time Braunagel stressed "sane operation" and noted that there is still room for drive-in expansion providing the drive-in "goes after the business the theatre does not get rather than try to take part of the business from the theatre by stealing the product and running the same type policy as an indoor."

It was maintained in the codes and ordinances committee report, prepared by Harry Anderson, chairman, that until nitrocellulose film is entirely eliminated from theatre use, exhibitors are seriously handicapped in obtaining reductions in insurance rates or modification in building codes and shipping regulations.

Close to 5,000 drive-ins will be constructed in the next few years, according to an estimate given by National Production Authority film chief Nathan B. Golden. He urged prospective builders of drive-ins to lay their plans now in anticipation of relaxation of the amusement construction ban on April 1, 1953. Orders for strategic materials can be placed now for post-April 1 delivery, he pointed out.

ANNOUNCING

THE SALES PLAN

OF M-G-M's

IVANHOE





LAST MAY at the "Seeing Is Believing" meeting at our M-G-M Studios, IVANHOE was screened for the first time to more than 100 representative exhibitors in the country and members of the press. Their enthusiasm for its possibilities as one of the outstanding box-office attractions of all time was so great that before determining a sales policy, we decided to set up pre-release test engagements in the following cities: New York, San Francisco, Cleveland, Houston, Atlanta and Evansville.

IVANHOE is now playing or has completed its engagement in the above mentioned cities to business that confirms the opinion of those who saw it at our Studios.

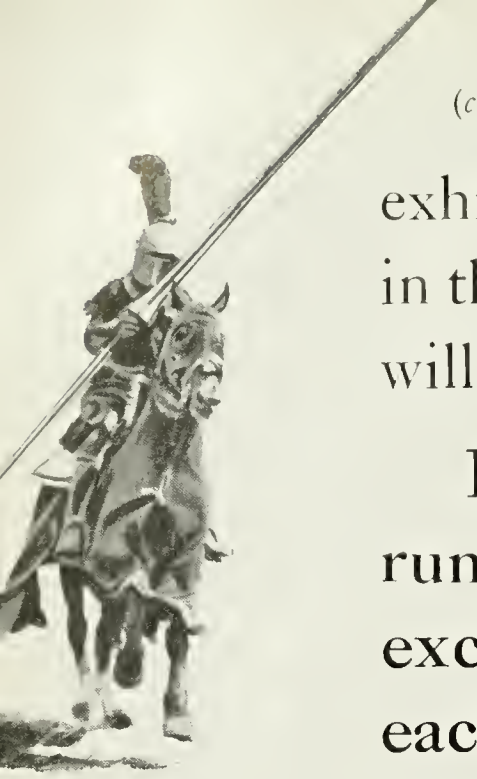
From time to time through the medium of the trade press, we have kept the trade at large informed of the business IVANHOE was doing. The total attendance on IVANHOE exceeds the total attendance on QUO VADIS in five of the above situations. The sixth, the engagement at the Radio City Music Hall, New York City (where QUO VADIS was not shown) has played to a greater gross than any other picture in the history of the theatre for the first five weeks of its run there and with one exception had a greater attendance than any other picture.

Following our "Seeing Is Believing" meeting in California, the picture was trade shown in almost 100 theatres and again the enthusiasm upon the part of those who saw it was overwhelming. It is now apparent that if the first-run pre-release

(continued)

Heroism of the Black Knight who fights for love on the field of honor. Spectacular action as man meets man in mortal combat while thousands in the colossal arena watch with bated breath.

Rebecca stands accused of witchcraft. Ivanhoe's subsequent challenge results in the fabulous duel on horseback with battle-axe and deadly mace.



(*continued*)

exhibitions of IVANHOE are handled generally as in the case of QUO VADIS, the results at the box-office will equal or even exceed the results on QUO VADIS.

It is our intention to have a pre-release first-run exhibition of IVANHOE in each of the exchange centers across the country, then in each of the cities in the country of over approximately 100,000 population and after that in cities of under approximately 100,000. We expect that there will be approximately 500 of such pre-release first-run exhibitions. Within a reasonable time after these showings are completed, IVANHOE will be made available for general release.

Arrangements are now being made for the pre-release first-run showings of IVANHOE in each of the Exchange Centers.

After this announcement appears, our attention will be directed to pre-release first-run exhibitions in the other cities of the country beginning, of course, with the larger ones.

Any exhibitor who has a suitable theatre and is interested in the pre-release first-run exhibition of IVANHOE in his city should promptly and in writing advise our appropriate exchange office of his interest and we shall be pleased to afford him an opportunity of submitting an offer on the picture.



(*continued*)

We are confident that we shall receive the same wholehearted cooperation in the marketing of this great production as we did on QUO VADIS and that our customers will find our plan on IVANHOE as much to their advantage as was the case with QUO VADIS.

Loew's Inc.



SUCCESS STORY: ADVERTISING

On this and following pages are just a few of the big spectacular ads (*shown in reduced size*) that drew record crowds to "Ivanhoe," the Picture of the Century, in its first five pre-release engagements outside New York. These ads sell a BIG attraction with all its grandeur, importance and large-scale pictorial values. They spell MONEY'S WORTH!



AT LAST . . .

SIR WALTER SCOTT'S STORY COMES TO LIFE!

THE BLACK KNIGHT
AND THE STALWART ARCHERS
OF SHERWOOD FOREST,
THE BEAUTIFUL BLONDE ROWENA
AND RAVEN-HAIRED REBECCA,
RICHARD THE LION-HEARTED
AND THE NORMAN TRAITORS..
ALL THE REMEMBERED CHARACTERS
OF A GREAT NOVEL OF LOVE
AND ADVENTURE...NOW BROUGHT
TO THE SCREEN FOR
THE FIRST TIME!

M-G-M presents

IVANHOE

COLOR BY TECHNICOLOR.

STARRING

ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE

GEORGE SANDERS · EMLYN WILLIAMS

The gallant Sir Wilfred of Ivanhoe ... and Rebecca who risked her life for love of him!

The storming of moat-rimmed Torquilstone Castle by thousands of Locksley's bowmen!

Trial by Combat with battle-maces as weapons... and a king's throne at stake!

The lovely and fiery Saxon princess Rowena defies the Norman henchmen!

Screen play by NOEL LANGLEY · Adaptation by AEneas MacKENZIE · Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN

AN M-G-M PICTURE

SPECIAL PRE-RELEASE ENGAGEMENT!

Starts TOMORROW

The Armed Forces Need Your Blood—Give Today!

GREATEST SCENE EVER FILMED!

Just one of the many in the picture that tops "Quo Vadis" for thrills and romance!



Rowena and Rebecca are captured by the Norman henchmen of Prince John and imprisoned in Torquilstone castle!





Ivanhoe challen... Bois-Guilbert t... Trial by Comb... First on horse, ... then on foot t... mortal struggl... waged!

The mysterious Black Knight defeats the greatest champions in the spectacular tournament at Ashby!





The beaut... Rebecca and l... Lady Rowena, ... in love with Ivar... meet at the sid... their fallen hero

Filmed in the actual locale of the novel!



M-G-M presents

SIR WALTER SCOTT'S

IVANHOE

COLOR BY TECHNICOLOR

STARRING

ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE

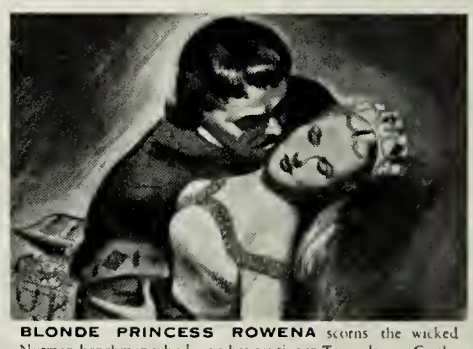
GEORGE SANDERS · EMLYN WILLIAMS

Screen play by NOEL LANGLEY • Adaptation by AEneas MacKENZIE • Directed by RICHARD THORPE • Produced by PANDRO S. BERMAN • An M-G-M Picture

MGM IS PROUD TO BRING TO THE SCREEN FOR THE FIRST TIME SIR WALTER SCOTT'S IVANHOE



RAVEN-HAIRED BEAUTY Rebecca is secretly in love with the knight Ivanhoe. She risks her life and fortune so that he may fight the Norman traitors.



BLONDE PRINCESS ROWENA scorns the wicked Norman henchman who keeps her captive in Torquilstone Castle. She remains loyal to Ivanhoe who loves her



TORQUILSTONE CASTLE STORMED with Ivanhoe leading thousands of brave archers from Sherwood Forest in a flaming assault to rescue the princess Rowena.



TRIAL BY COMBAT brings Ivanhoe at last into mortal battle with the leaders of the Normans, Brian De Bois-Guilbert. A woman's life and a king's throne tremble on the outcome!

starring ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE · GEORGE SANDERS
EMLYN WILLIAMS · Color by TECHNICOLOR · Screen play by NOEL LANGLEY · Adaptation by AEneas MacKenzie

Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN · An M-G-M Picture

WATCH FOR PRE-RELEASE PREMIERE ENGAGEMENT



M-G-M presents the spectacular picturization of SIR WALTER SCOTT'S famed romantic novel!

IVANHOE

COLOR BY TECHNICOLOR

For the first time, the story-favorite of millions comes to the screen . . . peopled with the knights and ladies, the kings and jesters, the warriors and traitors of the Glory Age! Again they ride and fight and love and dare and conquer! Actually filmed on historic locales in England with thousands in the cast!

STARRING

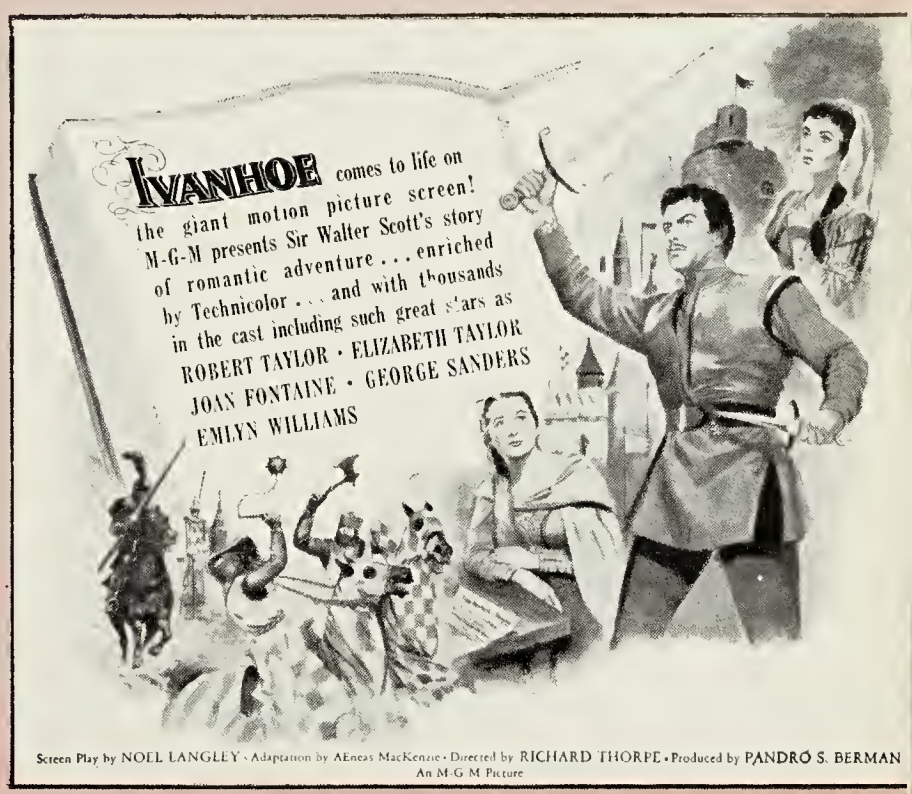
ROBERT TAYLOR
ELIZABETH TAYLOR
JOAN FONTAINE
GEORGE SANDERS
EMLYN WILLIAMS

by NOEL LANGLEY · Adaptation by AEneas MacKENZIE · Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN

An M-G-M PICTURE

SPECIAL PRE-RELEASE ENGAGEMENT!
ts TOMORROW

The Armed Forces Need Your Blood—Give Today!



SPECIAL PRE-RELEASE ENGAGEMENT STARTS THURSDAY AT RADIO CITY MUSIC HALL!

M-G-M'S PICTURIZATION OF SIR WALTER SCOTT'S GREAT STORY

IN COLOR BY TECHNICOLOR!

IVANHOE



Out of one of the world's best-loved books comes this story of the Glory Age . . . when the mysterious Black Knight rode for the Queen of Love and Beauty . . . when Saxons and Normans clashed at the tourney of Ashby . . . when the bowmen of Sherwood Forest stormed the castle of Torquilstone. M-G-M sent a host of stars and technicians to England and filmed Sir Walter Scott's famed novel on the actual scenes of the story. It comes to the giant screen with a cast of thousands and enriched by Technicolor!



STARRING

ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE · GEORGE SANDERS · EMLYN WILLIAMS

Screen play by NOEL LANGLEY · Adaptation by AEneas MacKenzie · Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN

An M-G-M Picture

SPECIAL PRE-RELEASE ENGAGEMENT!
Starts TOMORROW

LOEW'S

PRICE & POLICY

The Armed Forces Need Your Blood—Give Today!

EXPLOITATION!

A Quolossal promotion campaign paves the way to your box-office. The nation's leading manufacturers have tied in their products with "Ivanhoe." Their national advertising gives this title a readership in astronomical figures. The Lux Soap campaign alone hits the 150,000,000 readership mark. Similar national campaigns come from Lustre-Creme Shampoo, Sunbeam Bread, Woodbury Soap, Kendall Fabrics and countless others. Local dealers are supplied with a wealth of merchandising aids that assure every exhibitor, regardless of his situation, of neighborhood promotion that links together theatre, merchant and public. Full details in the regular and supplementary press-books.

MAGAZINE ADVERTISING!

"IVANHOE" is the most widely advertised picture of our time. For 3 consecutive months, full-color, full-page Calendar ads in leading magazines with readership in the hundreds of millions; plus many more millions of fan magazine readers; plus an additional multi-million readership of M-G-M's famed Lion's Roar and Picture-of-the-Month columns; plus countless more millions of readers of the special "page-and-a-half" magazine ad campaign in Life, Look, Collier's, Saturday Evening Post. America eagerly awaits "IVANHOE."

FACTS YOU WILL WANT TO KNOW ABOUT "IVANHOE"

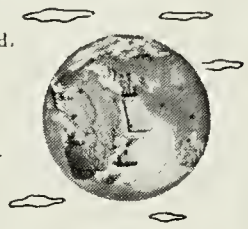
M-G-M's production of Sir Walter Scott's famous novel of romantic adventure is the first time this story has ever been brought to the screen.





"Ivanhoe" was two years in production. Many months of research at the British Museum preceded actual filming. Every detail of costumes and settings was painstakingly checked for authenticity

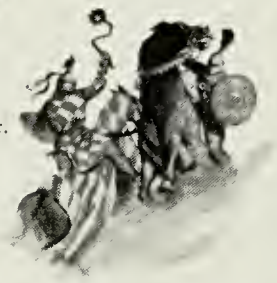
M-G-M transported stars and technicians thousands of miles to the actual locales of the story in England. "Ivanhoe" was filmed in its entirety amid ancient castles, famous battlefields and other historic sites.





Among the scenes recreated was the storming of Torquilstone Castle with thousands of archers hurling themselves over the moats and against the battlements.

The fabulous Ashby Tourney which tested the courage and skill of knights in battle is shown in all its fury and splendor. The armor worn by the knights was hand-wrought as in the medieval days.





The gallant crusaders of Richard the Lion-Hearted and the Norman legions of Prince John were trained in the use of their lances and broadswords by military experts for many months prior to the big battle scenes.

"Ivanhoe" comes to the screen enriched by Technicolor and with thousands in the cast, including such great stars as Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders and Emlyn Williams.





Out of a "hundred Hollywoods" has come

IVANHOE

There are a hundred Hollywoods today . . . in distant jungles, on tropic isles, in far-off ports of call. More than ever, troupes of stars and technical crews travel thousands of miles to capture a story on its actual locale. Thus, M-G-M's cameras roved to Africa for "King Solomon's Mines", to Rome for "Quo Vadis", and now to England for one of the world's best-loved stories of romantic adventure, Sir Walter Scott's "Ivanhoe"!

On the fabled battlefields, amid the moat-rimmed castles, in the green stretches of Sherwood Forest, "Ivanhoe" comes to life. Here, the heroic knights charge into combat, live and love, dare and die. Around them surges the whole medieval pageant, the brilliant cavalcades of crusaders, of kings and conspirators, of troubadors and fair ladies. The storied characters throng across the screen, a masterpiece of fiction comes to life for the first time, and Technicolor makes it entertainment beyond description!

M-G-M's production of Sir Walter Scott's novel, starring

ROBERT TAYLOR
ELIZABETH TAYLOR
JOAN FONTAINE
GEORGE SANDERS
EMLYN WILLIAMS

Color by **TECHNICOLOR**
Screen play by NOEL LANGLEY • Adaptation by AEneas MacKenzie
Directed by RICHARD THORPE
Produced by PANDRO S. BERMAN An M-G-M Picture

PLAN ACCESSORY NEEDS NOW!

A big factor in local selling in the first 5 pre-release engagements was the showmanship accessories. A full line of standard material was used. All is of highest quality. Additional special items are: Black Knight 1-sheet, Cartoon herald, 3-color pennants, plastic stick-on, 11x14 color prints, Elizabeth Taylor postcards, Black Knight rings, Fan Photos and many others. The regular press-book and the supplementary campaign book carry full information enabling you to plan your selling ammunition far in advance.



PRINTED IN U.S.A.

TELEVIEWS

By AARON SLOAN

Theatres Sign Up

An impressive and record number of theatres are signing up for exclusive big screen video coverage of the Walcott-Marciano heavyweight title bout Sept. 23 from Philadelphia. Nathan L. Halpern, Theatre Network Television president, is making the deals with the various theatres. Houses to sign include three TV-equipped Fabian Theatres: the 4,060-seat Fox, Brooklyn, the Grand, Albany; the National, Richmond; the Paramount and the Telenews, San Francisco.

Other houses planning coverage include Comerford's Capital, Binghamton; the Guild, New York; St. James, Asbury Park; Orpheum, Los Angeles; Upton, Tivoli and Marbro, Chicago; Paramount, Hammond, Ind., Palm State, Detroit; Century's Marine, Brooklyn and Queens, L. I., and Radio City, Minneapolis. Cities to be on the big screen cross-country net work for the first time will be Los Angeles, San Francisco, Seattle, Denver and Kansas City, each of which has theatres intending to sign with TNT. The first outdoor theatre to carry a televised fight will be the S-3 Drive-In, Rutherford, N. J., over its newly installed long-throw RCA system.

Arrangements have been made for Paramount "Inter-Film" theatre TV equipment in the Paramount Building, N. Y., to receive the bout from Philadelphia and permanently record it on 35mm. film which will be ready for re-telecasting to the west one minute after the action occurs.

TNT will pick up the film and transmit it to the west as soon as network facilities are available. The showing in the east will be simultaneous.

ABC-UPT Issue Stews

Now that UPT-ABC merger hearings are over and being thought about by FCC members, Paramount went on record, together with DuMont, in a request to the Commission to find that Paramount does not control DuMont. The request is thought to clear the way for DuMont to apply for two more TV stations to add to its present three, and permit Paramount to own the FCC limit of five. The FCC hearing division is taking a counter position.

Random Notes

A permanent organization will be made of the Television All-Industry Committee, which was set up on a temporary basis last January to work out proposals for modernized amendments to the New York City Code. Amendments would be designed to help ease TV broadcasting efficiency in the metropolitan area. . . . TV will again head the list of over 86 papers to be presented by the Society of Motion Picture and Television Engineers at their 72nd semi-annual confab at Washington's Hotel Statler, Oct. 6-10.

NBC Color Gets New Nod

FCC granted NBC permission to use New York station WNBT facilities for further NBC color system experiments whereby the station would take on special call letters for not more than 15 minutes daily, Monday through Friday, between 9 a.m. and noon, between Sept. 15-30.

On New TV Licenses

An Austin, Texas, first station, KTBC-TV, is expected in operation by Nov. 1 for the 25-50,000 home sets in that city. A second and education station will begin construction by the University of Houston and the Houston Independent School District soon for over 100,000 home sets. . . . In Richmond, Va., Richmond Television Corp., headed by Morton G. Thalhimer, Neighborhood Theatres prexy, will seek a license to operate a TV station. . . . The W. S. Butterfield Theatre Chain is looking for a Battle Creek, Mich., channel in competition with Booth Radio & Television Stations and was advised by FCC that anti-trust issues will be studied as a part of the competitive hearings on the disputed channel. . . . Permits were granted for six new stations; two in Reading, Pa., and one each in Arkon, O., New Castle, Pa., Massilon, O., and Fall River, Mass. . . . Permits were granted also for stations in Rockford, Ill., Roanoke, Va., Jackson, Miss., and competitive hearings for channels in Peoria, Ill., Rockford, Ill., Roanoke, Va., and two in Fresno, Calif.

WCBS Buys Lippert Pix

WCBS-TV, New York, purchased 20 Robert L. Lippert productions filmed between 1948-50 for exclusive home showings in the Gotham area. Price of the deal was not disclosed but it was learned that negotiations were handled by Tele-Pictures, Inc., concern in which Lippert, Jr., is a chief executive. . . . The Balaban & Katz circuit in Chicago was granted a video license for a new station which will open Jan. 1 in Rockford, Ill., where B&K now operates an 800-car drive-in theatre.

TV Short Sells Well

Reportedly selling well to home TV stations is an 11-minute short turned out by Van Wolf of the Paramount home office press book department; Max Weinberg of the M-G-M home office and Stubby Kaye of the Broadway musical hit "Guys and Dolls." Sterling Television Corp. acquired the reel for distribution to home set stations under the title "Election Fever." Production time was approximately one week.

MPAA, NETTC Protest AT&T Video Attitude

WASHINGTON.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee have informed the American Telephone and Telegraph Company in a letter that it is not for AT&T to decide the specifications for a theatre television service, and that the film industry has devoted many years and hundreds of thousands of dollars in order to make that determination.

The two organizations protested again about AT&T's continued refusal to supply cost figures on a theatre television network service, the specifications for which were supplied the firm back on April 10.

AT&T on Aug. 28 told the groups that there was some question about whether the industry's specifications were in all respects necessary or practical. It also said some features require equipment not presently available and the cost of which cannot be ascertained.

AT&T did provide cost figures on the service it is now providing and said it feels confident it would be able to meet the industry's requirements.

MPAA, through law firms Welch, Mott & Morgan and Fly Shuebruk & Blume and NETTC through counsel Cohn & Marks, said that "the industry for over 40 years has had to recognize the desires of theatre audiences. A result of that research and experience was the specification which we forwarded to you . . ."

Denial Given

The groups denied that costs or at least reasonable estimates of costs of needed equipment were unavailable and said "if the motion picture industry has been able to obtain those figures . . . (AT&T) . . . should also be in a position to obtain this information."

The film groups told AT&T that the estimates on present service "is of no value" because "your present service is wholly inadequate and unsatisfactory."

The organizations were not impressed by AT&T's confidence it can supply any needed service, arguing that the entire point of the original request for information was "when and for how much?"

MPAA and NETTC stressed the need for the information in time for the engineering and accounting phases of the Federal Communications Commission theatre television hearings, scheduled to begin on Oct. 20.

New Pix Not Envisioned For Video

CHICAGO. — An "insuperable economic problem" prevents the showing of new Hollywood "A" pictures gratis on home sets, Paul Raibourn, vice-president of Paramount Pictures, told the communications section of the Centennial of Engineering Symposium, held at the Eighth St. Theatre here last week.

Raibourn said that the problem stems from the fact that "the present Hollywood 'A' pictures costs from $1,000,000 to $2,000,000 and the most TV can at the present time pay for such pictures would appear to be $20,000 to $30,000, while the theatres in this country still appear to be able to contribute anywhere from $1,000,000 to $10,000,000 for its use."

Video, however, is ignoring the ace it now has up its sleeve in the at least three systems of scrambled TV transmission by which TV can collect for the programs which are transmitted to the set owners, Raibourn added. One of these systems, Raibourn stated, "will probably serve to solve TV's economic problem of cost of programs, but there will have to be standards decision made by all involved interests."



V. J. BEATTIE
Calgary



W. A. BRIANT
New Orleans



JACK BURK
Seattle



G. L. CHERNOFF
Montreal



R. L. CONN
Des Moines



J. M. CONNOLLY
Boston



S. E. DIAMOND
Philadelphia



ABE DICKSTEIN
New York



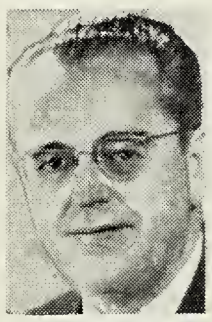
F. R. DODS
Atlanta



AL LEVY
Pittsburgh



K. O. LLOYD
Salt Lake City



J. H. LORENTZ
Milwaukee



R. G. MARCH
St. John



SAUL MALISOW
Minneapolis

Branch

LURE OF THE WILDERNESS
Technicolor
Jean Peters • Jeffrey Hunter
Constance Smith
Based on a Story by Vereen Bell

O. Henry's FULL HOUSE
12 GREAT STARS!
5 GREAT DIRECTORS!
5 GREAT WRITERS!

MONKEY BUSINESS
Cory Grant • Ginger Rogers
Charles Coburn • Marilyn Monroe

MY WIFE'S BEST FRIEND
Anne Boxter • Macdonald Corey

WAY OF A GAUCHO
Technicolor
Rory Calhoun • Gene Tierney

SOMETHING FOR THE BIRDS
Victor Mature • Patricia Neal
Edmund Gwenn

NIGHT WITHOUT SLEEP
Linda Darnell • Gary Merrill
Hildegarde Neff

THE STEEL TRAP
Joseph Cotten • Teresa Wright
A Bert E. Friedlob Production
Released by 20th Century-Fox

Damon Runyon's BLOODHOUNDS OF BROADWAY
Technicolor
Mitzi Gaynor • Scott Brady

THE THIEF OF VENICE
Mario Montez • Paul Christian
A Robert Haggiag Production
Released by 20th Century-Fox

PONY SOLDIER
Technicolor
Tyrone Power • Cameron Mitchell

MY PAL GUS
Richard Widmark • Joanne Dru
Audrey Totter • George (Foghorn) Winslow

CLIFTON WEBB in
John Philip Sousa's
STARS AND STRIPES FOREVER
Technicolor
Debra Paget • Robert Wagner • Ruth Hussey

and

TO TOP THEM ALL
Ernest Hemingway's
THE SNOWS OF KILIMANJARO
Technicolor
Gregory Peck • Susan Hayward • Ava Gardner
Hildegarde Neff
Produced by Darryl F. Zanuck
Directed by Henry King
Screen Play by Casey Robinson



R. C. McNABB
Cincinnati



J. R. NEGER
Kansas City



M. W. OSBORNE
Oklahoma City



J. E. PATTERSON
Vancouver



C. F. POWERS
Portland



J. B. ROSEN
Washington



NAT ROSEN
Albany



I. J. SCHMERTZ
Cleveland



J. E. SCOT
Omaha

There's No Business Like



. J. DUGAN
Denver



J. M. ERICKSON
San Francisco



T. R. GILLIAM
Chicago



G. F. HALLORAN
St. Louis



J. E. HOLSTON
Charlotte



J. H. HUBER
Winnipeg



W. T. KEITH
Indianapolis



C. B. KOSCO
Buffalo

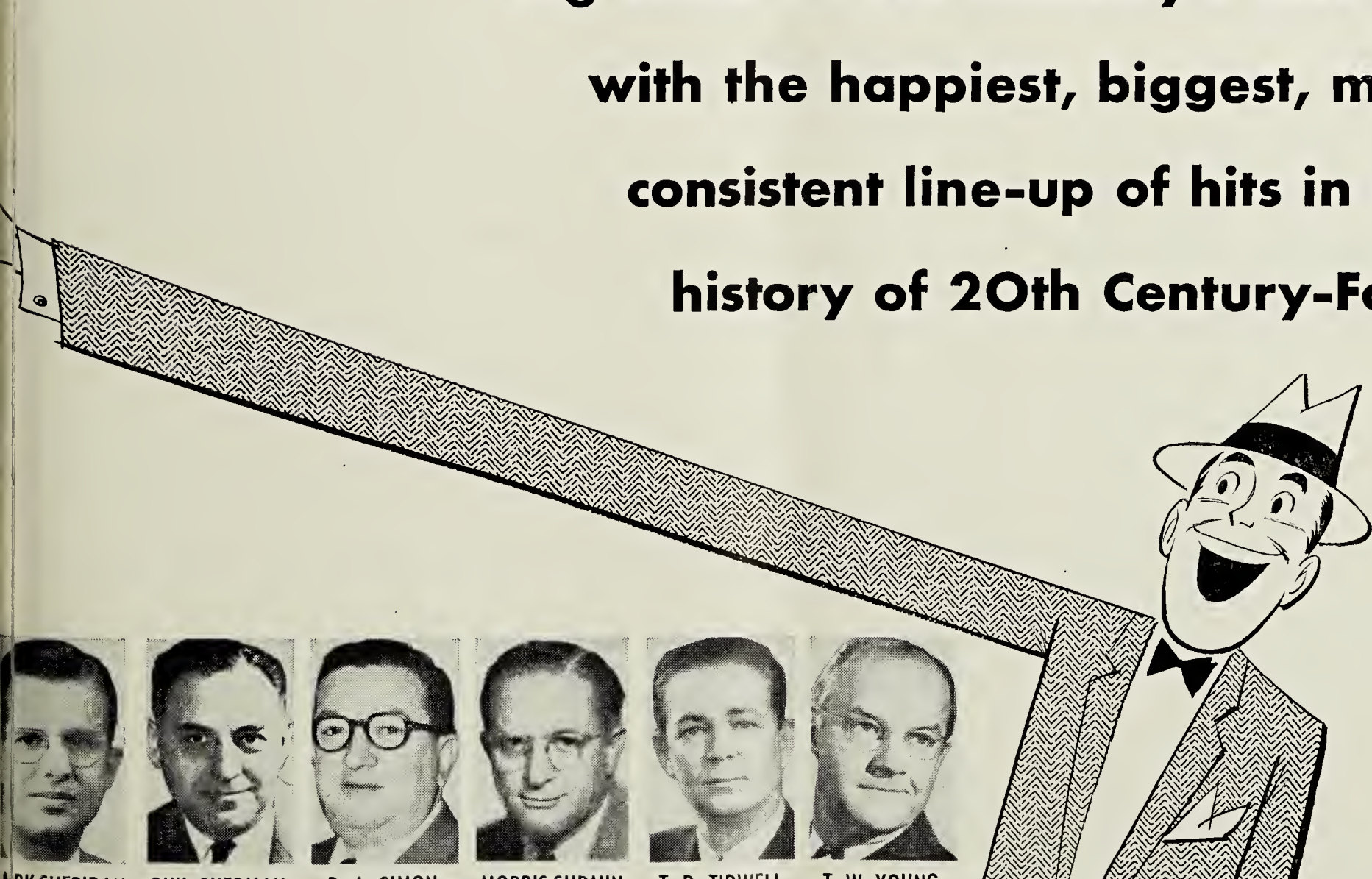


J. J. LEE
Detroit

Managers' Testimonial

Sept. 28-Dec. 27

The men who are keeping a great big smile on the industry's face . . . with the happiest, biggest, most consistent line-up of hits in the history of 20th Century-Fox!



RK SHERIDAN
Dallas

PHIL SHERMAN
Toronto

B. A. SIMON
New Haven

MORRIS SUDMIN
Los Angeles

T. D. TIDWELL
Jacksonville

T. W. YOUNG
Memphis

Century-Fox Business!

Officials Discuss Exhib Complaints

WASHINGTON.—Top MPAA officials and representatives of two major distributors have conferred with investigators of the Senate Small Business Committee on broad aspects of exhibitor complaints which brought on the committee probe of the film industry.

The meeting was requested by the distributors, who wanted a further opportunity to express their views, according to Gillis W. Long of the committee staff. Long was accompanied by William D. Amis, the committee investigator who recently wound up a trip to the Coast during which he talked to studio executives in addition to listening to exhibitor protests against various distribution trade practices.

Distrib Views Sought

Long said the committee wanted to know the distributors' viewpoints, particularly in the light of the fact that complaints are continuing to come in. He added that the industry officials promised their "fullest cooperation" in furnishing any information the committee wants, and indieated that a request for certain data either would be made or another meeting asked for in order to obtain whatever material is determined to be necessary by the committee staff.

Industryites attending were Loew's vice-president William F. Rodgers; William Zimmerman, assistant to the sales manager, RKO; and Joyce O'Hara, assistant to MPAA president Eric Johnston; MPAA general counsel Sidney Schreiber, information director Kenneth Clark, Edward Cooper and Cecil B. Dickson.

20th Century-Fox Slates Branch Head Testimonial For 13 Weeks This Fall

Saluting exchange heads of the company's 38 branch offiees in the United States and Canada, 20th Century-Fox will launeh it's annual Branch Managers' Testimonial on Sept. 28 to run through Dee. 27, it was announced by Al Lichtman Direetor of Distribution.

Heading the salute will be the company's division sales managers who will aet as captains during the 13-week period. The 20th-Fox branch managers will be supported by the efforts of their exchange staffs

Pictures to be released inelude: "The Snows of Kilimanjaro," "My Wife's Best Friend," "Way of A Gaucho," "Something for the Birds," "The Steel Trap," "The Thief of Venice," "Night Without Sleep," "Bloodhounds of Broadway," "Pony Soldier", "Top Man" and "The Stars and Stripes Forever."

Exchange Changes Hands

HOLLYWOOD.—Operation beeame effective this week by Monogram-Allied Artists of the Monogram franchise-operated exchange in Detroit, hitherto controlled by William B. Hurlbut, J. L. Saxe and George W. Weeks. Deal was made a week ago by Harold Mirisch, vice-president, and Barnett Shapiro, studio attorney.

Exhibs Told Sales Tax Figures Drop In Areas When Theatres Close

Des Moines.—Importance of an active film theatre to a community has been pointed out through citations of rise and decline of sales in various locations by Myron N. Blank, Central States Theatres president, at a luncheon meeting held under sponsorship of Allied Independent Theatre Owners of Iowa and Nebraska.

When the theatre at Forest City burned down, Blank noted, tax collections during the nine months it was closed jumped only 2.3 percent, while at nearby Lake Mills the boost was 19½ percent, and at Garner, 10.7 percent.

Blank added that in the three months following the re-opening of the Forest City house, collections went ahead 5½ percent, while both Lake Mills and Garner dropped seven percent.

Franco-U. S. Pact Talks Postponed

Attempts by Erie A. Johnston, MPEA president, to patch up currently impaired relations between MPEA members companies and the French government regarding a Franco-U.S. film pact will not be hurried, it was indieated from trade reports this week.

Result of the recent breakdown in negotiations has been a termination of the carried-over previous paet to the extent that no dubbing licenses will be issued to U.S. distributors by France.

Authority Granted

Johnston was given blanket authority by MPEA Board of Directors to deal with the French government "as he sees fit." He is expected to go to Paris some time after completion of impending film negotiations with other countries.

Talks broke down over France's remittance proposals for a new paet. The French were said to advocate provisions calling for subsidization of French production by U.S. companies. Besides MPEA, others who reportedly reject this bid were the U.S. State Department and the Society of Independent Motion Picture Producers.

RKO Schedules Release Of 79 Short Subjects During 1952-53 Season

RKO Radio Pictures will release a total of 79 short subjects for the 1952-53 season, according to Sid Kramer, short subjects sales manager. The program comprises 35 two-reelers and 44 one-reelers.

In the two-reeler category, RKO Radio will offer exhibitors 13 RKO-Pathe Two-Reel Specials; four Gil Lamb eomedies; two Newlyweds comedies; six Leon Errol re-releases; six Edgar Kennedy re-releases; two Musical re-releases; a subject titled, "Football Highlights," and one called, "Basketball Highlights."

In the one-reel classification will come 18 Walt Disney Technicolor Cartoons, "fourteenth" series; 13 RKO Pathe Sportscopes and 13 RKO-Pathe Screenliners.

Wolff Given Civic Post

Max Wolff, theatrical producer, has been sworn in as Honorary Deputy Commissioner of the New York City Department of Commerce. Wolff is head of Wolff-Feldman Television & Theatrical Producers, Inc. He formerly was a director of purchases for Loew's Theatres and M-G-M.

Daily Plugs For Theatres Delivered By NBC Video In Cross Promotion Pact

Daily series of film mentions on two New York area radio and one television program were begun this week by National Broadcasting Co. under its cross promotion agreement with the Organization of the Motion Picture Industry in New York. All plugs featured Skitch Henderson.

A new radio program, featuring Conrad Nagel, and at least two more film mention series are planned for next week. Series will include a daily five minutes on the Herb Sheldon video show while the Nagel program will run for an hour daily beginning 1:30 p.m. and consist of movie news and music from new pietures.

Copy on these shows will give mention to the new pietures and urge listeners and viewers to visit neighborhood theatres. At the theatres, patrons will see lobby posters and trailers whieh will promote, in turn, the NBC programs.

Indian Industry Notables Launch Eight-City Tour

At the joint invitation of the U.S. State Department and Erie Johnston, MPAA president, 14 top-ranking personalities of the Indian motion picture industry arrived this week for a four-week eight-city tour of the country, including a visit to Hollywood.

Invitation was extended as part of a program to bolster U.S.-Indian relations and to reciprocate India's cordial reception of American film industry representatives at the International Film Festival held in New Delhi last March.

Seven of the 14 good-will visitors are leading actors and actresses of the Indian sereen, with produeers, direetors and a einematographer among the others.

Industry-JDA Lunch Set

As part of the industry's effort in support of the 1952 Joint Defense Appeal, a luncheon meeting will be held Sept. 26 at New York's Hotel Astor with ehairman and other key people in various divisions of the industry's drive in attendance. JDA is seeking $5,000,000 in 1952 to finance activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith agencies dedicated to the fiight against bigetry and the safegnarding of human rights.

House Hears On TV Code

Washington.—General observance of the television good practices code would make unnecessary Federal legislation to enforce proper programming, Rep. Oren Harris (D., Ark.) told a television industry witness at the first day of renewed hearings by a television and radio "decency" subcommittee of the House Interstate Commerce Committee this week.

Harris is chairman of the subcommittee, which has already heard three radio and television industry witnesses agree that those industries could best police their own practices and that Federal censorship legislation would be potentially dangerous.

Busy British Production Follows Slump Period

A very active field in production is currently the vogue in Great Britain, where 18 months ago a grievous slump was in effect, David Lean, British producer-director, told film press writers in New York late last week.

Lean, here with Ann Todd, actress, for advance discussions on the U.S. release of his "The Sound Barrier," stated that one reason for stimulated production in Britain is the upsurge created by filming of American financed pictures in that country.

U.S. distribution rights to "Barrier," a British film, are held by Ilya Lopert, who plans an opening in November at the Victoria Theatre.

20th-Fox International Promotes 3 In Far East

Murray Silverstone, president of 20th Century-Fox International, has announced three promotions in the Far East, all recommended by Edward D. Ugast, 20th's Supervisor in charge of all Far Eastern territories.

William Lampros, formerly manager in Singapore, has been elevated to the post of Managing Director of India, with headquarters in Bombay. The Singapore managerial post has been turned over to S. A. Rao, former manager at Bangkok, Siam. Vasant Padbidri, who was in charge of the Calcutta, India branch, has been promoted to head the Siam territory.

Lodge Honors Goldenson

Leonard H. Goldenson, United Paramount Theatres president, will be honored Sept. 24 on behalf of the entertainment industry by Cinema Lodge of B'nai B'rith New York. According to Martin Levine, Lodge president, Goldenson will receive the Cinema Lodge Honor Scroll.

UPT Declares Dividend

United Paramount Theatres directors have declared a 25 cent per share dividend on common stock, payable Oct. 17 to holders of record Sept. 26.

"50% Of Exhibs" Work For A Show, Others "Apathetic," Charges Kaufman

"Fifty percent of exhibitors work hard to put over a show, while others are apathetic," according to Joseph Kaufman, producer of "Sudden Fear" who has been out working on openings of the RKO release. "Unless the distributor-producer does the job, these other exhibitors aren't interested and don't want to spend the money," he added last week at a press conference.

Kaufman stressed that exhibitors "don't even want to spend money for personal appearances." The value of this type of exploitation is evidenced, he feels by the fact that "everywhere we've had personal appearances, the grosses have been terrific. This shows that it pays for exhibitors to share some of the cost and effort to get stars to come out."

Joan Crawford Appearances

Joan Crawford, star of "Sudden Fear," has been making regular appearances at theatres, as well as Kaufman and David Miller, the director. Jack Palance, male lead, went out last week for new opening dates. The producer explained that he has been paying for all the personal appearances.

The use of television, combined with personal appearances, have been so effective that campaigns for the picture have saturated areas beyond the key cities to follow-up bookings.

Feeling that the merchandising of a picture is not the sole responsibility of the producer, Kaufman called for a co-operative venture with exhibitors partaking. He pointed out that there is greater co-ordination for campaigns when it is possible to get together with exhibitors some time before the picture opens.

Goldwurm, Schwartz Release 7 Foreign Films With English Sub-Titles

Jean Goldwurm and George Schwartz of Times Film Corporation have obtained the United States distribution rights to seven new foreign films from Italy, France and Sweden. Pictures are now being prepared for the American market and will be subtitled in English. They will be released at the rate of one a month beginning November.

Italian pictures include: "Two Pennies Worth of Hope," winner of the Grand Prize as the Best Film of The Year at the 1952 Cannes Film Festival; "The Overcoat," based on Gogol's famous tale; and "Cinderella," based on Rossini's opera.

French Pictures

French pictures are: "Forbidden Games," winner of the Grand Prize at the 1952 Venice International Film Festival; "Ladies Hairdresser," starring Fernandel; and "Three Women," based on three short stories by Guy de Maupassant.

The Swedish picture is "One Summer of Happiness," Grand Prize at the 1952 Berlin Film Festival.

AMPA Sponsors Series InAdvertising,Promotion

Board of directors of the Associated Motion Picture Advertisers has appointed Dr. Karl Ettinger, noted teacher and public relations authority, chief coordinator of the series of advertising and promotional courses to be offered in the coming year by AMPA. Courses begin Sept. 25, and will be held each Thursday evening thereafter for 12 weeks in the screening rooms of the various companies. Registration for the courses may be made through Edgar Goth, Fabian Theatres, 1501 Broadway.

Howard Dietz, Loew's vice-president in charge of advertising, publicity and exploitation, will make the keynote speech for the opening class which will be held in the screening room of RKO Pictures.

G & P Loses Anti-Trust Suit Claim For $525,000

CLEVELAND.—Regent Theatre Co. and Co-operative Theatres, defendants along with the majors in a $525,000 anti-trust damage suit, have been ruled victorious over G. & P. Amusement Co., plaintiff, in Federal District Court by Judge Emerick B. Freed.

Plaintiff failed to prove that Co-operative Theatres held monopoly buying power, or exercised it, or that the firm conspired with the defendant distributors, according to judicial ruling.

G. & P. action was filed in 1949 and charged conspiracy to deprive G & P's Moreland Theatre of product. Majors were Warners, Universal, 20th Century-Fox, Columbia and Loew's, Inc.

Echols Assists Golden

Harrison Echols, formerly general manager of the Anseo Division of General Aniline & Film Co. and more recently with NPA'S consumer durable goods division, has been appointed assistant to Nathan D. Golden, National Production Authority film chief, according to a Golden announcement last week.

WILL ROGERS MEMORIAL HOSPITAL

Collection Can Campaign,
1501 Broadway,
New York 19, N. Y.

Okay, send me a collection can; I'll put it on my candy stand!

Name.....

Theatre.....

Address.....

City.....

The crowd

"'THE QUIET MAN' IS THE YEAR'S



HERBERT J. YATES *presents*

John Ford's Greatest Triumph

THE Quiet

Color by TECH

A REPUBL

s agree...

MOST OUTSTANDING PICTURE!"

FRANK QUINN, New York Mirror



ERYBODY LOVES IT!..

"A ROLLICKING TALE!"
N. Y. TIMES

"SUPERB PRODUCTION!"
N. Y. HERALD TRIBUNE

Man

DLOR
CTURE

starring

JOHN WAYNE · MAUREEN O'HARA · BARRY FITZGERALD

with

WARD BOND · VICTOR McLAGLEN · MILDRED NATWICK · FRANCIS FORD
ARTHUR SHIELDS and the IRISH PLAYERS

Directed by **JOHN FORD**

Screenplay by FRANK S. NUGENT · *Story by* MAURICE WALSH
Produced by MERIAN C. COOPER · AN ARGOSY PRODUCTION

Exhibitor Reviews

"The Snows of Kilimanjaro"

(20th Century-Fox) Technicolor 114 Min.

Cast: Gregory Peck, Susan Hayward, Ava Gardner, Hildegarde Neff, Leo G. Carroll, Torin Thatcher, Ava Norring, Helene Stanley, Marcel Dalio, Vincente Gomez, Richard Allan, Bert Freed, Agnes Laury, Monique Chantal, Janine Grandel, John Dodsworth, Charles Bates, Lisa Ferraday, Maya Van Horn, Ivan Lebedeff.

Credits: Produced by Darryl F. Zanuck; Directed by Henry King; Screen play by Casey Robinson; Based on the short story of the same name by Ernest Hemingway.

STORY: Gregory Peck, a writer, lies with a dangerous leg infection in his African hunting camp near the snow-topped mountain of Kilimanjaro. Knowing he is going to die, Peck reflects on how he failed to use his talents. His wife, Susan Hayward, wants him to live. In his delerium, Peck recalls his past life. He had met Ava Gardner in Paris after World War I and they had fallen in love. He wrote a novel and they went to Africa on his royalties. But Ava just wanted security with Peck and was afraid he would consider her a drawback to his desire for always moving about. Because of that, she caused an accident when pregnant to lose the baby. Ava then left Peck in Spain. He continued to write popular books and had an affair with Hildegarde Neff, whom he left when she intercepted a letter from Ava. Still in love with Ava, Peck searched all over. He returned to Spain in time to get involved in the Civil War and found Ava, an ambulance driver, just before she was killed. While drunk, Peck met Susan, who reminded him of Ava, and they married. A legacy in the form of a riddle, left by his uncle, Leo G. Carroll, made Peck return to Africa. Back in the present, Susan admits she agreed to come along because she hoped the trip would straighten out their marriage. When Peck's legs got worse, she cuts the absessed part. The following morning, Peck awakens in better condition and a plane arrives to take him to a hospital.

REVIEWER: RAY RHONE, Rhone Theatres, New York and New Jersey. (Exhibitor 16 years).

"Here is a picture that can certainly be called 'a man's film,' but from a box office point of view there is also plenty of romance and humor to attract all the adult movie-going population. Darryl Zanuck's production of the Ernest Hemingway short story should hit the top of the grossing lists at the end of the year. There are so many factors that entertain and interest the viewer that it seems unlikely for 'Snows of Kilimanjaro' not to draw them in like flies. The most obvious money-making qualities are the terrific trio of star names, beautiful Technicolor and the unusual scenes of animals and locations in Africa."

REVIEWER: JACK HATTEM, buyer, Interboro Circuit, New York. (Exhibitor 35 years).

"'The Snows of Kilimanjaro' is a big, big picture from every angle. And with the big campaign behind it, it will certainly create landslide business. This is particularly so for first-runs, where the punchy and sharp adult dialogue will receive the most favorable reaction. The leading players can't be topped in box office importance, the Technicolor and the production values are best described by the word, 'terrific,' and the acting of all concerned is tops. The title, however, may be a little misleading to some patrons, who may also, especially in the subsequent spots, finds the concentration on talk a drawback."

EXHIBITORATING—
"THE SNOWS OF KILIMANJARO"

Box Office Draw—VERY GOOD-EXCELLENT
Star Value—EXCELLENT
Production Qualities—EXCELLENT
Story Content—VERY GOOD
Audience Classification—ADULT

Staff Reviews

"The Turning Point"

(Paramount) 85 Min.

Cast: William Holden, Edmond O'Brien, Alexis Smith, Tom Tully, Ed Begley, Dan Dayton, Adele Longmire, Ray Teal, Ted DeCorsia, Don Porter, Howard Freeman, Neville Brand.

Credits: Produced by Irving Asher; Directed by William Dieterle; Screen play by Warren Duff; Based on a story by Horace McCoy.

"The Turning Point" offers taut melodrama and a timely subject, both guaranteed to satisfy patrons as entertainment and the exhibitor as money-making product. With strong realism at a clipped pace, the story combines an investigation of a gambling syndicate with the exposure of police graft. In addition to the adult dialogue and natural characterizations, the film's direct approach is best indicated by the unusual ending in which the hero is killed fighting for the supremacy of law over gangsterism. The trio of marquee name players, William Holden, Edmond O'Brien and Alexis Smith, provides a sympathetic romantic triangle which is appropriately kept in secondary place to the action which advances the story.

STORY: Prof. Edmond O'Brien has been appointed to head a special crime investigating committee in his home city. Assisting him is Alexis Smith, with whom he is in love, and his father, Tom Tully, a policeman, assigned as a special investigator. Main target of the investigation is the crime syndicate operated by Ed Begley. William Holden, O'Brien's school-day pal who is now a cynical crime reporter, discovers that Tully is working for the Begley gang and tipping them off on his son's moves. Tully agrees to cross up Begley according to Holden's plan, but is killed by the gang. Meanwhile, Holden and Alexis fall in love. As O'Brien digs out facts, he forms a pattern that shows Begley's guilt. But the latter blows up the building in which his records are located. A story by Holden puts him in touch with a witness, Adele Longmire, who can finger the mob for murder, but she is scared off. When the police seek Adele, the mobsters set a trap for Holden. Adele gives herself up, but Holden is killed by a hired gunman. O'Brien and Alexis walk off together.

"The Golden Hawk"

(Columbia) Technicolor 83 Min.

Cast: Rhonda Fleming, Sterling Hayden, Helena Carter, John Sutton, Paul Cavanagh, Michael Ansara, Raymond Hatton, Alex Montoya, Poppy A. del Vando, Albert Pollet, David Bond, Donna Martell, Mary Munday.

Credits: Produced by Sam Katzman; Directed by Sidney Salkow; Written for the screen by Robert E. Kent; Based on the novel by Frank Yerby.

Into the current cycle of pirate dramas comes Sam Katzman's screen version of Frank Yerby's best selling novel, "The Golden Hawk," which is mounted with beautiful Technicolor photography, shapely young ladies, swordsplay and an abundance of action. The film has imaginative settings, authentic period costumes and clever adventure sequences. Although the story follows along familiar lines, Robert E. Kent has added fresh plot twists to his script, which audiences will find entertaining. Rhonda Fleming as the shapely pirate queen Rogue, walks off with the acting honors, as well as proving herself one of the most beautiful women on the screen today. The romantic aspects of Yerby's novel have been transferred to the film version and Sterling Hayden as the Golden Hawk is depicted as a Bounding Main heartbreaker. Helena Carter is appealing as the woman who loves Hayden, but knows that he really cares for Rhonda. John Sutton as a sympathetic menace turns in his usual excellent performance. The film has strong exploitation angles, especially since it was a best-seller by Yerby, whose books are the most well read in the country. Star names are strong enough to help the picture top the bill in most situations.

STORY: One of the most daring pirates in the Caribbean is Sterling Hayden, a terror to merchant ships and a delight to the ladies. He rescues Rhonda Fleming from the ship of his arch enemy, John Sutton. Back on his ship, Rhonda shoots Hayden when he becomes too amorous, then escapes. Hayden captures Helena Carter, who is to be Sutton's bride, whom he holds for ransom. After delivering Helena to Sutton, Hayden and his men are captured by a blockade. Helping in the blockade is Rhonda, who is a lady pirate, who asks that Hayden and his men be freed as her reward in helping Sutton regain his ransom. Not knowing that Rhonda is really Lady Rhonda, Hayden fires her plantation in Jamacia in a raid. Ruined, she vows revenge on Hayden. Hayden is captured trying to get Helena to help him get the plans of Cartagena. Sutton presides at his trial and is lenient. Helena tells Hayden that Sutton is his father. Rhonda helps Helena rescue Hayden just as the French fleet starts its attack on Cartagena. The town is taken, Hayden gets Rhonda and Sutton finds contentment with Helena.

"ApacheWarSmoke"

(M-G-M) 67 Min.

Cast: Gilbert Roland, Glenda Farrell, Robert Horton, Barbara Ruick, Gene Lockhart, Henry Morgan, Patricia Tiernan, Hank Worden, Myron Healey, Emmett Lynn, Argentina Brunetti, Bobby Blake, Douglass Dumbrille.

Credits: Directed by Harold Kress; Produced by Hayes Goetz; Screen play by Jerry Davis; Based on a story by Ernest Haycox.

This entry, short in running time but long in talent and interest, should make an attractive addition to the double bill. Although it could be classed as a western, "Apache War Smoke" is also an outdoor action drama, one with a number of different twists and adult dialogue. The short running time manages to accommodate an interesting and action-packed story, romance, suspense, bits of comedy and plenty of gunplay in the whites vs. Indians scenes. The cast is uniformly good with Gilbert Roland again making his mark.

STORY: Bandit Gilbert Roland tears himself away from romance to follow a stage coach loaded with gold and passengers Gene Lockhart, an official of the stage line; Glenda Farrell, enroute west to open her own gambling casino; Patricia Tiernan, just drifting; and army major Douglass Dumbrille, bound to pick up his daughter, Barbara Ruick, waiting at the station managed by Robert Horton. The stage gets in before the Apaches, on the war path, surround the area, as does Roland and later Myron Healey, a cowhand of sorts. Horton, it turns out, is one of Roland's various and numerous sons, but this doesn't prevent him from disarming Roland and preventing his stealing the gold. Horton also knew Patricia romantically. Barbara is in love with him. The Indians

attack and are driven off. A messenger tells Horton that all will be spared if one of those in the fort is surrendered for outrages on the Indians. The attack resumes again and Roland discovers that Healey is the guilty one. He forces him to ride to his death and the Indians depart. The stage resumes its journey. Horton asks Barbara to stay. Roland drifts out after the stage still seeking the gold.

●

"The Savage"

(Paramount) Technicolor 95 Min.

Cast: Charlton Heston, Susan Morrow, Peter Hanson, Joan Taylor, Richard Rober, Donald Porter, Ted De Corsia, Ian MacDonald, Milburn Stone, Angela Clarke, Orley Lindgren, Larry Tolan, Howard Negley, Frank Richards.

Credits: Produced by Mel Epstein; Directed by George Marshall; Screen play by Sydney Boehm; Based on a novel by L. L. Foreman.

The story of a white boy who is brought up as the son of an Indian chief provides "The Savage" with the right amount of action and suspense to garner satisfactory returns in the outdoor market. Backed by Charlton Heston in the lead and some beautiful Technicolor landscapes of location shooting, the film should be suitable in most spots. Story focuses on the changing loyalties of Heston as the white Indian warrior, with his attitudes dictating the direction of the exciting cavalry vs. Indian forays. Some audiences will be disappointed, however, when the showdown attack on the fort fails to materialize.

STORY: When a boy, Charlton Heston was the lone survivor of a wagon train attacked by Crow Indians. Sioux warriors rescued him and he was brought up as the son of their chief, Ian MacDonald. When the tribes feel their treaty with the whites has been broken, Heston is sent to the Fort as a whiteman to see if the Army is planning war on the Indians. Heston meets Lt. Peter Hanson, his sister, Susan Morrow, who falls in love with Heston, and Capt. Richard Rober, who hates Indians. Heston decides the whites are friendly, but when Rober kills his Indian sister, Joan Taylor, Heston agrees his tribe should go on the warpath. He leads the Army into an ambush, but at the last minute rescues it to save women and children. He then convinces MacDonald that war is not the answer and the Sioux leave. Heston joins Susan.

●

"Yankee Buccaneer"

(Universal-International) Technicolor 86 Min.

Cast: Jeff Chandler, Scott Brady, Suzan Ball, Joseph Calleia, Rodolfo Acosta, George Mathews, James Parnell, David Janssen, Michael Ansara, Jay Silverheels.

Credits: Produced by Howard Christie; Directed by Frederick de Cordova; Story and screen play by Charles K. Peck, Jr.

Adventure and romance on the high seas are packaged in Technicolor for top program entertainment in "Yankee Buccaneer." With Jeff Chandler and Scott Brady sharing the main acting chores as U. S. Navy officers of 140 years ago, the script gets an action potential which every now and then explodes into fist fights and feats of daring at sea. For the most part, however, action is subordinated to the intricate turns of the plot, dealing with a secret Navy mission on which the heroes' ship is embarked. Toward the climax, Suzan Ball and some ensuing romantic moments are introduced.

STORY: Lieut. Scott Brady is assigned to Commander Jeff Chandler's ship in the Caribbean Sea with orders to disguise the U. S. Navy vessel as a pirate craft to ferret out locations of a pirate fleet. Knowing Brady as a cocky officer, Chandler is reluctant to have him aboard. But Brady remains and soon, by causing a series of unpreventable mishaps, arouses Chandler's animosity. When Brady brings Suzan Ball, a Portugese princess, aboard, Chandler competes with him for her affections, but loses. Meanwhile, the pirate fleet's rendezvous is spotted and Joseph Calleia, Spanish official in league with the pirates, captures and tortures Brady. Latter is rescued by Chandler and the crew, who take Calleia prisoner. He reveals the fleet's whereabouts and Chandler sails for home, forgiving Brady's mistakes.

●

"Hurricane Smith"

(Paramount) Technicolor 90. Min.

Cast: Yvonne DeCarlo, John Ireland, James Craig, Forrest Tucker, Lyle Bettger, Richard Arlen, Mike Kellin, Murray Matheson, Henry Brandon, Emil Meyer, Stuart Randall, Ralph Dumke, Kim Spalding.

Credits: Produced by Nat Holt; Directed by Jerry Hopper; Screen play by Frank Gruber; Based on a story by Gordon Ray Young.

"Hurricane Smith" fills all the standard requirements for an action-filled Technicolor sea adventure suitable as a good supporting feature. Boasting top names for that particular audience — Yvonne DeCarlo, John Ireland, James Craig and Forrest Tucker — this film manages to fill out a slightly confused plot with killings, beatings and seething intrigues aboard a sailing ship in the South Seas. Yvonne DeCarlo in low-cut blouses and gowns provides the needed romance with John Ireland, who plays the title role, and offers a strong exploitation approach for theatre fronts.

STORY: John Ireland and his two buddies, Forrest Tucker and Richard Arlen, have been marooned on a South Seas native island. When Capt. Emile Meyer comes ashore with his crew to kidnap natives for the slave trade, Ireland and his friends capture the ship and sail away. Ireland wants to go after a treasure he has buried, but he has no money with which to buy supplies and a crew. James Craig, claiming to be a scientist, charters Ireland's boat to study sea life. He brings along Murray Matheson and his daughter, Yvonne DeCarlo. Suspecting Craig is after him and the treasure, Ireland has Tucker pose as the ship's captain while he joins the crew. Yvonne falls in love with Ireland, who is captured by Craig and the crew. But the natives on the island where the treasure is buried rescue Ireland and his friends, and Matheson kills Craig. Ireland gets his treasure and Yvonne.

●

"Wagon Team"

(Columbia) 61 Min.

Cast: Gene Autry, Pat Buttram, Gail Davis, Dick Jones, Gordon Jones, Harry Harvey, Henry Rowland, George J. Lewis, John Cason, Fred S. Martin, Bert Dodson, Jerry Scoggins, Gregg Barton, Pierce Lyden, Carlos Tricoli, Cass County Boys, and Champion, the Wonder Horse.

Credits: A Gene Autry Production; Produced by Armand Schaefer; Directed by George Archainbaud; Written by Gerald Geraghty.

This is an average Gene Autry oater that will please his large following as well as many other outdoor action fans. A bit light on the action side, the film is still a good showcase for Autry's all-around ability. He sings well, acts well and handles the heavies with neatness and dispatch. His leading lady, Gail Davis, offers good support, as does Pat Buttram, who manages to snare some laughs. Script by Gerald Geraghty is of a familiar pattern, but manages to hold interest.

STORY: Special investigator Gene Autry, checking on a stolen Army payroll, has it arranged so that he can share a cell with the young bandit suspect, Dick Jones. Just when Autry has gained Jones' confidence, the town marshal Gordon Jones, allows Jones to escape so that he can trail him to the loot. The young bandit outwits the marshal and makes good his escape. Autry takes up Jones' trail and catches up with him at a traveling medicine show run by his father, Harry Harvey, and his sister, Gail Davis. Henry Rowland, another outlaw who is anxious to get the stolen loot, wounds Jones in a gun battle. He is operaed on and saved from death. Rowland captures Jones and makes him lead him to the payroll, but they are followed by Autry and Buttram, who, with the aid of the medicine show workers, capture the gang and recover the money.

●

"Bela Lugosi Meets A Brooklyn Gorillia"

(Realart) 73 Min.

Cast: Duke Mitchell, Sammy Petrillo, Bela Lugosi, Muriel Landers, Ramona the Chimp, Al Kikume, Mickey Simpson, Milton Newberger, Martin Garralaga.

Credits: A Jack Broder Production; Produced by Maurice Duke; Directed by William Beaudine; Screen play by Tim Ryan; Additional dialogue by Ukie Sherin and Edmund G. Seward.

This is an exploitation picture which tries hard to be a comedy and on occasion garners a few laughs. One of its stars, Sammy Petrillo, bears a striking resemblance to Jerry Lewis and makes an attempt at the same brand of comedy performed by his look-alike but most of the time he misses the boat. Duke Mitchell, the other half of the team, sings two songs in the film, "Deed I Do" and "Too Soon," to only fair response. Strongest handicap for the film is the weak story whipped up by Tim Ryan with an assist in the additional dialogue department by Ukie Sherin. Ramona the Chimp is outstanding in the film, providing laughs with her almost human antics. Charlita is a sarong girl, who will probably go on to bigger and better films. She has looks, charm and beauty. Lugosi is handcuffed by his script lines, but manages to look like the menacing Lugosi the public knows so well. This film will take plenty of exploiting and drumbeating, but if handled wisely will do a fair share of business in houses that specialize in exploitation films.

STORY: Sammy Petrillo and Duke Mitchell land on a South Sea isle after falling out of a transport plane taking them to Guam to entertain American troops. Charlita, a beautiful native princess, takes them to meet Bela Lugosi, who is conducting experiments in evolution. Lugosi, who is in lowe with Charlita, resents her interest in Mitchell and turns him into a gorilla. Petrillo frantically tries to get his friend back into human shape without success. However, all ends well, when it turns out to be a dream of Petrillo's and he wakes up in his Passaic, N. J., dressing room. In a nightclub peopled by characters in his dream, Petrillo and Mitchell do their act.

●

"Horizons West"

(Universal-International) Technicolor 81 Min.

Cast: Robert Ryan, Julia Adams, Rock Hudson, John McIntire, Judith Braun, Raymond Burr, Dennis Weaver, Frances Bavier, Rodolfo Acosta, Jim Arness, Tom Powers, John Hubbard, Walter Reed, Tom Monroe.

Credits: Produced by Albert J. Cohen; Directed by Budd Boetticher; Story and screen play by Louis Stevens.

"Horizon's West," with its outdoor gunplay and riding in Technicolor, should find success in the market at which it is aimed. Added box office play should come from the starring of Robert Ryan with the up-and-coming Julia Adams. The story of a son who goes wrong and has to face his law-abiding family follows proven routes, but the developments are numerous and filled with the brawling tempo of Texas during the Reconstruction period.

STORY: Robert Ryan and Rock Hudson, brothers, return to their father's Texas ranch after the Civil War. Ryan wants money, while Hudson stays with the father, John McIntire. Ryan takes command of a group of drifters, and leads them in cattle rustling. He becomes rich and, after killing wealthy Raymond Burr in self-defense, begins a romance with his widow, Julia Adams. Ryan starts to build an empire by force, but the townsfolk rebel. He runs away and Hudson, now a deputy, and McIntire go to bring him back. Ryan pulls a gun and another deputy kills him.

(*Continued on page* 47)

Big Scale Paramount Musical

"SOMEBODY LOVES ME"



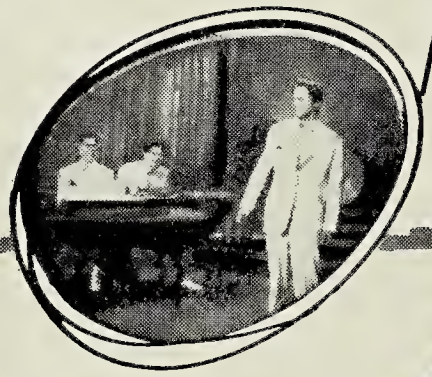
"ROSE ROOM"



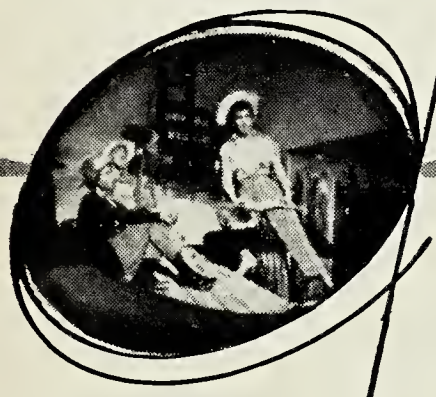
"A DOLLAR AND THIRTY CENTS"



"SMILES"



"WAY DOWN YONDER IN NEW ORLEANS"



"TODDLING THE TODALO"



"JEALOUS"



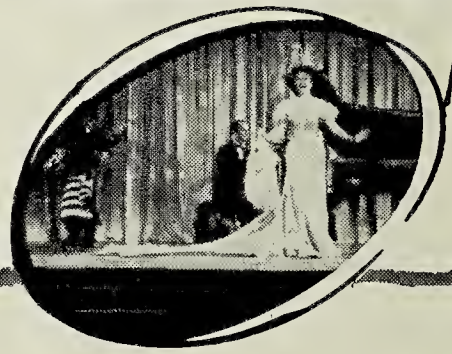
"JUNE"



"ON SAN FRANCISCO BAY"



"I CAN'T TELL WHY I LOVE YOU"



"I'M SORRY I MADE YOU CRY"



18 wonderful songs — 23 dazzling scenes and so many beautiful gals we just can't count 'em! Watch World Premiere Engagement now at the Chicago Theatre, Chicago — then set your play-date for early October when the peak of its pre-selling is reached!

ADVERTISED TO 35 MILLION IN 61 KEY AREAS: This Week Magazine, Sunday, October 5th — Parade Magazine, Sunday, October 12th. Full fan schedule too. Plus Paramount's famous saturation promotion on the radio — on TV — and in newspapers everywhere!

A PERLBERG-SEATON PRODUCTION Starring

Betty HUTTON · Ralph MEEKER

COLOR BY Technicolor

That's Betty's Greatest Show!



Somebody Loves Me

WITH ROBERT KEITH · ADELE JERGENS · AND THE CHEZ PAREE ADORABLES

RODUCED BY WILLIAM PERLBERG AND GEORGE SEATON · WRITTEN AND DIRECTED BY IRVING BRECHER

SUGGESTED BY THE CAREERS OF BLOSSOM SEELEY AND BENNY FIELDS

Will Rogers Memorablia Serve As Basis For "The Story" Plugs



Persons guessing the number of stitches in a tremendous pair of blue jeans in the Kingston Theatre, Kingston, lobby won overalls during the run of WB's "The Story of Will Rogers."



The RKO Albee Theatre, Cincinnati, dressed two models as Zeigfeld Follies girls for a street tour boosting the "Will Rogers" engagement.

The personal and colorful habits of Will Rogers in his lifetime were drawn upon in inexpensive promotions engineered by numerous theatres for bookings of Warner Bros.' "The Story of Will Rogers."

Joe Sommers, manager of the Kingston Theatre, Kingston, used a pair of blue jeans and sticks of chewing gum to boost the run. Both items are identified with Rogers.

In a tie-up with a Kingston distributor of Levi's overalls, Sommers had the store furnish a pair of large-sized jeans that served as the center of a lobby display and contest.

Guessing Contest Held

Patrons were asked to guess the number of stitches in the jeans. Winners received free Levi's. Their names were listed in a half-page newspaper ad purchased by the store.

Sommers, in the gum promotion, mounted sticks of the confection on heralds which went into local distribution to publicize the run.

The Mayfair Theatre, Asbury Park, N. J., employed a horseman dressed in western garb characteristic of Rogers' costume to ride around the beach front areas during the run of the film. A banner attached to the saddle gave playdate credits.

In Cincinnati, when the film played the RKO Albee Theatre, manager Joe Alexander had two models dress as Zeigfeld Follies show girls and tour downtown streets in a 1919 vintage buggy. Models wore diagonal streamers and carried posters mounted on sticks of wood to boost the playdate.



A horseman rode along the Asbury Park, N. J., beach front areas plugging the Mayfair Theatre date of "Rogers."

Twenty-four sheets were pasted to each side of a buckboard auto trailer by the Center Theatre, Little Rock.

Profit Foreseen For Theatre TV

(*Continued from page 8*)

said that while "great progress" has been made, it has been represented largely in matters of expediency rather than in a strong, well-co-ordinated all-industry program. . . ."

He said that TV's challenge must be met. The medium "has an economic problem in its effort to survive and expand on commercial support — the advertising dollar can be stretched only just so far," he added.

Video has a programming problem that he said is becoming "increasingly acute, due to the high mortality rate of performers and shows. On the other hand, the motion picture industry is solidly entrenched . . . economically sound (with) merchandise that cannot be duplicated by any other medium."

"Great Job" Cited

Rhoden cited the "great job" done in the past year by the Organization of the Motion Picture Industry of the City of New York in bringing the motion picture theatre particularly before the public "in a more friendly and understanding way."

The OMPI progress report, issued last January, lists more than 40 projects aimed at audience promotion and improving public relations and reveals the organization as "the most convincing argument that could be advanced in favor of an all-industry public relations program," Rhoden noted.

Rhoden pointed out that OMPI, headed by Fred J. Schwartz, "is now launching a 13-week mutual benefit test with radio and TV, each medium publicizing the other's programs. It is an experiment," Rhoden added, "that can have far-reaching results.

"If a public relations program can be formulated and operated successfully in the world's largest city, a public relations program can be devised on the local level in every community, and by the same token, an all-industry public relations program for the entire country."

Reviewing Unit Mum

According to R. W. Wilby, chairman of the film reviewing committee, that unit "has almost no report to make." Wilby touched upon a confusion between TOA and COMPO in the matter of public information films.

A report on the organization and membership committee, headed by E. D. Martin, disclosed that during the past year re-organization took place of TOA into six regional units located in Atlanta, New York, Chicago, Dallas, Denver and Los Angeles.

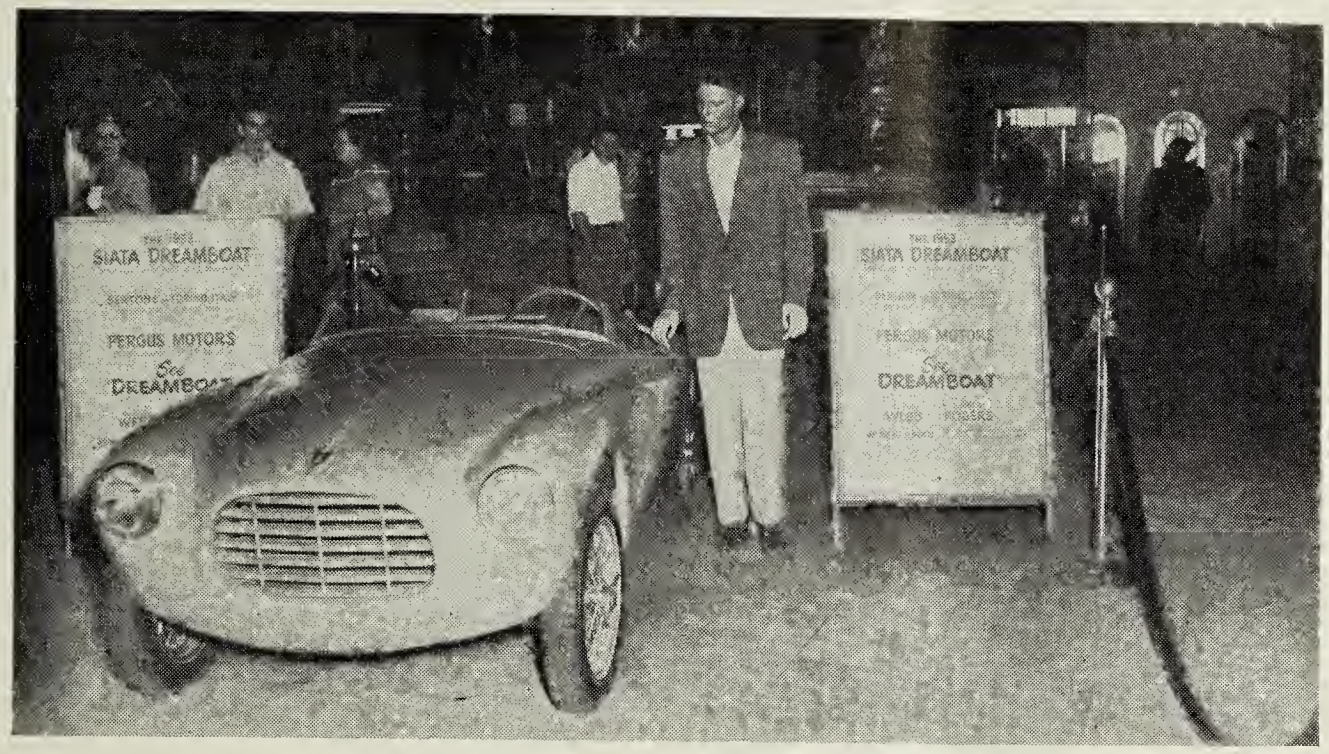
Though the results of the re-organizations "are not quite up to expectations," Martin revealed, "they have been very promising for the first year." But as the units become "better organized and exhibitors become more familiar with the scope and functions of the regional units," he added, "their influence on exhibitor relations in general will be felt and the plan will be a success."

Martin recommended that the chairmanship of the regional units be rotated either by appointment or election within the unit.

Chicago Confab Planned

WASHINGTON.—Theatre Owners of America will hold an annual convention and trade show in 1953 in conjunction with TESMA from Oct. 31 through Nov. 5 at the Conrad Hilton Hotel in Chicago.

Foreign Auto Plugs "Dreamboat"



Prior to opening 20th Century-Fox's "Dreamboat," at the Roxy Theatre, N. Y., executive director David T. Katz installed a high-powered Siata Racing Car, "The Dreamboat," in the theatre's lobby. A life-size mannikin accompanied the car.

NEW YORK.—In tune with the title of "Dream Boat," the Roxy Theatre displayed in its lobby a swankly styled foreign automobile called the "Siata Dreamboat" in order to drum up interest in the run of the 20th Century-Fox picture.

Car was borrowed from a local dealer in foreign autos and was brought to the house in advance of the opening.

Parked between two framed posters which described its "dreamboat" stylings, the car was given an extra attention-getter by the placing of a life-size male mannikin in sports apparel alongside. The mannikin was furnished by a leading department store.

Another promotion worked for the "Dream Boat" opening was arranged in the form of a question-and-answer series appearing each day in the "Daily Mirror."

Ghoulish Costumes, Chilling Posters, Weird Sounds Hail "Horror Shows"

The ingenious exhibitor can utilize a host of off-beat street and lobby front stunts with a minimum of expense for maximum box office results in exploiting "horror shows." Any one of the "Dracula," "Frankenstein" or "Invisible Man" features can provide inspiration for these gimmicks.

When the Broadway Theatre, Kingston, N. Y., booked the dual re-issue of "Frankenstein" and "Dracula," Vogel Gettier, manager, held a field day of exploitation ballyhoo. Stunts attracted much attention and served to generate word-of-mouth in the engagement.

For an eye-catcher, Gettier had an elaborate front constructed, including a 20-foot upright cut-out of the Frankenstein monster. The cut-out was placed atop the Broadway marquee for maximum effect.

Posters Displayed

Along the frontage of the house, art work and posters showed the blood-chilling characters of the pictures in ghastly poses.

As a challenge to his audience, Gettier posted a sign which read: "We dare you to see it! The weirdest, blood-curdling mystery thriller-chillers of all time!" The sign was printed within the outline of a vampire bat's wings.

As a street ballyhoo, Gettier had an usher don ill-fitting black clothes, thick leather gloves and a rubber Frankenstein mask. Wearing this outfit, the usher staggered along the street in front of the theatre.

Additional stunts conducted for the Broadway run included the distribution of "faint checks," the placing of a "coffin" under green lights in the lobby and the playing of "scream" records, also in the lobby.

A double feature booking of "Son of Frankenstein" and "House of Dracula" for a special midnight show at the Harber Theatre, Oklahoma City, Okla., was given a novel exploitation twist by the management. A newspaper ad was placed to offer a free pass to a coming show at the Harber to all ladies who could sit through the entire midnight "horror" program.

Voice Recordings In Lobby Hypo "Sudden Fear"

NEW HAVEN.—Joseph Kaufman's "Sudden Fear" received added impetus in its opening at Loew's Poli Theatre here through a tie-up with SoundScriber. The office equipment serves as an important part of the plot in the RKO Radio release.

Through arrangements between Morris Rosenthal, manager of the Poli, and George Perlroth, his assistant, and J. J. McKeon, SoundScriber's director of advertising and sales promotion, 800 members of the SoundScriber plant attended the premiere showing of the picture as guests of the company's officials.

Invitations Extended

Invitations to attend showings of "Sudden Fear" were distributed by SoundScriber to dealers, distributors and sales people throughout the territory by means of small discs, such as are used on the machines. Discs could be presented at the box office for free admittance with SoundScriber paying for the admission.

A SoundScriber, plus an attendant, was placed in the lobby of the theatre. The attendant recorded voices of patrons and gave them the discs to take home.

In addition, SoundScriber took a three-quarter page ad in the local newspapers, plugging both product and picture. Local publicity in feature stories stressed tie-up between product and motion picture.

Diamond Replicas Used

An additional promotion was the use of imitation diamonds which were placed in glassine bags with copy reading: "SoundScriber, a gem of a machine invites you to see 'Sudden Fear,' a gem of a picture." These were distributed by SoundScriber.

SoundScriber has sent promotion kits to all its dealers. It plans national ads in Time, Fortune, and the Wall Street Journal, and local ads in 150 newspapers throughout the country, tying in with the picture. All its dealers have been requested to get in touch with local theatres playing "Sudden Fear" and arrange dual promotions.

Save Copper Drippings

Airing Patrons' Requests On Disc Jockey Show Creates Interest For Drive-In Theatre

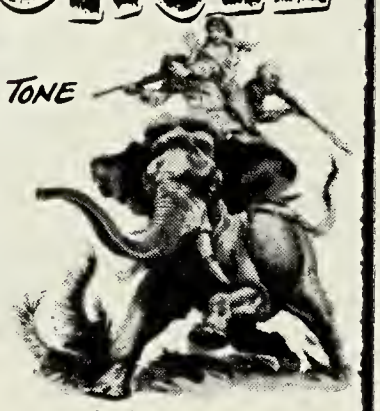
Torrington, Conn.—By providing patrons with the opportunity to select favorite popular music recordings for airings over a local radio station, the Torrington Drive-In Theatre is keeping constantly in the public eye.

The music request gimmick was thought up by William F. Daugherty of the ozoner and is worked through a tie-up with WTOR and a disc jockey who conducts a Saturday evening program.

Daugherty has staff members distribute special cards to patrons each night, inviting them to join his "Record Party" by filling in their names and the title of a favorite record. Patrons leave the cards in marked receptacles near the drive-in exits.

Daugherty hands the cards over to the station's disc jockey who answers each request the following Saturday night. Besides playing the patron's record, the jockey announces the name of the person who asked for the selection.

It is Daugherty's hope to eventually interview persons from his stage, determine their favorite musical numbers, and have these played from a turntable at the drive-in which will be connected with the station.

FLASH!
TOP GROSSER
at Metropolitan Theatre, Washington, D. C.
SOCKO BOXOFFICE
at the Century Theatre, Buffalo, N. Y.
THE JUNGLE
IN SEPIA TONE

Filmed entirely in mystic INDIA
starring
Rod CAMERON
Cesar ROMERO
Marie WINDSOR
Produced and Directed by
WILLIAM BERKE
Profit with
LIPPERT
READY NOW
Making Money Everywhere!
"OUTLAW WOMEN"
Color by CINECOLOR
starring
MARIE WINDSOR • RICHARD ROBER
CARLA BALENDA • JACKIE COOGAN
ALLAN NIXON • introducing JACQUELINE FONTAINE
A RON ORMOND Production
READY NOW
A Sinister Story of Suspense!
SECRET PEOPLE
starring
Audrey HEPBURN • Valentina CORTESA • Serge REGGIANI
READY NOW
"PIRATE SUBMARINE"
TRUE! DARING! Filmed in the heart of the Mediterranean!
LIPPERT PICTURES, INC.
145 N. Robertson Blvd., Beverly Hills, Calif.
Foreign Sales Dept., 723 7th Ave., New York
Cable Address: Gildfilms—Lippfilms

Ohio Censorship Loses In Court

(*Continued from page 7*)

which violates the constitutional guarantees of freedom of speech and press."

Dr. Clyde Hissong, director of State Education, which handles censorship, said there would be an appeal following consultations with the Attorney General.

With the backing of the MPAA, Smith ran a newsreel in July without first getting the approval of the State Censorship Division in an effort to make a test case of the issues involved.

In acknowledging the decision, Eric Johnston, MPAA president, issued the following statement:

"The Ohio Court's decision carries out the clear dictates of the United States Supreme Court and is another momentous step toward the liberation of American motion pictures from the yoke of censorship. The ruling that the censorship of newsreels is unconstitutional marks a great victory for those who believe in freedom and democracy . . . I want especially to commend the courageous action of Martin Smith . . . in bringing about this court test which has turned out successfully."

Md. Reluctantly Ok's "Miracle"

BALTIMORE.—Reluctant approval to showings of "The Miracle," controversial Italian film, has been given by the Maryland Board of Censors. Together with approval came a blast that the film is "an obvious indignity to religious personages and beliefs."

The Maryland censors, shortly before handing down the verdict issued an annual report charging relaxation in the industry's voluntary code of self-regulation.

Charge was called "completely without foundation" by Joseph I. Breen, vice-president of the MPAA and administrator of the industry's production code.

Breen said in a statement from Hollywood that the "unwarranted charges sound like nothing more than an effort to defend political censorship in the face of recent decisions of the Supreme Court . . . which said that motion pictures are entitled to the freedom of speech and press guarantees of the Constitution."

Breen added that "not only has there been no relaxation of the standards of good taste and decency represented by the code but there will be none. Hollywood, as it has done in the past, will continue to provide clean and wholesome entertainment."

Maryland censors, in delivering the "Miracle" decision, had noted that "American film producers, bound by a production code, have done much to avoid religious affront" in their films.

Edward N. Rugoff Dies

Edward N. Rugoff, president of the Metropolitan Motion Picture Theatre Owners, died this week at the age of 62. A pioneer Metropolitan exhibitor, Rugoff's theatres in Manhattan included the Sutton, Art, 8th St. and the recently-opened Beekman. He also had houses in other sections of the city. He was a member of the Lambs, Variety Clubs and the Cinema Lodge of B'nai B'rith. Surviving are his widow and son.

Competitive Bidding Policy For "Ivanhoe"

A sales policy based on competitive bidding for pre-release first runs in each exchange center will be utilized by M-G-M for "Ivanhoe," it has been disclosed by the film company.

Following pre-release engagements, picture will be open to offers from suitable houses in each city of approximately 100,000 population. After that, it will be made available on the same selective basis in cities where the population is approximately under 100,000.

Following an anticipated 500 pre-release dates, and at the close of a subsequent and "reasonable time," the film will be put into general release, it was indicated.

Bamberger Tells Exhibs To Be Alerted To Censors On State, Municipal Level

CLARKSBURG, W. VA.—Theatremen should be continually on the alert to the threat of censorship from state or municipal authority and stand ready to combat it, Leon J. Bamberger, RKO Pictures sales promotion manager, told the West Virginia Allied Theatres Association, meeting in annual convention here last week at the Stonewall Jackson Hotel.

After reviewing the history within the industry of censorship, Bamberger turned to public understanding of the industry's method of self-regulation and said: "only when the public thoroughly understands that producers, distributors and exhibitors voluntarily subscribe to a moral code, and live by it, will the public recognize that we have accepted our responsibility, and in turn are entitled to their support for freedom of expression."

Election of Officers

At election of officers, Max Matz of Bluefield was named to succeed Fred Helwig of Charleston as president. Helwig became board chairman. Other officers named were Don Shultz and H. A. Gilbert as first and second vice-presidents, respectively; Woodrow Thomas, secretary-treasurer; Rube Short, director for National Allied, and H. J. Gilbert, alternate director.

The following board members were named: E. R. Custer, Louis Shor, L. E. Rogers, C. D. Crawford, G. B. Lively, Lester Rosenfield, Roy Letsinger, Joseph Raad and Donald Kiesling.

Tour By Cotten Timed For Release Of "Trap"

Tour by Joseph Cotten, star of the forthcoming 20th Century-Fox release of "The Steel Trap," will be made of a number of southern states sometime in October to coincide with the national release of "Trap," it has been disclosed by Bert Friedlob, who produced the picture independently.

In New York following completion of "Trap," which was shot in New Orleans and Los Angeles, Friedlob told film press writers that he intends to turn out about two films a year for the next two years.

REGIONEWS

ALBANY

John Gardner, operator of the Colony, Schenectady, opened the 450-car Turnpike Drive-In at McCormacks Corners, between Schenectady and Albany. It was built in less than two months. . . . Neil Hellman expressed disappointment with the business done at the refurbished Royal and Para mount theatres, Albany nabes, which he reopened after summer shutterings. . . . Holbrook C. Bissell, Albany mgr. for Columbia in 1945-46 and a film man for some 30 years passed away. . . . Earl Rooney, doorman at the Avon, Utica, before he entered the Army, is now asst. at the Strand under Al LaFlamme. . . . Jerry Atkin, ad-pub director for Warner in Albany, Troy and Utica, has been given the additional assignment of managing the Ritz, Albany. Oscar J. Perrin went from the Ritz to his former post at the Madison. . . . Clayton Pantages, former New Haven, Conn. student salesman for 20th-Fox, has been upped to salesman in this territory.

BOSTON

An out-of-court settlement has been made in the $3,000,000 anti-trust suit filed in 1948 by Abraham Garbose and others, operators of the York and Capitol in Athol, Mass., against the eight majors, Monogram and Republic and the George A. Giles Co., operating a circuit in New England; Trimount Theatres, operating two theatres in Garnder, Mass.; and Maine & N. H. Theas., operating a theatre in Fitchburg. It is understood that terms of the settlement include national release date availability for plaintiffs. . . . Frank Loesser, composer of the "Hans Christian Andersen" score, gave an informal recital of songs from the film to a group of music and drama critics. It was in the nature of a test concert, to be duplicated in other cities before release of the film. . . . A midnight horror show, tried at Lockwood & Gordon's Concord, N. H. Drive-In on Labor Day, was so successful that the management is planning to use similar programs next season.

Nat Hochberg has taken over the lease on the Stoneham Theatre, Stoneham, from Princess Amuse. Co. . . . John Euston, whose Easton Theatre, No. Easton, has been closed for several years, will reopen Oct. 1 after renovations and change of name to Towne Theatre. . . . The Cinema Theatre, Framingham, after a season of summer stock, has gone back to its regular film policy. . . . Harry Mamas reopened the Medfield, Medfield, for Sat. and Sun. showings. . . . Jack Markle, publicist who left UA to join Columbia as national press agent, was in town working with mgr. Louis Krasnow of the Astor Theatre on "Assignment Paris." . . . The Motion Picture Salesmens' Club held its first fall meeting, called by its pres., Bud Lewis of Paramount. . . . Jack Hill, former head booker for Lippert, has joined Wholesome Films as a salesman for the 16mm company.

The Boston Licensing Bureau has advised the owners of Alpini's Restaurant that its license does not include the showing of motion picture films. Thus the proposed showing of a series of feature-length foreign and American films (all 16mm) twice nightly on Mondays and Tuesdays, was cancelled. The restaurant is situated opposite the Kenmore Theatre, owned and operated by Richmond Ents. . . . At the first fall meeting of the board of IE of New Eng., Norman Glassman, pres., and Leonard Goldberg, past pres., were elected co-chairman of the 1952 Allied New England convention to be held Dec. 9 at the Sheraton Hotel. . . . Martin J. Mullin, pres. of New Eng. Theas., has agreed to serve as regional chairman on a three-man committee with Samuel Pinanski and Nathan Yamins for COMPO's project on admissions tax repeal. . . . James E. Tibbetts, managing director of Loew's Orpheum, was elected to the office of Commander of the Lt. A. Vernon Macaulay Post No. 270, American Legion, known as the Theatrical Post. Installation dinner-dance will be held at the Hotel Bradford, Oct. 6.

BUFFALO

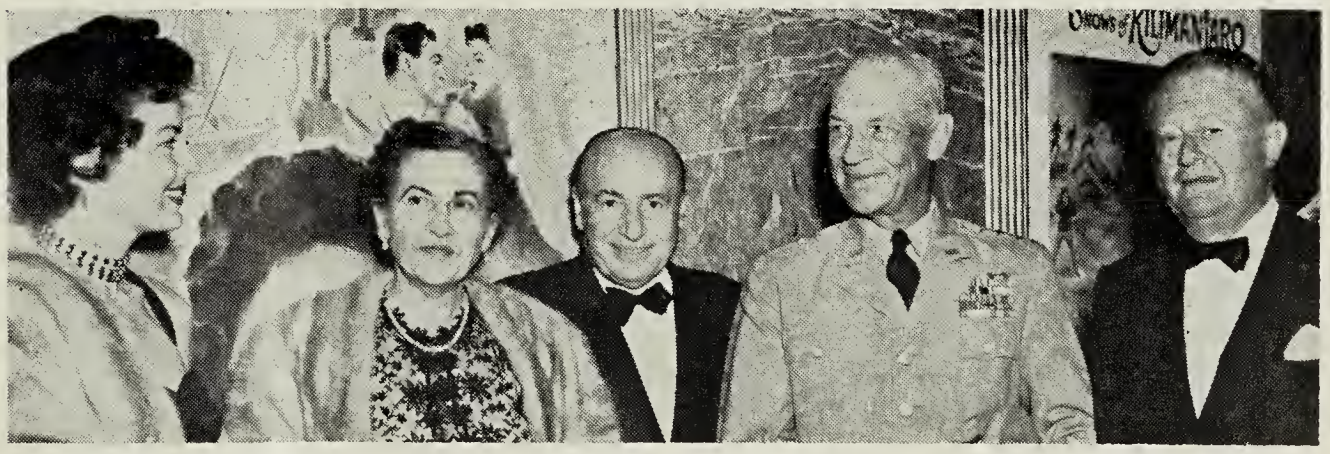
The Hollywood accent will be in evidence at the gala opening night of "The Miracle of Our Lady of Fatima" this month at the Center Theatre, with the Mayor and other prominent citizens as honor guests. The Catholic Diocese has given full cooperation to Charles B. Taylor, associate gen. mgr. of the theatre, and Arthur Krolick, Paramount dist. mgr. Over 100 posters are on display in parochial schools and the weekly Catholic newspaper is conducting a contest on "Why I would Like to Visit the Shrine of Fatima." . . . Earl Hubbard, ad mgr. of the Century, is receiving congratulations on the birth of his first granddaughter, born to Mrs. Roger Filip. . . . Mr. & Mrs. Fred Behling, owners and operators of the Ellen Terry and Sylvia theatres are celebrating their 45th wedding anniversary with a party to which many local exhibitors have been invited.

The first Christian Science lecture to be held in an ozoner here took place at Howard Wenner's Harlem Rd. Buffalo Drive- In. . . . At final drive-in church service of the season, the Rev. Martin Hoeppner expressed appreciation to Wm. P. Rosenow for making his Sky Way Niagara available to his congregation. . . . "Mac" McCleary, former Buffalo theatre mgr., has returned here to manage Shea's Elmwood after 18 years at Loew's in Baltimore. He succeeds John Manciere, who goes to Dayton. . . . Adult admission price changes from 44¢ to 50¢ are announced by Schine's Riverside and Granada, Dipson's Bailey, Shea's North Park, Kensington and Elmwood. Children's prices now conform to the single rate of 14¢

The Buffalo Archers Club is having an "Ivanhoe Round" in their city championship contest in Grover Cleveland Park this month. A golden trophy will be presented by Vincent R. McFaul, gen. mgr. of Shea Theas. . . . Sattler's department store is cooperating with Bill Gandall of N. Y. and Bill Brereton of Basil's Lafayette with a floor display of the gowns worn by Ann Blyth and Andrea King in "The World in His Arms." Clubs, knives and other weapons used in the film are being shown in the boys' department. . . According to a recent survey, Buffalo is believed to have more TV sets per capita than any other city of comparable size. The recently opened TV station in Toronto, Canada, is being well received here.

CHICAGO

Arnold Lund took over the 700-seat Strand Theatre, Brookfield, Ill. After modernization, house will open with Al Becker as mgr. Becker also interested in the Vet Theatre, Cicero, owned by Ray Hunschild. . . . Edward Speer has joined the sales staff of Monogram. . . . Ray Malone named mgr. of Vogue Theatre, E. Chicago, Ind., recently taken over by Hartle Amuse. Corp. . . . B&K is renewing lease on the Regal Theatre. . . . Smith & Glenn closed the Skokie Drive-In for the season. . . . Reported that premiere of "Sudden Fear," which goes into the Oriental Theatre, will be boosted with a $10,000 advertising fund. . . . Four masked men held up mgr. Leslie Gleason at B&K's Marbro Theatre and escaped with $2,500. . . . Marvin Luntz retired as co-mgr. of B&K's Granada. . . . Charles Brown named City mgr. Great States, Galesburg, Ill.;



A highlight of the TOA convention in Washington was the preview of 20th Century-Fox's "The Snows of Kilimanjaro," at the Uptown Theatre. Star Ava Gardner was on hand and is shown here, (l to r), with Mrs. W. Hull; Al Lichtman, Fox exec; Assistant Deputy Chief of Staff, General Hull; and Mitchell Wolfson, former president of TOA.

CHICAGO (cont'd.)

Milton Brown assigned same post for Rockford.

Abe Klein and Adolph Szold enlarged the Belleville Drive-In near Peoria, making it one of the largest in central Ill. . . . Rud Lohrenz is reopening the Kee Theatre, Kewance, this month. . . . Loop managers all report improving business with the better films being shown now. . . . Chicago amusement tax collection for Aug. $75,496 as compared with $96,922 Aug. last year. Eight month total this year some $79,000 less than same period last year. . . . Eddie Levin is retiring from B&K publicity dept. to join Universal, Hollywood, advertising. . . . Joe Fitch named mgr. of the Chelten Theatre. . . . Ridge Theatre here is now open only Friday to Sunday, using twin film bills. . . . B&K's Luna Theatre tried out a three-hour, 25 color cartoon show at 25c admission that brought plenty of business to the house.

Essaness is giving up lease on the Vogue Theatre here after 20-years. It is expected the building owners will keep the house open. Essaness will reopen the Buckingham, giving the circuit 14 theatres for fall management. . . . Anderson Circuit reopened its Rialto, Coal City, for seven-day operation. . . . Gene Atkinson, business agent, Operators Union 110, says their pension fund has reached three quarters of a million.

Attorney Thomas McConnell will file brief asking that his client, Schoenstadt Theatres, be eliminated from anti-trust suit of Bernard Malitt of the Midtown Theatre against major film companies and Schoenstadt, for $9,000 damages. . . . Frank Williams, veteran booker for Warner, passed away. His asst., Frank Wheeler is now dist. mgr. for Warner in the Chicago territory. . . . Harvey Cahn named asst. mgr. at Ziegfield Theatre. . . . Reported Joyland Theatre, S. State St., has been sold and will be remodeled into a business block.

B&K plan to modernize their loop Chicago Theatre. . . . Nat Nathanson takes charge of the Monogram exchange; Edward Speer added to sales staff. . . . B&K's Tivoli, Uptown, Marbro in Chicago, and Paramount, Hammond, will show Marciano-Walcott fight on TV. . . .Heyworth Theatre, Heyworth, reopens next month. . . . Trianon amusement building at 6201 S. Cottage Grove Ave. is being offered for sale on Oct. 14, with minimum bid of $400,000 set. Reported that structure originally cost in excess of a million. . . . Judge Michael Igoe turned down request of Winston Theatre for exemption from two weeks' loop playing time.



H. M. Richey, M-G-M exhibitor relations head, attended a regular luncheon meeting of the Western Theatre Owners, Inc. in San Francisco, where he spoke about his company and its relations with theatre owners. He is shown here, (l to r), with exhibitors G. A. Hickey, Marshall Naify, (Richey), and L. C. Wingham.

Watch These Dates!

Sept. 24: New York—Cinema Stamp Collectors meeting—Hotel Astor.

Sept. 29-Oct. 1: Kansas City—Kansas-Missouri Theatre Assn. fall meeting—Hotel President.

Oct. 6-7: St. Louis—MPTO of St. Louis, E. Missouri & S. Illinois convention—Chase Hotel.

Oct. 6-10: Washington—SMPTE 72nd semi-annual convention—Statler Hotel.

Oct. 20-22: Detroit — Allied Theatres of Michigan convention—Tuller Hotel.

Oct. 27-29: Memphis—MPTO of Arkansas-Tennessee-Mississippi convention—Hotel Gayoso.

Nov. 9-11: Charlotte — Theatre Owners of North and South Carolina 40th Anniversary convention—Hotel Charlotte.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Nov. 25: New York—Motion Picture Pioneers 13th annual dinner—Hotel Astor.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Dec. 9-11: Memphis—Allied of Mid-South press conference.

CINCINNATI

A large out-of-town contingent is expected to attend the testimonial dinner for Jim Abrose, former Warner branch mgr. who was recently upped to dist. mgr. for the company. Sponsored by Variety Club, it will be held at the Restaurant Continentale, Hotel Netherland Plaza, on Oct. 6. . . . R. V. (Bob) Dinkle of Raceland, Ky. reports that his projection booth was destroyed by fire, necessitating a close-down until repairs are made. . . . Mid-West Theatre Supply installed equipment in the new Starlight Drive-In at Hines, W. Va., owned by Mr. and Mrs. J. F. Dolinger, which opened the latter part of Aug. . . . Jack Frisch, for whom wedding bells will ring on Sept. 21, has joined the UA sales staff and will cover the Columbus territory. . . . Lou Smith, operator of the Mary Anne Theatre, Bellevue, Ky., welcomed the arrival of a fourth daughter.

A shooting in the Times Theatre (not on the screen) brought the audience to its feet but no panic ensued. Asst. mgr. W. A. Swain disarmed a man who pursued his estranged wife into the theatre and fired one shot, bnt missed. . . . Phil Fox, Columbia branch mgr. and chairman of Variety's Heart Committee, appeared on WKRC-TV in behalf of the Hamilton County Council for Retarded Children. The next fund raising affair is Old Newspaper Boys' Day, to be held Nov. 17, which is being co-sponsored by the Cincinnati Enquirer. . . . Elston Dodge has come up with another exclusive in showmanship at his Elstun Theatre, Mt. Washington. Dodge sells popcorn in two kinds of boxes —one with a picture of Eisenhower and the other of Stevenson. Tied in with the Popcorn Poll is a bonus card on which is printed "Have this card punched at the boxoffice each time you attend the theatre and get in free the fourth time. Let's keep our country free, too. Remind Mom and Dad to register now so they can vote on Nov. 4."

DALLAS

Interstate Circuit has sold the Palace and National theatres in Breckenridge to Douglas & Associates. . . . Henry Penix is the new owner of the Tower, Wichita Falls. . . . In other Texas transactions, the Osage Drive-In went from the Osage Corp. to Corpus Christi Theatres, and Frels Circuit sold the Capitol, New Braunfels to J. F. Theatre Ents. . . . Loew's State, Houston, is replacing its 2200 seats and installing new projection equipment. The first-run Metropolitan and second-run Kirby in downtown Houston are also planning improvements. . . . New drive ins are under construction at Texas City and Irving, Tex., and new theatres at Hooks and Detroit. . . . The Henke & Pillot grocery chain worked a tie-in promotion with 21 Houston and Harris County suburban theatres with an ad publicizing that every child under 12 who bought more than 75¢ worth of school supplies would receive a ticket to one of the houses.

Queen Theatre, Austin, shut down for a month after the ceiling collapsed and injured 14 persons, reopened early in Sept. with a new ceiling and paint job to the lower wall. . . Back-to-school shows on Saturday morning before classes were featured at the downtown Paramount and Capital, Austin, with free ice cream and balloons at the latter. . . . Police are searching in Beaumont for two unidentified men, who for no obvious reason tried to blow up the Tivoli, Austin, managed by Todd Haney, with five sticks of dynamite. . . . "Bell, Book and Candle," the touring stage show, will play the Paramount, Austin on Nov. 4. . . . Joseph M. McBride has been appointed western regional sales mgr. for Ansco. . . . Interstate prexy Karl Hoblitzelle is in the news because of the success of his experimental farm in the Rio Grande Valley.

Jack A. Farr, owner of the Trail Drive-In, Houston, has met the competition of the remodeled South Main Drive-In by a deal to have the nearby Buffalo Amusement Park honor free tickets given to every child who attends the Trail. South Main patrons enjoy similar privileges to the kiddie park, which is also open to the public. . . . Comedian Danny Kaye may tour Interstate theatres in Houston and San Antonio if the circuit completes a deal now in progress. . . . In the campaign to get more Texans to vote this November, Kyle Rorex, exec. dir. of Texas COMPO, has a series of trailers available at cost to exhibitors, for showing

DALLAS (cont'd.)

between Sept. 15 and Nov. 4. . . . Two Houston ozoners have new mgrs.—Joe De Atley at the Irvington and Jimmie Harris at the Hempstead. . . . Jack Arthur and Harold Flemins have bought the Majestic and Ritz theatres in Comanche, Tex. from J. V. Carter.

DENVER

Movietime USA's Colorado group, which includes John Agar, John Derek, director Mervyn LeRoy, Una Merkel, Debra Paget and others, is presently touring this area and will visit a total of 35 cities and towns in Colorado and Wyoming. . . . Abel Davis, owner of the Roxy here, was killed when his auto went out of control after a blow-out. Dorothy, his wife, was seriously injured. . . . It is probable that a law will be introduced at the forthcoming January session of the Colorado legislature to prohibit the building of drive-in theatres where the screens can be seen from a major highway. Mark Watrous, state highway engineer, says it is the cause of numbers of minor accidents. . . . A. D. Traxler, resigned as mgr. of the Cliff, Wray, Colo., to become mgr. of the Golden, Golden, Colo., succeeding Jerry West, resigned.

Floyd Brethour, asst. booker at UA, has moved over to Paramount in a similar capacity. . . . Wm. Sombar, UA salesman, boasts a new son. . . . The Paramount is being cut in on the theatre TV circuit which will telecast the Walcott-Marciano fight on Sept. 23. . . . Aydelotte & Dowdy are building a 650-seat theatre in Ft. Collins, Colo., utilizing the walls of an already constructed building. The job will run from $75,000 to $100,000, and will be called the Aggie. . . . Robert Hill, Columbia branch mgr., off for several weeks because of an operation, is expected back at work soon. . . . Ed Barison, producer of "Untamed Woman," is in Denver arranging for world premiere at the Rialto on Sept. 24. . . . Commonweath circuit bought the Pawnee Drive-In at North Platte from W. L. Smith and Carrel Manus has been named mgr.

DETROIT

Harry T. Smith is giving up his interest in the Hoover Theatre to reopen the Stanley closed several months ago by the Oleszkowicz family. . . . Bob Haskins, former film salesman, is the new mgr. of the Circle Theatre in Dearborn for owner Joseph Stoia, replacing Vincent Pope, resigned. . . . Ed Johnson and Harold Bernstein, Bay City exhibitors, were hosts to about a dozen film salesmen of the territory for a day-long cruise on the former's yacht. . . . Frank R. Spangler, owner of the DeLuxe at Utica, is looking forward to improved business because of the new factories and housing being built near his town. . . . William and Ted Szypulski and their father, Joseph, now retired, are now sole owners of the Conant. Harry Czarnecki, a brother-in-law and former partner, has retired from the business.

Paul Morphew, resigned as mgr. of the Calvin Theatre in Dearborn to go with Ford Motor Co., is succeeded by Clifford H. White, one-time owner of the now defunct Beechwood Theatre. . . . E. B. Dudley scheduled the grand opening of the Belle for Aug. 31 . . . Vera Mattok has been named mgr of the Rex for Jack Broder's Van Houdt Circuit, replacing Edward Sullivan. . . . Roberta Lee, stage mgr., has added the duties of house mgr. at the Stone. . . . John Susami, owner of the Pazel Park Theatre, is joining the booking staff at UA. . . . Wayne Chase, whose father W. H. Chase owns the Lake Theatre at Lake Odessa, is a newlywed. . . . George Flucksa, owner of the Cameo, is back on the job after protracted illness.

INDIANAPOLIS

Managers of the Indiana Illinois Theatre Circuit met at Michigan City, with Alex Manta and Jack Rose as hosts, to plan for the fall showmanship drive. Booking director Raymer spoke of the COMPO drive which will include a tour of 25 towns and cities in Indiana by Margery Main, Audie Murphy, Rex Allen, Forrest Tucker, Peter Lawford and others. . . . Al Glaubinger, former Universal city salesman, is now branch mgr. for Monogram. . . . The new Knox Drive-In at Vincennes, Ind.. owned by Gerald Quick and John McGiffen, is being readied for opening.

KANSAS CITY

Judge Albert Ridge denied motion of film companies and Fox Midwest, asking transfer of anti-trust case of Herman Hunt, owner of the Tower Theatre, Wichita, Kans., from Kansas City Federal Court to Wichita District Court. . . . In stills, newspaper ads and on the screen, local theatres are calling attention of their patrons to a special fare scheme now in operation by the local transit company in which holders of streetcar and bus passes can transport themselves and four others to a movie on Saturdays (after 2 p.m.) and Sundays for only 5¢ per rider. . . . A new Drive-In, the Terrace, is now operating on Hyway 50, south of K.C. in Jackson County. . . . The Benton Theatre, a neighborhood house, had Dusty Sue Kramer as its guest on the night it featured "Carbine Williams." Miss Kramer, former K.C. girl, plays the role of James Stewart's sister in the film. . . . The Plaza Theatre will again be used for the K.C. Musical Club's Thursday morning series of lectures, films and concerts. Nine events are scheduled, starting with a talk by Hedda Hopper on Oct. 9.

Commonwealth Circuit opened its second outdoor theatre near Joplin, with Doyle Mowrey as mgr. . . . The circuit also has ozoners under construction at Warrensburg and Monet, Mo., and ordered screen towers last week for immediate delivery.

LOUISVILLE

KATO's prexy, Ralph E. McClanaham, is urging all exhibitors to play a leading part in Fire Prevention Week, Oct. 5-10, and to take the lead in other civic enterprises. The organization held a district meeting recently at Corbin, Ky., to which all area exhibitors were invited and asked to present their views in an attempt to iron out industry problems. . . . Chester Wentzell advises he contemplates reopening his Norman Theatre in the near future. . . . Art Walls, who managed the Grand Theatre, Frankfort, for Chakeres, resigned to take over management of the LeRose, Jeffersonville, Ind., for Switow. . . . Wayne Frazee is pinch-hitting at the Leeds Theatre, Winchester, while Jim Atterbury is on vacation. . . . Tax revenue on combined amusements for July 1952 was $3,576.32 less than for the same period last year.

The Twin Drive-In featured a Kiddies' Festival Week, with prizes of bicycles, wagons, scooters, etc., and free comic books to all. . . . Edward Davis, owner and mgr. of the subsequent run Dixie Theatre, which has been dark for two months, plans to reopen soon. . . . E. L. Ornstein, head of E. L. Ornstein Theas., put on a profitable campaign "For Men Only." The film was shown in three of the circuit's houses—New Ace, Brandenburg, Ky.; Rio, Cloverport, Ky., and Rialto, Marengo, Ind.—as midnight shows at tilted prices and with an advance ticket sale. . . . Gene Lutes, Chakeres dist. mgr.. and Louis A. Arru, head of the Twin Drive-In, have made reservations to attend the Nov. 14-19 TESMA-TEDA convention in Chicago with their wives. . . . Thomas J. Cullen, projectionist at the Brown Theatre for 22 years, passed away.

MILWAUKEE

The value of performance reports, which have been experimented with in southwestern Wisc., was discussed with a view to putting it on a state-wide basis at a picnic meeting co-hosted by the Floyd Alberts and Fred Lienhardts at the Bluemound Park, Mt. Horeb. Being strictly on a Wisconsin level, it is felt that exhibitors will have a better idea of what a picture is doing in towns like theirs. . . . Reopening here are the Bay Theatre, with J. Spaulding as mgr., and the Lyric, owned by Mrs. Helene Hanke, also the Gayety at Caspian, Mich. . . . When seating capacity of the Rapids Theatre, Wisconsin Rapids, was enlarged, it was only



A. J. Richard (right), editor of Paramount News, is congratulated by Adolph Zukor (left), Chairman of the Board of Paramount Pictures Corp., and Barney Balaban, president, on the 25th anniversary of the newsreel. Richard was presented with a poster at an informal luncheon tendered by Paramount executives in his honor.



The three family portraits above are (l to r): Charles Chaplin and his wife, the former Oona O'Neill, on his arrival in N.Y. with a completed print of "Limelight," which United Artists will release soon. Walt Disney, shown here with his secretary, Marjory Bowers, daughters Sharon and Diane, and Mrs. Disney, back from a visit to England and the Continent, ready to finalize his "Peter Pan" for release in February. Alan Ladd, who just completed the "Iron Mistress" in Technicolor for Warner, enroute to Europe with his wife, the former Sue Carroll.

MILWAUKEE (cont'd.)

necessary to close the house for four days because the old back wall was left standing until the new section was completed. Theatre is owned by Rapids Theatre Co. and managed by Jim Stark.

Sig Goldberg, pres. of Wisconsin Allied, urged all members to attend the regional meeting at Wausau, held Sept. 11, since it was right after the primary election. Keynote of the meeting was to be the statewide attack on the 20% tax. . . . A candidate for sheriff at Burlington and Almyra, on the Republican ticket, was Jack Yeo, State and Burlington theatres. . . . The Fox Head Brewery, Waukesha, through Roy Bernier, will have a hospitality room for Wisconsin exhibitors attending the national convention in Chicago, Nov. 17-19.

MINNEAPOLIS

Berger Amuse, Co. has purchased the Paradise from the Jeub estate and will take over operation Oct. 1. . . . Two ushers at the Bloomington Drive-In were slugged by a patron who objected to being flagged down on his way out. The assailant was jailed. . . . William Charboneau, Prairie du Sac, Wis., has purchased the Grantland, Lancaster, Wis. . . . George Weinberg closed the Carson Drive-In, Carson, N. D. . . . Dee Farell is new mgr. for Pioneer circuit at Storm Lake, Ia., replacing Bill Hill, resigned. . . . Peter Ildved, owner of the Warren, Warren, Minn., suffered a broken rib. . . . Lott Campion has completed refurbishing of his Capitol at Chatfield, Minn.

New owner of the Deluxe, St. Paul, is Jim Arnett. This is the eighth change in ownership in the last two years. . . . Plans for a drive-in at Marshfield, Wis., to be started next spring, have been announced by John Adler, who operates a conventional theatre there. . . . Latest outdoor stands to open in Mich. include one at Iron Mountain by Thomas Theas. and one at Ironwood by Ironwood Amuse. Co. . . . Rex Coulter has started construction of a 600-car ozoner at Escanaba, Mich. . . . Dickenson circuit has taken over operation of the State, Waterloo, Ia., where they also operate the Waterloo.

Grantsburg Amuse. Co. has been revealed as the builder of a new 530-car Drive-In going up at Navarre, Lake Minnetonka, a suburb. It is being built like an amphitheatre with a stage in front for legitimate shows. Liebenberg and Kaplan, theatre architects, are contractors for the project. . . . Ralph Pielow, Jr., of Quad States Theatre Service will do the buying and booking for the new Lake Park Drive-In at Williston, N. D., Pielow also handles the booking for John Snyder's two year-round houses there, the Snyder and Grand. . . . Elmer Koppelman, Garretson, S. D., took over operation of the Lyric, Wabasso, Minn., following purchase from George Jonckowski, who retired because of a leg infection. . . . Ed Stanish has discontinued operations at his Upsala, Minn. kerosene stand.

NEW HAVEN

"The Big Sky" had its regional premiere at Loew's Poli, Hartford, in conjunction with the Cigar Valley Festival. . . . Joseph Dolgin, managing director of Hatford's 750-seat Art Theatre plans a tour of European film studios to see first-hand what the prospects are for future film properties for his theatre. A plan to provide parking facilities for some 1,000 cars in downtown New Haven has been submitted to the Board of Alderman for study. . . . Paul Daniels, formerly field exploitation rep. for U-I, has opened a restaurant, called the Capri, in the East River section of Madison, Conn. . . . Harry F. Shaw, Loew's Poli div. mgr., and Mort Katz of Conn. Theatres circuit, have been appointed to head theatre solicitations for the Oct. United Fund-Red Cross drive in New Haven. . . . "The Golden Hawk" promotion in Northern Conn. and Western Mass. has been keeping Bob Weiner of the Columbia exploitation staff busy.

NEW ORLEANS

The 1952 convention of MPTO of Arkansas-Mississippi-Tennessee, headed by pres. M. A. Lightman, Jr., will be held at the Hotel Gayoso Oct. 27-29. Governors of the states have been invited to attend a luncheon during the conclave. . . . Abe Berenson, pres. of ATO of the Gulf States, who suffered a heart attack the latter part of July, has progressed well enough to leave the hospital. . . . A fire which started in the projection room of the Lee Theatre, Leesville, La., destroyed the theatre and two other buildings. The house was cleared without panic and no one was injured. . . . The 43 Drive-In at McIntosh, Ala., was opened Aug. 30 by John Waterall. . . . Joe Bluestone has taken over the 350-car DeSoto Drive-In at Mansfield, La. from Joe Williams. Theatre opened Sept. 1.

M. Smith has taken over the Joy Theatre at Moreauville, La. from Mr. Class. . . . Closed indefinitely are the West End Drive-In at Shreveport, La. and the D'Lo Theatre, D'Lo, Miss. . . . The Owl Drive-In at Columbia, La. changed hands. W. N. Clark turned it over to C. C. Duke. . . . Charles Waterall has taken over the theatre at Richton, Miss. . . . C. Culpepper opened the 350-car Lou-Miss Drive-In at Lucedale, Miss., Sept. 20. Booking and buying will be handled by Broggie of N.O. . . . The Towne Theatre, Florence, Miss. changed hands. R. Waldrop has been succeeded by M. C. Sketo.

A M. Randall opened his Fern Drive-In at Woodville, Miss., on Aug. 28, with accommodations for 250 cars. . . . E. V. Richards, Jr., N.O. theatre executive, has been appointed chairman of the Louisiana purchase Sesquicentennial Commission, which will commemorate the 150th anniversary of the Louisiana Purchase. . . . The Drive-In Theatre at 4000 Jefferson Hyway, N.O. had great success with its recent ad publicizing a Buck Night. . . . The refurbished Liberty in downtown N.O., now operated by Woolner Theatres, reopened with a policy featuring films suitable for the whole family. The theatre is now entirely air-conditioned. . . . A lone bandit held up ticket seller Mildred Cummings, at the Tivoli, took $275 from her cash box and calmly walked away. He has not yet been apprehended.

Chartered: Joy Avoylles Drive-In Theatre, Inc., domiciled 218 S. Liberty St.; capital stock $3000; agents, Harold Schambach and Willis Houck. . . . The now completely air-conditioned Bell Theatre, Grand Route St. John at Gentilly, reopened with the latest RCA sound, simplex projectors and screen vision, new cushion seats and a cry room for babies. Co-owners are Eugene Calongne and Jules Sevin. . . . The Razorback Drive-In, Arkansas Amuse. Co.'s new 500-car project near Little Rock, Ark., had its grand opening on Sept. 13.

NEW YORK

Berk & Krumgold, realtors, consummated a long-term lease on Fred Falkner's 800-seat Palace Theatre, Netcong, N. J., for David and Wilbur Snaper. Falkner, who recently disposed of his Liberty Theatre, Bernardsville, N. J., is retiring permanently to Florida. . . . Casino Film Exchange, headed by Munio Podhorzer, has signed an exclusive booking contact with the Wegner Theatre, Brooklyn. . . . Next attraction at the Roxy, "Somebody Loves Me," will be the first Paramount feature to play there in more than 20 years. Betty Hutton, star of the film, was honored by USO Camp Shows at a special luncheon in recognition of her part in entertaining troops in Korea this year. Betty is scheduled to leave soon for London appearances at the Palladium, where her routine will include songs from the film.

"This Is Cinerama," first production in the new film process which creates the illusion of a third dimension, will have its

(*Continued on page* 46)

QUICK SERVICE!
Headquarters for machine and roll
MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 800, 723 7th Ave., N. Y. C. CI 5-6439

DEVOTED TO THE BEST INTERESTS OF

YOUR THEATRE



PLAYGROUND INFORMATION AVAILABLE FOR DRIVE-INS
page 36

FROZEN CUSTARD DISPENSER FOR THEATRES
page 40

JOINT TRADE SHOW PLANS FINALIZED
page 40

NPA STUDIES SUPPLY FIELD
page 40



TOA CONCESSIONS COMMITTEE REPORT—page 38

YOUR TAX PROBLEM
by S. HOWARD APFEL
page 42

EQUIPMENT SITUATION SURVEY FOR EXHIBITORS
page 38

Help With Playgrounds Available For Drive-Ins

Drive-in theatre owners now operating or planning to construct playground areas on their grounds can profit from information supplied by sources professionally concerned with the composition, care and maintenance of recreational parks.

Sources that can be helpful to owners are mainly the Public Housing Administration, Washington, and the National Recreation Association, 315 Fourth Ave., New York. Data is furnished by these sources on values of various playground apparatus, factors in selecting equipment, considerations in planning and surface areas.

Standards Suggested

The recreational equipment advised for children by these sources is mostly of the stationary type; that is, equipment not requiring mechanization or electrical input.

It is suggested that for children under six years of age, the following minimum amusements be safely used: chair swings, sand box, small slide and low climbing structure.

For children aged six to 12, and older, it is recommended that these minimum amusements be used: swings, slide, horizontal ladder, giant stride, balance beam and horizontal bar.

The construction of play apparatus is perhaps the most single important factor in playground building. Authorities in the field generally agree that in construction, design, materials and workmanship should be such as to insure safety, durability, serviceability, economical maintenance, simplicity of supervision and developmental and recreational value.

Pipe Sizes Given

According to a report of the Committee of Standards of the National Recreation Association, all pipe used in construction of recreational devices be of standard weight hot galvanized steel pipe, factory tested, with standard wall thickness.

Annealed or malleable iron clamps and fittings are recommended by the same source because such fittings on overhead construction are said to be less liable to break under sudden thrusts and strains. All exposed pipe, clamps or fittings should be hot galvanized to prevent rust.

Regarding care of equipment, it is recommended that all devices be examined and placed in A-1 condition prior to the opening of the playground for the season. Examination means that all bolts should be checked and tightened; new set screws be installed on all frames, chains repaired on see-saw boards, chair seats of swings checked, cracked boards replaced.

Painting Stressed

Where necessary, new concrete footings should be installed at base of frames and poles. In addition to these repairs, all apparatus should be given two coats of paint.

Daily inspection of equipment and tightening of bolts are other requirements deemed necessary for safe operation. In addition to bolt tightening, all swing bearings should be checked at least once a week.

When the playground closes down for the season, all swings should be taken down and stored until re-opening. In brief, swings and all other movable apparatus are to be stored away when the playground is not officially open. It is important that upon re-opening, the safety or guard rails be put up before swings are erected.

To prevent usual playground accidents from taking place, authorities agree that the following rules be followed: broken glass, protruding nails, tin cans be removed; fruit skins, junk, bottles, boxes with nails be cleared away; apparatus should not be congested.

Also, climbing of trees, fences and shelter houses should be prevented; bringing dogs on grounds be prohibited; keeping grounds free of rain puddles and mud areas; having a first aid kit prominently on display; keeping the ground surface soft, sandy and free of paving.

The exhibitor choosing to construct a play area should purchase equipment of approved design, built only by those firms which merit and enjoy nation-wide popularity. This should assure many years of repair-free service before maintenance becomes much of a problem.

Proper Buying Advised

Proper purchasing should also be of help in making replacements. In buying equipment of approved design, the purchaser can simplify the interchangeability of parts.

After equipment has been used for one year, a fresh coat of paint adds to the zest of use and the attractiveness of the drive-in area in general. Painting should be done each spring. Aluminum paint is the most popluar coating used for playgrounds.

Turf is the best type of play area surfacing, according to most sources. For areas used intensively the year round, however, it is recommended that other surfacing be employed.

But in general, natural or existing soil can be used for fairly large play areas, although special surfacing materials are required for certain types of games and also for areas intended for active year-round use.

By using existing soils instead of excavating existing areas and bringing in at considerable expense crushed stone, rock screenings or some other materials to form a subbase, the cost of building up a playing surface can, it is believed, be greatly reduced.

A highly satisfactory playing surface can be secured by the application of the stabilized base of a thin top layer of resilient surfacing material such as cork asphalt.

Asphalt, cement and rock salt are among the materials which have been used in soil stabilization experiments. The binding materials are either thoroughly mixed with the existing soil and the resulting mixture spread over the area, or they are applied directly on the soil which has been disced or scarified, and thoroughly loosened.

Grading Essential

The area to be treated is usually stripped of all sod or vegetable matter and graded in accordance with an approved general plan. Success of the method, it must be noted, is dependent to a large degree upon a careful analysis of existing soil conditions, determined by testing specimens of the soil taken from different parts of the area.

When the problem involves grading, drainage, surfacing, walk circulation shelters, comfort stations and lighting ball diamonds, the aid of a qualified landscape architect or site planner capable of preparing complete construction plans should be sought.

Woodpecker Problem Bedevils Manager

The problems of a drive-in theatre manager are many and varied, but one which confronted Don Bornkessel of the Woodbridge Drive-In, Woodbridge, N. J., proved extraordinary. In Bornkessel's monthly physical status report on the ozoner to Walter Reade, who heads the circuit to which the Woodbridge belongs, Bornkessel included this comment:

"Of the two woodpeckers destroying the moonlight light pole at the rear of the theatre: shot one—one got away."

B&H Converts Silent Film

CHICAGO.—Bell & Howell Co. has introduced a new system for converting millions of feet of silent film into sound motion pictures. Development permits the magnetic recording and playback of sound directly on standard silent film, perforated along both edges. Previous systems were expensive and required the copying of the silent movie on a film perforated along only one edge.

New system is designed to benefit family movie makers, hospitals, business firms and owners of entertainment film libraries.

Credit Card On Car Top Aids Runs

HOULTON, ME.—An unusual automobile display panel for use on the roof of any standard-size sedan or coupe for advertising current or coming attractions at theatres has been designed by Lewis Webber, owner-operator of the Borderland Drive-In Theatre here.

Made of natural plywood, with changeable black letters for picture credits, the panel is double-faced and can thus be easily seen from either side of the car. Moveable letters may be obtained from a supply dealer. A clamping device holds the fixture to the roof.

According to Webber, the entire display is light in weight and does not interfere with the driver's handling of the car during routine trips. Webber has used the attraction in his sector and has a patent pending in Washington. He said he is considering the manufacture of these display panels on a commercial basis.

Arc Stabilizer Developed

A new carbon arc stabilizer for use with Huff's Manufacturing Co. carbon cooler has been introduced by the manufacturer.

Hot Air Dryers Installed

Hand dryers have been installed by the Electric-Aire Engineering Co., Chicago, in the rest rooms of the Marine Stadium, a new structure at Jones Beach, N. Y.

A NEW "SUPREX" TRADE-MARK CARBON

WITH THE DIFFERENCE YOU CAN SEE!

NATIONAL CARBON

PRESENTS:

- Amazing New Light-Efficiency
- Lower Current Consumption
- Improved Arc-Stability
- Better Light Distribution

ALL AT LOWER CARBON COST!

Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

*Above 70 amperes, see your theatre supply dealer for his equipment recommendations.



BUY WISE—DEMAND TO SEE THE DIFFERENCE!

The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg

Growth Of Concessions Means Extra Revenue

Theatre concessions, due to their rapid growth and increase in importance in the last few years, are expected to show a dollar increase this year for exhibitors and keep pace with other modern businesses in creating means for securing additional revenue.

Such are the opinions of Harold J. Fitzgerald, president and general manager of Fox Wisconsin Circuit, Milwaukee, who spoke at the 1952 TOA convention and trade show, held this week at the Shoreham Hotel, Washington. Fitzgerald made his views known via a report of the TOA concessions committee, of which he is chairman.

The merchandising of candy and soft drinks in theatres should be practiced in the most appealing manner possible to patron taste. Sanitation and health regulations, guaranteeing public safety, must be followed, Fitzgerald emphasized.

New Merchandising Trends

New merchandising trends should also be adapted if the exhibitor is to expand and improve his concession trade, the Fox circuit executive maintained. He suggested, as one improvement, that the exhibitor bring his merchandise closer to the customer and underlined the tenet that "no signs can take the place of the merchandise itself."

Fitzgerald pointed out also the benefits of self service selling. "In a recent survey, 5,000 customers in 12 shops were checked with the following result: shoppers in self service stores made purchases in 25 percent less time, and bought 16 percent more merchandise than a similar number of customers in other types of stores."

It was recommended by Fitzgerald that exhibitors suggest to the manufacturer of concession products that he package his goods in a manner to make contents visible to the prospective customer. Moreover, manufacturers who have thus far persisted in keeping retail price indications on the package should be urged to discontinue the practice, he added.

Reciprocal Advertising

A stronger degree of reciprocal advertising was also called for by Fitzgerald. He said "it is possible that the exhibitor may desire to give preference to the manufacturer who makes such reference to motion pictures in his advertising."

Fitzgerald, in his report, recommended that exhibitors encourage their concessionaires and dispensors of products to their theatres to pass on to the exhibitor the exploitation and selling material found to be successful elsewhere.

He advised the use of intermission trailers that have multiple sales appeal; noted the profits forthcoming upon development of a new and low cost coin operated drink machine, and the value of placing coin machines at strategic locations throughout the theatre.

The importance of concessions in the future, Fitzgerald stated, can best be illustrated by conditions of the present when following this rule:

"Take the square footage of space now occupied by your concession stand versus the square footage of space occupied by the balance of your theatre—determine the profit returns per square foot from each—keeping in mind that your present concession returns are only a small share of the great income you can secure in the future."

Concession Committee Formed By TOA

Washington.—A TOA concession committee was formed at the annual convention-trade show at the Shoreham Hotel this week to keep prominently in the minds of product and equipment manufacturers the year round the importance of the motion picture field as a market for their merchandise. Formation of the committee was announced by Harold J. Fitzgerald, president and general manager of Fox Wisconsin Circuit, Milwaukee.

Group will consist of theatre and concession representatives. All will be in a position to pass on to membership pooled results of successful experiments in the concession field in cultivating manufacturers to the theatre trade.

Every committee member during each of the four quarters yearly will forward to the chairman a report outlining queries from exhibitors in his territory together with opinions, recommendations from and results of committee experiments, according to Fitzgerald.

Eastern Theatres Install RCA Synchro-Screen

A number of theatres in the east have been installing the RCA Synchro-Screen, which features panels on all four sides that pick up and reflect diffused light from the picture.

Among the houses to recently add the new screen are the Bijou, New York; the Colonial, Portsmouth, N. H.; the Rialto, Lowell, Mass.; the State, Nashua, N. H., and the General Stark, Bennington, Vt.

Image reflection from the four panels on the new screen impart to the patron a dramatic sense of realism by making the action appear to occupy a larger portion of his field of vision.

Equipment Hints Given In Survey Taken By TOA

(Feeling that the report of the Theatre Equipment and Accessories Committee, given this week at the TOA Convention and Trade Show in Washington, is of importance to all exhibitors, THE INDEPENDENT reprints the text in full. R. H. McCullough is committee chairman.)

Checking the various phases of the theatre, the following are items in brief which we believe will be of great interest to exhibitors:

1. There is no shortage of equipment.

2. Equipment dealers report business is very poor.

3. Supply houses are complaining because collections are slow.

4. Carpet manufacturers advised of a price increase lately and no one seemed alarmed because very few exhibitors are ordering new carpet.

Economy Sought

5. Theatre owners today are greatly interested in anything which will save money in operation.

6. There is no room for price increases at this time.

7. Proper maintenance of equipment has suffered because of poor business in various situations.

8. Many exhibitors have held in abeyance remodeling work and equipment replacement because their resources are exhausted.

9. There is nothing wrong with business where good pictures are presented and the theatre is run properly.

10. A well lighted front is recommended. A lot of small marquee copy about current attractions is hard to read. Larger letters, with less copy, will attract more attention. Marquees with animation are still quite effective.

11. Torn, worn and faded floor coverings in any public place indicate either business is bad or lack of interest in proper maintenance.

12. Screen presentation is very important. Your projection screen must be in perfect condition.

13. There are many new type motion picture screens on the market.

Refinishing Advised

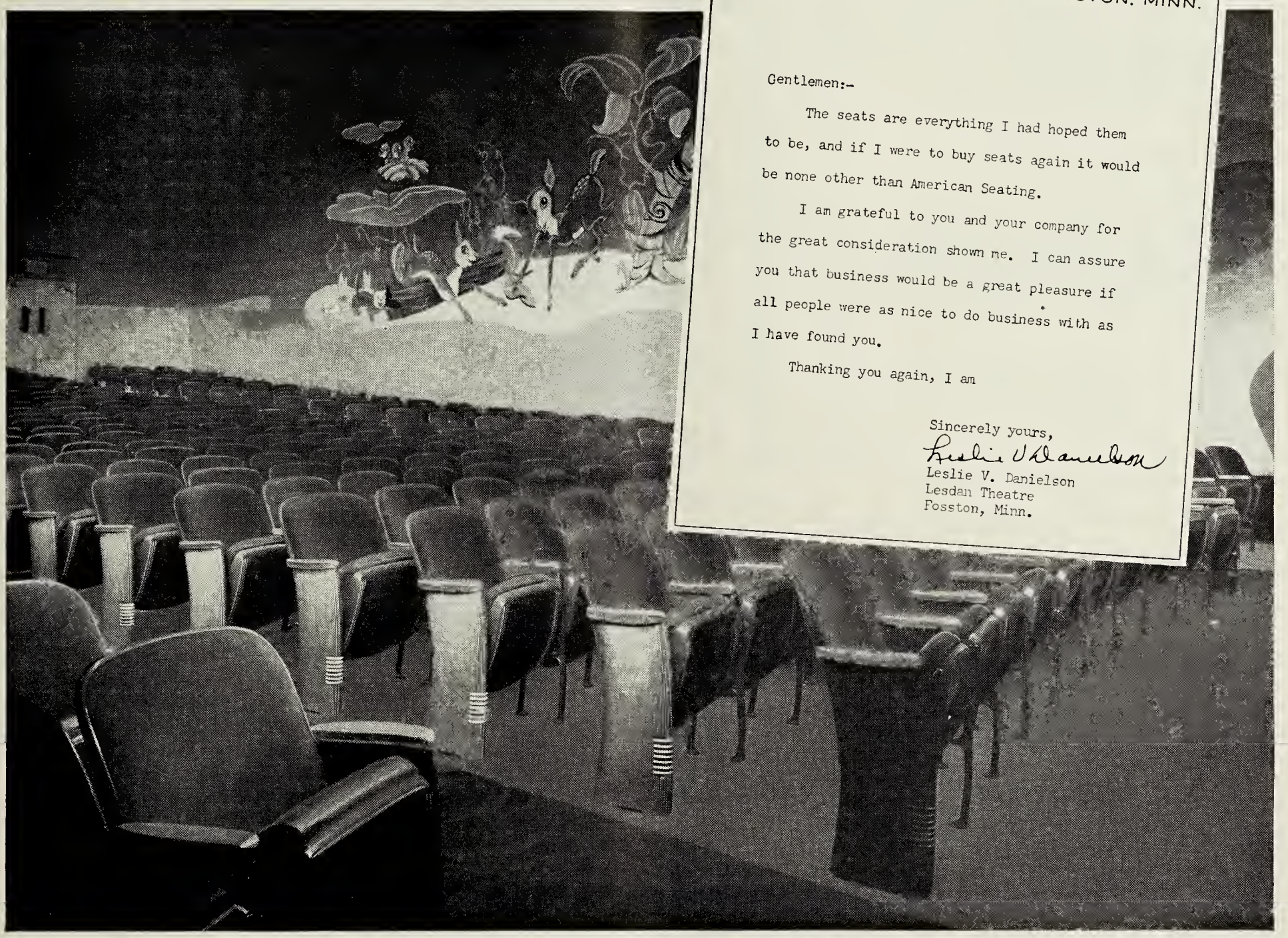
14. Plastic, perforated sound screens cannot be washed according to manufacturers' instructions. They can be refinished with a good, prepared screen paint.

15. The percentage of increases in prices of equipment and supplies since 1940 is as follows: seats, 143%; box office, 76%; carpet, 120% carpet padding, 76%; display frames, 166%; draperies, 79%; projection equipment and supplies, 115%; stage equipment, 110%; furniture and miscellaneous, 116%; janitor and lavatory supplies, 105%; miscellaneous, 35%; marquee letters, 126%;

(*Continued on page* 43)

Screen Brightness is Brightest and More Economical WITH
Lorraine carbons
Lorraine CARBONS, INC., BOONTON, N. J.

New Lesdan Theatre, Fosston, Minnesota,
equipped with American Bodiform Chairs No. 16-001.
Architect: A. S. R. Svensson, Minneapolis, Minnesota.



Lesdan
THEATRE

LES DANIELSON, MGR FOSSTON, MINN.

Gentlemen:-

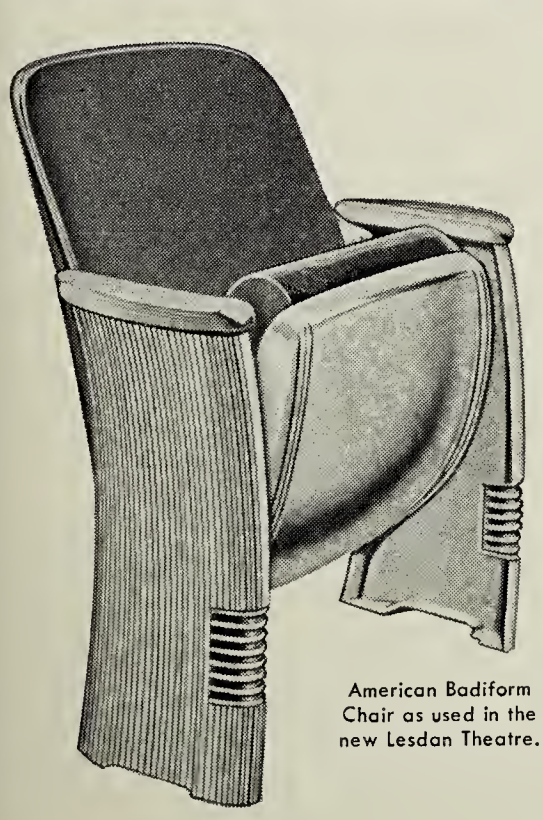
The seats are everything I had hoped them to be, and if I were to buy seats again it would be none other than American Seating.

I am grateful to you and your company for the great consideration shown me. I can assure you that business would be a great pleasure if all people were as nice to do business with as I have found you.

Thanking you again, I am

Sincerely yours,
Leslie V. Danielson
Leslie V. Danielson
Lesdan Theatre
Fosston, Minn.

AMERICAN BODIFORM® CHAIRS



American Badiform Chair as used in the new Lesdan Theatre.

mean comfortable patrons and satisfied owners for years and years to come

Whether in a community such as Fosston or a great city like New York, movie patrons appreciate comfort. That's why Bodiform comfort builds boxoffice receipts. American Bodiform Chairs, for the same reason, are your first choice for reseating. They are unexcelled for comfort, beauty, convenience, durability, and housekeeping economy. Hundreds of Bodiform installations, after many years of hard use, are still giving excellent service.

American Seating Company

WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities

Manufacturers of Theotre, School, Church, Auditorium, Transportatian, Stadium Seating, and Folding Chairs

NPA To Survey Supply Situation To End Ban Before April 1, 1953

WASHINGTON.—The outright ban on construction of new theatres will be ended on April 1, 1953, according to the National Production Authority, which said also that it would review the supply situation in October to see if it might be possible to end the ban even earlier.

Amusement construction will be placed on the same basis as other types of building.

Allocations Listed

As a practical matter, the relaxation will benefit builders of drive-ins to a much greater extent, since the amount of controlled materials which can be self-authorized would in themselves be enough only for a small drive-in. Thus a builder of a small ozoner could go right ahead without permission of any kind.

Prospective theatre builders will be able to self-authorize per project, per quarter, up to five tons of carbon steel (not to include more than two tons of structural shapes), 500 pounds of copper and copper-base alloys, and 300 tons of aluminum.

Furthermore, builders will be allowed to apply to NPA for controlled materials in excess of the amounts which can be self-authorized.

Builders can also use each quarter's quota in succeeding quarters, and thus be able to complete somewhat larger projects.

Limits Noted

Prospective theatre builders, under the new regulation, can use up to $15,000 of building equipment and materials other than the three controlled metals, and up to $5,000 of production equipment and production machinery.

Theatre builders will be able to order the needed materials permitted under the new order as soon as it is made officially, but delivery may not be secured before the second quarter of 1953.

TESMA Members Voting To Fill Four Vacancies On Board Of Directors

HOLLYWOOD.— With four slots open on the TESMA board of directors, members of that organization are currently voting to fill the positions. Every year the terms of four of the 12 directors expire. During the Nov. 15-19 convention at the Morrison Hotel, Chicago, ballots will be counted of the following names placed in nomination:

Ben Adler, Adler Silhouette Letter Co.; L. W. Davee, Century Projecor Co.; Bob Engel, Golde Manufacturing Co.; J. A. Fetherston, Kollmorgen Optical Co.; H. D. Herbert, Hewitt-Robins, Inc.; Hal I. Huff, Manufacturing Co.; D. E. Hydman, Eastman Kodak Co., and Emil Kern, J. E. Robin, Inc.

Also, Tom LaVezzi Machine Works; Arthur Meyer, International Projector Co.; Lloyd Ownby, Theatre Specialties, Inc.; Edward Perry, Heywood-Wakefield, Co.; M. H. Stevens, Bausch & Lomb Optical Co.; W. C. Stober, General Register Co.; E. J. Vallen, Vallen, Inc., and A. A. Ward, Altec Lansing Co.

Optimism Sparks Equipment Spending

CLEVELAND.—Enough optimism prevails in the area among exhibitors to warrant the spending of limited sums for equipment, according to Frank Masek, National Theatre Supply branch manager. According to a report he has made, equipment business at area theatres is up from 20 to 25 percent as a result of attendance improvements during the past four weeks. But exhibitors are showing caution and making improvements slowly, Masek added.

Jui Bar Names Managers

The Jui Bar Sales Corp. has named Fred Schuyler as Chicago branch manager, J. Paul Cobb, Atlanta territory manager, and L. D. Upton, Los Angeles, manager, and A. A. Weidman, Detroit district manager. Company is selling a new automatic merchandising system and plans to appoint other territorial managers in various parts of the country during the next few weeks.

Frozen Custard Dispenser Suitable For All Theatres

A new automatic and high-speed machine for the dispensing of soft ice cream or "frozen custard" in coventional or drive-in theatres has been placed in distribution by National Theatre Supply. The dispenser is called the Movie Cone, and comes in four models designed for use in theatres of all types and sizes.

The Movie Cone, according to NTS and Sweden Freezer Manufacturing Co., the makers, is a complete, efficient ice cream plant in miniature. Special features claimed to make it ideal for theatre and drive-in use include its self-containment, which does away with separate freezer or hard box requirements.

Features Stressed

Also, occupancy of a few feet of floor space; facility for double mix tank and freezer heads to provide a choice of two flavors, or continuous production of one; styling in stainless steel, chromium and jet black enamel.

Product dispensed by Movie Cone is made from Movie Cone ice cream mix powder, prepared by Rochester Dairy Co-operative, Minnesota. Powder comes in 4¼ lb. hermetically sealed cans which require only addition of water for commercial use. U. S. Dept of Agriculture approval has been given the mix.

Exhibitors contracting for a Movie Cone dispenser receive with the unit 18 cases of mix, 7,200 edible cones, a cone dispenser, flavoring, a separate electric mixer, mixing can, scale, sponges, cleaning powder, a special can opener and a 30-second Technicolor trailer.

Profits Called High

The manufacturer and NTS claim that profit percentage on Movie Cone sales amounts to 70 percent, without regard for overhead or sales volume. Either soft ice cream, a mixture with a higher butter fat content, or milk shake and malted drinks can be prepared with these units.

Of the four models, two are equipped with dual head dispensers for larger houses, and two have single head dispensers. The dual head types have a capacity of 16 and 20 three ounce cones per minute, respectively. The single head units can give 10 and 20 three ounce cones per minute, respectively.

Patron price per three ounce cup is 10 cents. Price per four ounce cup is 15 cents.

Joint Trade Show Plans Finalized

CHICAGO.— The forthcoming all-industry trade show and convention at the Morrison Hotel, Nov. 15-19, will mark the first time that the Theatre Equipment & Supply Manufacturers Association, the Theatre Equipment Dealers Association and National Allied will meet jointly.

Final arrangements for the joint convention have already been completed here by Robert Hoff, TESMA president; Ray G. Colvin, TEDA executive director and Jack Kirsch, National Allied convention chairman. The trio set details for luncheons, banquets, cocktail parties, registration fees and general entertainment.

It was agreed among association heads that the convention would probably be the most important meeting of its type ever held to date in the indutsry. Every exhibitor has been invited to attend. At press time, approximately 125 show booths had been reserved.

Drive-In Lights Readied

A new and full line of outdoor fluorescent lights for drive-in theatres has been turned out by Drive-In Theatre Manufacturing Co.

New Arc Lamp Produced

A HY-Arc lamp for medium-sized conventional theatre screens has been added to the Radio Corp. of America equipment catalog.

"Goodstix" Plug Pictures

A new type of transparent sign and product label, now being used in the industry for the promotion of various motion pictures, is being manufactured under the name of Goodstix by T. M. Goodren Products Corp., New York. Sign is ideal for window displays and needs no glue or tape for application.

Pepsi Sells Vending Cups

CHICAGO.—A division in charge of selling vending cups has been organized by the Pepsi Cola Co. under Paul Little's management, with Pete Warren assisting on theatre locations. The company will start a sales drive to coincide with the vending machine convention this month at the Palmer House.

Renovated House Surveys Families

DALLAS.—Excellent results were reported in a house-to-house survey of families by Jack H. Levin Associates for Ken Prickett, local exhibitor. The survey was conducted for the Airway Theatre, one of Prickett's theatres, which recently underwent a complete renovation.

Purpose of the survey was to acquaint the lady of the house with the nature of the renovation, interview her with regard to family statistics, picture preferences, and suggestions for improvement; and issue passes for each member of the family.

Prickett says that a decided upturn in business has been affected at the house. He added that well about 50 per cent of the passes have come in, many of them accompanied by paid admissions.

Three TV Stations

According to the survey, only one of the several hundred of women interviewed stated that her family no longer attended the movies because of television. Dallas has three TV stations in the area and carries the live network shows.

The information brought back by the Associates will serve another purpose, Prickett said. A file has been built up for the purpose of sending birthday cards along with a pass to the theatre.

The Dallas operation was under the direction of Frank Park, director of the Associates' South Central Division.

New Device Helps Keep Drive-In Area Clean

HOULTON, ME.—An innovation for the drive-in theatre parking field, developed by Lewis Webber of the Borderline Drive-In here, helps keep the area clean and serves as a convenience for patrons. Webber's development consists of a special clamp for use on the speaker poles. Clamp enables a large rubbish pail to be placed so that patrons can throw their papers and leftovers into the pail. One pail is provided for every two cars. Besides helping to keep the ground uncluttered, the pails have been found to be a valuable assist to cleaning men.

Two Dime Confections

Two new dime confection items are being introduced to the theatres trade by the Nestle Co. Products are milk chocolates Nibbles and chocolate SemSweets. Confections are packed 100 bags to each shipping case.

Building Tile Factory

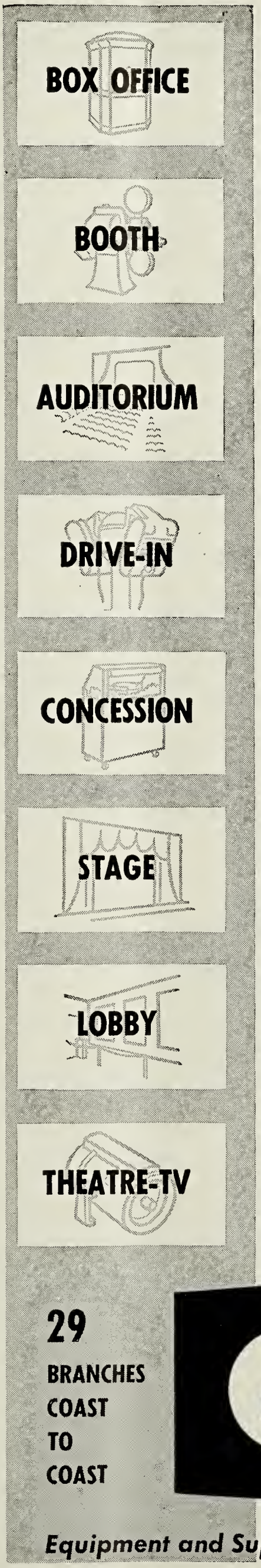
New factory is under construction in Skokie, Ill., by Ravenswood Tile Co., suppliers of tiles for theatres and other places of amusement.

Adler Reps Attend Meet

Representing the Adler Co. at the TOA convention in Washington are Ben Adler and Richard Strauss.

Erect Litho Print Plant

Another factory in Northfield, Ill., is being constructed by Chicago Show Printing Co., Chicago, printers of show lithographs.





CURIOSITY

It killed a cat.

. . . But it has also given birth to an immense litter of ideas and discoveries which have made progress in science and industry possible. . . . Any firm that is blessed with it is bound to be, and bound to remain, at the head of the field.

The men who make up NATIONAL THEATRE SUPPLY have been endowed with more than the usual quota of curiosity. . . . And it has been their interest, their intense desire for advancement which has spurred NATIONAL on to seek and discover *new* methods of improving screen entertainment . . . *new* ways of increasing audience enjoyment . . . *new* means of providing fast, reliable service.

Why not contact your NATIONAL man today. . . . His *curiosity* can prove of great value to you.



YOUR TAX PROBLEM

The Danger of Multiple Entities

By S. HOWARD APFEL, C.P.A

Member of N. Y. State Society of C.P.A.'s, Nat'l Assoc. of Cost Accountants, American Institute of Accountants, Federal Tax Forum.

Where the business of owning and operating a theatre is divided into separate entities, it was taken for granted that a tax saving may result from the division of the income-producing activities of the theatre into several parts. For example, if a theatre is owned and operated by a corporation, a tax saving may result from the corporation leasing the theatre to another corporation or partnership or to some of the individuals stockholders or members of their families, so that the lessee operates the theatre. In this way the corporation has some income as a landlord, and the lessee has some income from the operation of the theatre.

Until recently it was believed that such a division of the business was proper and would be recognized. In fact, in 1946, this point arose in a case known as the *Ames Theatre Company* case, and such a division of functions and activities was held to be permissible under the tax law. Recently, two problems have arisen in this type of case, and careful attention should be paid to them by all theatre operators who have been so dividing or who contemplate so dividing the income of one or several theatres.

The first problem arises from a case decided this very year, known as the *58th Street Plaza Theatre, Inc.* case. In that case, the U.S. Circuit Court of Appeals for the Second Circuit, in reviewing the decision of the Tax Court, held that the tax court decision was correct and refused to recognize the sublease of a theatre by a corporation to the wife of its principal stockholder. (The balance of the corporate stock was held by members of the same family.) The Court held that the sublease served no legitimate business purpose, but was used to merely effect a redistribution of income in a family group and to avoid taxes of the corporation. As a result, the income from the operation of the theatre was held taxable to the corporation rather than to the wife who operated the theatre. The Court went further and held that the income received by the wife through the operation of the theatre under the unrecognized sublease was in effect a distribution of the corporate profits. They were therefore taxed to her as a dividend. As a result there was double taxation.

This decision is particularly important when one considers the facts. The Tax Court had found that the lease was actually entered into, that the wife did take an interest in and devote some of her time to the operation of the theatre, that the wife did assume some of the risks and responsibilities and that she in fact did receive the net income from the operation of the theatre as her own and did use it without any restriction for her own purposes.

Such a decision, based on the facts just described, throws into doubt any division of the income producing activities of a theatre into several entities where members of the same family or families are involved. This decision seems rather extreme and appears to be in conflict with decisions of the U. S. Circuit Court of Appeals for the Fifth and Ninth Circuits. Even in the Second circuit there is still some hope because the U. S. Supreme Court has been asked to review these cases. It is, however on the books, and thus will have to be reckoned with by all taxpayers who are located within the jurisdiction of the Second Circuit, in the absence of a reversal. That certainly includes New York City taxpayers.

Second Problem

A second problem confronts many of the taxpayers who divided the operation of a theatre into several entities to minimize taxes. This is really a pitfall rather than a problem, and involves possible liability for the penalty tax known as the personal holding company surtax. The rates of this tax are 75% on the first $2,000 of personal holding company net income, and 85% on the balance of personal holding company net income. With such rates, it can easily be seen that this pitfall is of a very serious nature, and that great care should be taken to see that it is avoided. In fact, to fall into this trap means that your investment and services will be completely wasted, since about 100% of all your profits will have to be turned back to the Treasury Department in income taxes of one kind or another. In fact, this pitfall might be even more costly to the taxpayers involved than the disregard of the several entities under the theory of the *58th Street Plaza Theatre, Inc.* case.

Wherever the above pattern exists, that is, a corporate holding company and an operating partnership (or individual operators), the possibility of the tax lurks. In such cases, competent tax counsel should be consulted to avoid the trap.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



The Altec Service Man

The Altec Service Man and the organization behind him

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

Fountainette Dispenses 12 Cups Per Minute

Selmix movie hour fountainettes, capable of dispensing one to three different drinks, either carbonated and/or plain water types, at a maximum rate of 12 cups per minute, have been placed in national distribution by National Theatre Supply. Units are manufactured by Theatre Specialties, Inc. Los Angeles, and are available in either refrigerated or ice models.

Cabinet heights of the various models measure to a maximum of 41½ inches. A standard width is 28 inches, with a standard depth of 23 inches for each cabinet. The capacity of the syrup tank dispenser is one gallon.

Equipment, Accessories Hints Given In Survey Prepared By TOA Unit

(*Continued from page* 38)

carbons, 33⅓%; stationery supplies, 93%; printing, 90%.

16. Don't be misled by distribntors of foreign made projector arc carbons. When making tests be sure the test carbons are from regular stock and not hand picked.

17. Trouble has been reported with McColpin-Christie rectifiers for projector arc lamps.

18. There has been considerable improvement in air conditioning systems during the last ten years. Remember we all like a cool, comfortable spot during a hot spell.

19. Refrigerating equipment has been somewhat manufactured along the same lines for the past several years. It is a matter of price as to who gets the order for new equipment. Cost of complete system of air conditioning equipment today, including ducts, fans, compressors, etc. is approximately $600.00 per ton.

20. Good engineering and good advice from someone who knows is a requisite.

21. Give your patrons cool drinking water from a good, clean fountain. Candy, popcorn and peanut eaters require lots of water.

22. Repairs are costly. Supervise, or have supervised, all repair work.

Servicing Infrequent

23. Sound equipment does not require as much service as it did during the advent of sound and since that time.

24. Where good operation is essential and where the management requires auditorium house lights to be dimmed rather than just flipping the switch, we recommend that lighting loads be dimmed by transformation rather than wasting energy, as is the case of the resistance dimmer.

25. It is suggested that power and light rates be checked. This is a large operating expense.

26. Power and light companies charge nothing for advice about your electrical operating equipment.

27. Are you getting maximum screen illumination from your projector light source to your screen?

28. Some good, used equipment is available from closed theatres.

29. A fresh paint job will give those various spaces a clean and new appearance. Oil paint is recommended.

30. We find 130 volt incandescent lamps for theatre signs and marquees last longer and reduce maintenance.

31. The loss of the small amount of illumination by using an over-rated voltage lamp is insignificant in comparison to the saving effected.

32. The same applies to theatre interior incandescent lamps. Suppose you were using 120 volt lamps and your circuit voltage was 120 volts. There are many surges on your incoming light service which may vary upwards to the full 130 volts, therefore if you were using 120 volt lamps the lamp filament would deteriorate quite rapidly.

33. It is wise when selecting equipment to order something standard and make sure replacement parts can be obtained.

34. A projected picture must be steady, with clear definition and good illumination. Pictures must be presented properly, with good quality.

35. Hanging and suspended lighting fixtures seem to be a thing of the past in new theatres and those which are remodeled.

36. The new method of lighting is recessed spots (R-40 type) under marquees, lobbys, foyers, rest rooms and auditorium.

37. Where colored lighting effects are required for the auditorium, recessed neon coves have been adopted by many lighting engineers.

38. Eliminate all possible glare from the patrons. There should be no light leaks from exit signs or lighting fixtures.

39. Hanging exit signs with edge lighting for auditoriums are recommended.

40. Many exhibitors have put those projection room effect machines back into operation. Lighting effects are very pleasing during intermission.

41. We find many progressive managers who keep trying to improve their operation. Equipment dealers may have something new. Keep up with the times.

42. Keep vertical and roof signs, also marquees, clean and in good condition.

43. Dress up that shabby looking box office.

44. Perhaps a new box office may change the entire appearance of the lobby.

45. Business is not that bad. Torn, dirty and uncomfortable seats will drive away business.

46. Showmanship now is more important than ever before.

47. A check on a few situations reveals music in most theatres during intermissions is not up to par.

48. Some theatres have used the same music records for years.

49. Local music dealers will help make selections for you if you have no musical talent. Scratchy recordings and poor music annoy patrons.

50. Acoustical conditions for auditoriums should be carefully analyzed. Limpet plaster is good. It comes in any color. Fiberglas is also very good. There are also many other acoustical properties which are quite satisfactory.

51. Several types of opera chairs are manufactured in the United States and foreign countries. New opera chairs can be purchased to fit the exhibitor's pocket book.

52. It is highly recommended with new installations, if space permits, that opera chairs be spaced 36 inches back to back and loge seats be spaced 38 inches to 40 inches back to back.

53. When designing a new theatre, future television equipment should be given consideration. Projection room layouts may be obtained from the Society of Motion Picture and Television Engineers.

54. Glass doors are recommended for lobbys. Light locks can be constructed to prevent outside light from entering the auditorium.

55. There is no scarcity of construction materials and there is plenty of labor.

56. Building costs are still very high. Since 1940 construction costs have increased with labor and material between 200 and 300 per cent.

57. Stage and house draped dress up a theatre. There are many new designs of stage drapes and many new materials with flitter, which sparkle and accept lighting effects, and create a beautiful appearance.

58. A title curtain which closes in after each subject is quite effective.

59. Lighting effects, such as bringing up colored foots and borders a little between subjects, are very good. Where no foots and borders are available, supply houses usually have an inexpensive incandescent effect machine for such a purpose.

60. New developments today are large screen theatre television, third dimensional pictures using polaroid filters on the projectors plus viewing spectacles, the maskless screen and Cinerama using a horseshow screen with three projectors which operate simultaneously (six projectors would be required for a theatre installation for continuous operation). The Vent Arc is new, which was developed in Zurich, Switzerland. This is a projector arc; the tail flame of the arc is blown by air blast toward the negative carbon, thus increasing efficiency in illumination. This type of arc lamps possesses unlimited current capacity. Telemeter is a new device to be attached to the ordinary television set, which is controlled by radio frequency from a broadcasting station to any home. A coin dropped in the meter will unscramble a picture signal on the television set, and a selected entertainment can be obtained. The wireless microphone is another new development. It consists of two pieces of equipment, the transmitting and receiving instruments. The wireless mike weighs less than 10 ounces and has a separate hearing aid type battery pack. Neither is larger than a pack of cigarettes and they may be easily conccaled on the person or the performer. The audio output may be fed into standard microphone inputs.

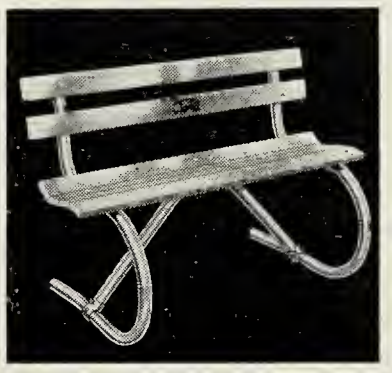
61. There are many more items which we could mention concerning the theatre but many of the foregoing are those of importance. There are plenty of good theatre engineers in and around your territory who are only more than willing to give you free advice on the purchase of equipment and supplies, or even their knowledge on construction problems.

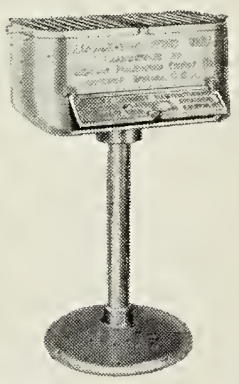
Synchro-Screens Sold

In the Chicago area, Abbott Theatre Supply Co., distributors for RCA, reported that 16 Synchro-Screens were sold to houses. Among coming installations will be the Balaban & Katz Variety, Evanston, Ind., the Seventh Ave., Gary, Ind.; the State, Benton Harbor, Mich.

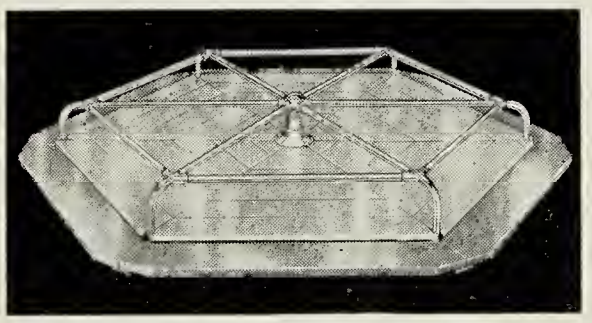
Unsurpassed in Design, Safety and Performance

It's the *plus* factor that makes American the most respeeted name in Playground Equipment. Plus in design — Ameriean leads the field. Plus in performanee — *Approved* Equipment stronger, more ruggedly built to guarantee a lifetime of perfeet repair-free serviee. Plus in safety—for Ameriean eraftsmen are aware of their responsibility for the safety of your children. Thus, with Ameriean you reeeive far superior design, unexcelled performanee and unmatehed safety.





All-American Picnic Grill
American Approved Heavy Duty Bench



American Approved Heavy Duty Merry-Go-Round, with Enclosed Safety Platform



An American De Luxe Combination Unit

Send for Literature

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U.S.A.
WORLD'S LARGEST MANUFACTURERS OF FINE PLAYGROUND & SWIMMING POOL EQUIPMENT

Yvonne De Carlo Plans Indie Film; Eyes Guinness

LONDON.—Yvonne De Carlo is in London working in Victor Hugo's classic, "Toilers of the Sea." The film is being made by Coronado Productions with David E. Rose producing and Raoul Walsh directing. She is co-starring with Rock Hudson.

She is very enthusiastic about Alec Guinness, the outstanding actor in "Man in the White Suit" and "The Lavender Hill Mob," who she would like to interest in reading "Act of Love." This will be done for Vancouver Productions, named after the actress' birthplace. This is the film production company that she and Paul Kohner formed before leaving the United States.

The actress is busy shooting footage with her own camera on the "Toilers of the Sea" location. She has already taken thousands of feet in color of London, interesting personalities, highlights of her trip as they happen, and the fishing villages and castles of Jersey. She feels that her filming will be good enough to be dubbed in sound and used for TV eventually.

Very Excited

Yvonne is very excited over "Toilers of the Sea," which is being filmed in Technicolor. Location, of course, has its hazards. One day, she and Raoul Walsh fell and bruised and scratched themselves rather badly. Raoul, pushing off a rowboat and leaping with it over rocks and waves and hurt his leg. Yvonne, trying to help, slipped on the rocks and fell with her camera. Although her arm was out of commission for an hour, her prime concern was whether or not the camera had ben damaged. Fortunately, all three were back in working condition that afternoon.

Yvonne is also excited about the possibility of doing "Duel in the Jungle" for Sam Marx sometime in the near future. The film will be made in Africa in color with either Joseph Cotten or Alan Ladd.

Taylor In "King Arthur"

With "Ivanhoe" breaking box office records in its early engagements throughout the country, M-G-M has set Robert Taylor, its star, to play Lancelot in "King Arthur and the Round Table." Pandro S. Berman will produce the Technicolor film in England.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Jane Wyman will star in "Love Song," a comedy with music, for Columbia. Oscar Saul will produce. The screen play is by Richard Sale and Mary Loos. In "Love Song," Miss Wyman, who won an Academy Award for her dramatic performance in "Johnny Belinda," will be given an opportunity to both sing and dance.

* * *

Sol Lesser announced his acquisition of the Swedish-made color feature, "The Firebird," with distribution rights for the entire free world with the exception of Scandanavia, Germany and Italy. The picture, produced by Terrafilm in Sweden, stars Ellen Rasch, Swedish prima ballerina and Tito Gobbi, Italian opera baritone. Lesser plans to have the film ready for its initial American release early in 1953, after he has done some re-editing and sent a troupe to Sweden for numerous necessary additional scenes.

* * *

As a result of negotiations completed between Jack Warner and Mitchell Hamilburg, representative of the Will Rogers family, Will Rogers Jr., who planned to make only one motion picture, has signed to star for Warner Bros. in "The Boy From Oklahoma." . . . .Universal-International signed Faith Domergue to a two-picture deal and set her to co-star with Jeff Chandler and Stephen McNally in the Techcolor film, "Sioux Uprising," scheduled to go with Lloyd Bacon directing for Producer Albert J. Cohen . . . . Director Seymour Friedman planed in to Hollywood from London after finishing "I'll Get You," starring George Raft with Sally Gray and produced by Bernie Luber for Lippert release.

* * *

John H. Auer, Republic associate producer-director, left for Chicago and Washington, D. C. with conferences on a forthcoming release and a new scheduled production on the itinerary. In Chicago, Auer will confer with city officials on his slated police story, "City That Never Sleeps." Then he proceeds to Washington, D. C. for huddules with the Department of Defense and military officials on premiere plans for "Thunderbirds," the story of the 45th Oklahoma National Guard Division, co-starring John Derek, John Barrymore, Jr., Mona Freeman and Eileen Christy.

* * *

Dan Duryea was signed by Universal-International to star with James Stewart and Joanne Dru in the forthcoming big Technicolor production, "Thunder Bay." The film goes before the cameras late this month with Aaron Rosenberg producing and Anthony Mann directing. Gil Doud wrote the screen play . . . . Bing Crosby's leading lady in his next film, "Little Boy Lost," will be a newcomer, Nicole Maurey, a Parisian actress. The actress was signed in Paris by Producers William Perlberg and George Seaton for the Paramount film based on Marghanita Laski's novel of an American radio correspondent who returns to Paris after the last war to search for a young son he has never seen. . . ."Nevada Gold," an original story by Harold Channing Wire, was purchased by U-I and assigned to Ross Hunter to produce. The story is set in Nevada in the late 1800's and deals with a young prospector who recovers a fabulous gold mine which was stolen from his girl's father.

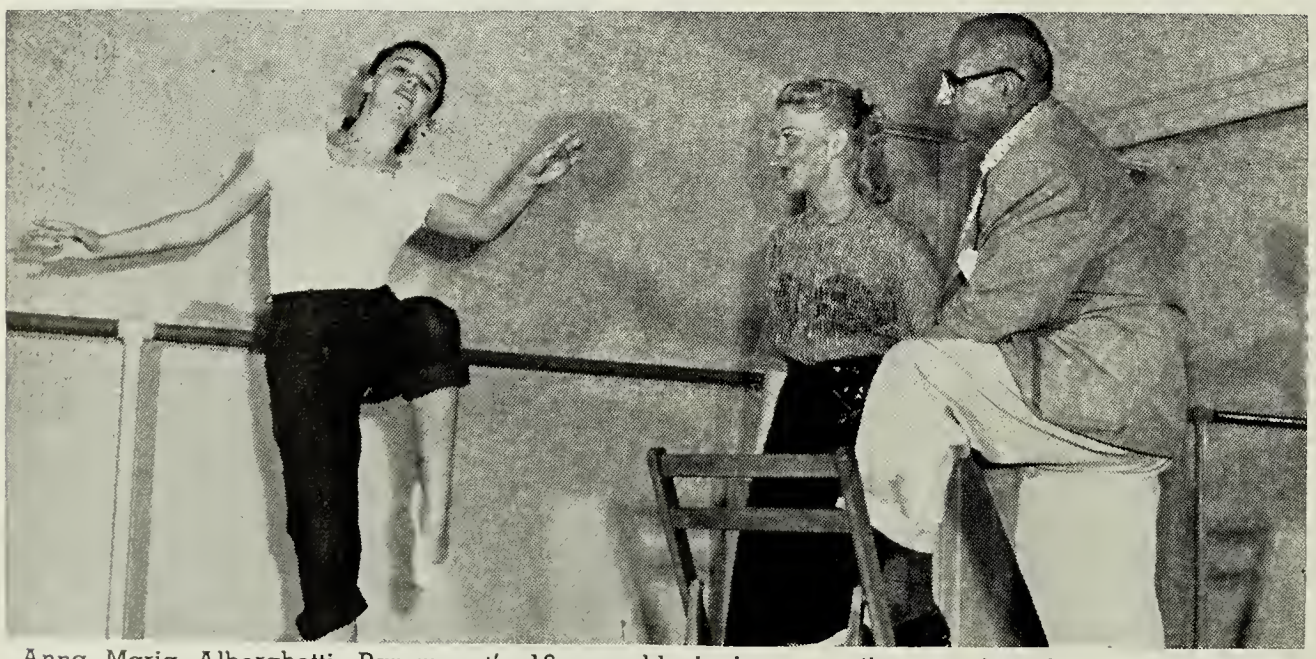
* * *

Sudden drastic weather change has forced Milton Sperling, president of United States Pictures, to cancel plans for a flying trip to Paris to set production details on "So This Is Paris." The film, which needs summer footage of the French capitol, must now be postponed until April. A 90 year record cold put Paris in wintry dress rendering present background unusable. Sperling will put "Blowing Wild" into production in place of "So This Is Paris." "Blowing Wild" will be released through Warner Brothers.

* * *

Jack Brooks who wrote the hit songs, "Am I In Love" and "Four Legged Friend" for "Son of Paleface," has been signed with songwriter Harry Warren to write six songs for the next Martin and Lewis picture, "The Caddy." . . . Doris Day was set for the title role in Warner Brothers' "Calamity Jane," which William Jacobs will produce and David Butler direct. A musical, the film also has Dick Wesson, the young comedian, and Allyn McLerie, who appeared in WB's "Where's Charley," opposite Ray Bolger. . . . . Paramount took up its option on writer Sydney Boehm for one year. He is currently working on "Legend of the Inca," which Mel Epstein is producing, and previously did "The Atomic City" and "The Savage." . . . Columbia producer Robert Cohn and a crew of motion picture technicians left Hollywood for a four week trip to Japan and the battlefields of Korea, where they will film actual combat scenes for the studio's

(*Continued on next page*)



Anna Maria Alberghetti, Paramount's 16-year-old singing sensation, receives instructions for her star role in "The Stars Are Singing" from Director Norman Taurog and Bea Allen, dance expert, at the Paramount studios.

Shooting Abroad Proves Economical, Pleases Patrons, Claims Goldstone

By Richard Bernstein

"There are good reasons for making a film overseas," Producer Richard Goldstone thinks. "There are types of stories which precede out of their backgrounds. If you make them on the back lot you have to make concessions. The actual location background of a story is a huge standing set and this, of course, is a good economic reason. However, the only way to dramatically film a story dealing with Europe is to photograph it on the spot."



RICHARD GOLDSTONE

Goldstone, who produced M-G-M's "The Devil Makes Three," shot the film in Munich, the Autobahn and Hitler's own Berchtesgatden. The Gene Kelly starrer will show movie audiences some sights that they haven't seen before.

Movies Provide Tours

"This is the biggest travel year in history," the youthful producer explained. "A motion picture like 'The Devil Makes Three' or the Glenn Ford starrer, 'Time Bomb,' which I also made for M-G-M, bring a chance to see Europe to people who can't get on the boat. They get an excellent tour of a European country plus entertainment for the price of an admission ticket."

Goldstone is very enthused about "Time Bomb." He believes that it is a really different suspense picture. It co-stars Glenn Ford with Ann Vernon, who was a big hit in the French production, "Edouarde and Caroline.'

The producer explained that he cast Miss Vernon, who is French, in the part of a French girl because it adds to the realism. He believes that movie audiences are smart and spotting a phony accent is easy.

This film gives American audiences a tour of the British Railways and the English naval and industrial cities, as well as giving them a gripping movie.

European Shooting Cheaper

Goldstone thinks "it is cheaper to shoot in Europe. You use frozen money which normally cannot be taken out of the country and you are untied from the operating overheads of the studio plant itself. I think that you can take a familiar American face and place him in a new background, a new environment and new people and this actor takes on a new freshness. You can support him with great new actors, that American audiences haven't seen before. The picture gains an additional freshness from this."

Asked about German technicians and crews as to their work, Goldstone said, "The Germans drink beer, the English, tea, and the Americans, coffee. A technician is a technician. A crew member is a crew member. They all take pride in their work."

Goldstone has quite a background. He rose to general manager of the M-G-M Shorts Department just before World War II and his entry into the Signal Corps as a 2nd lieutenant. After the war, he returned to M-G-M, after a stay at RKO as a producer, where he made "The Set-Up." His first commercial feature, it won the International Critics Award at the 1949 Cannes Festival and thus added a major accolade to the two Academy Awards previously won by his prewar short subjects.

At M-G-M, he turned out the Red Skelton comedy, "The Yellow Cab Man," a Technicolor western, "The Outriders," and four melodramas, "Dial 1119." "Inside Straight," "The Tall Target," and "Talk About A Stranger."

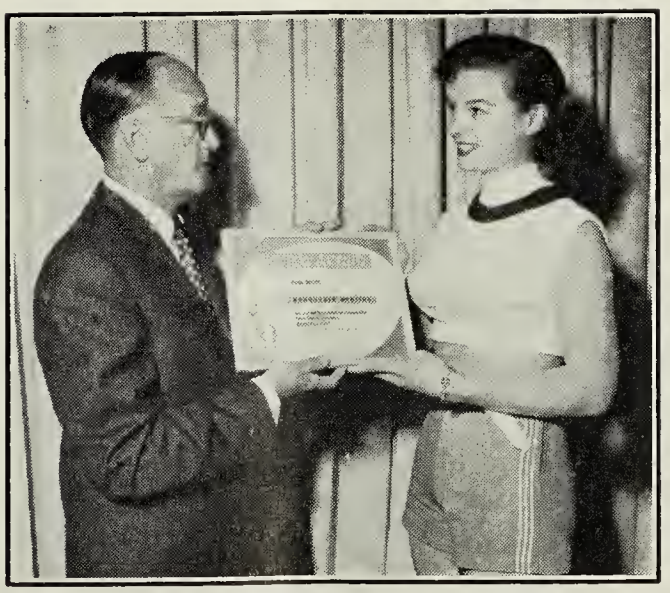
Goldstone has just purchased Hans Habe's "Walk In Darkness." Habe's "Cross of Lorraine" was produced as the motion picture, "The Seventh Cross." He also wrote the book, that was a long time best seller, "A Thousand Shall Fall." Goldstone is dickering for a major production setup on this film. There are three American male roles and two female roles for European femme stars. It will be shot in an overseas country.

Title Changes

Warner Brothers: **"She's Back On Broadway"** is the new title for "Back To Broadway." (Stars Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson and Patrice Wymore; Gordon Douglas is directing); **"Sea Rogue"** is the new title for "The Master of Ballantrae." (Stars Errol Flynn and Beatrice Campbell; William Keighley is directing).

Honor Child Actress

Susan Whitney, Warner Bros.' 12-year-old star of "The Miracle of Our Lady of Fatima," was awarded a special youth achievement trophy and scroll by the Los Angeles Downtown Business Men's Association. Trophy, a bronze figure on a marble base inscribed for outstanding youth achievement in 1952, was awarded Susan for her portrayal in the Warner Color production. The scroll is signed by Mayor Fletcher Bowron of Los Angeles and Harry Morrison, manager of the Downtown Business Men's Association.



Pete Smith, M-G-M shorts producer, holds award given to him by the National Committee on Films for Safety for his short subject, "Bandage Bait." Patricia Tiernan, Metro starlet, makes the presentation.

HOLLYWOOD

(*Continued from preceding page*)

production of the story of the L16 plane pilots, tentatively titled, "Flying Jeeps."

* * *

Perry Lieber, RKO studio publicity director, has been elected chairman of the Studio Publicity Directors Committee. He will serve the next 6 months, succeeding Alex Evelove, Warner Brothers publicity head, who has just completed six months chairmanship of the Association of Motion Picture Producers' committee.

* * *

For the first time in 20 years Mary Pickford reported for work at a Hollywood studio. Miss Pickford began rehearsals on "Circle of Fire" for the Kramer Company. The film will be directed by Irving Reis. "Circle of Fire" is an original story by Elick Moll and Dan Taradash, who also did the screen play. It was formerly titled "The Library."

* * *

Barbara Payton has been signed for the title role in "A Woman Is Trouble." It will be produced by Anthony Hinds and directed by Reginald Le Borg. It is based on the best seller written by Max Catto and will be released by Lippert Pictures . . . Lesley Selander will direct "Cow Country," the Scott R. Dunlap production, which will go before the cameras at Allied Artists Oct. 1. . . . Joyce Holden was set for one of the starring roles in "Night Flowers," the story of a gang of tough Brooklyn girls. Much of the film, scheduled to start early next month, will be filmed in its actual locale in Brooklyn. Jack Arnold will direct for Producer Albert J. Cohen. Ray Buffum wrote the original screen play . . . . Kathryn Grayson has been signed by Warner Brothers for at least four pictures of which "The Grace Moore Story" will be the first to go into production. After that, she will star in "Saratoga," "Trilby" and "Madamoiselle Modiste." Gordon Douglas will direct the Moore film with Henry Blanke producing.

* * *

"Brady's Bunch," an original story by John Michael Hayes, has been purchased by U-I. Hayes will also write the screen play . . . . Edward Kelso drew the scripting assignment for "Sheena, Queen of the Jungle," which William and Edward Nassour will produce for RKO Radio release . . . . Pat Medina inked with Sam Katzman for three pictures. The contract calls for one film annually. . . . . Sidney Salkow will produce and direct "Screaming Eagles," for Edward Small. . . . . Nat Holt's production, "Adobe Walls" tees off Sept. 29 with Charles Marquis Warren directing. Film is for Paramount release . . . . Pat Duggan, at the same studio will produce "Reach For The Stars" with Irving Rapper directing. This film is set to roll Oct. 1.

McLerie In "Calamity"

Allyn McLerie, female dancing star of Warner Bros. Technicolor production, "Where's Charley?" has been assigned by Jack L. Warner, executive producer, to a top role in "Calamity Jane," Technicolor musical with early western background. The actress recently completed "The Desert Song" at Warners.

NEW YORK

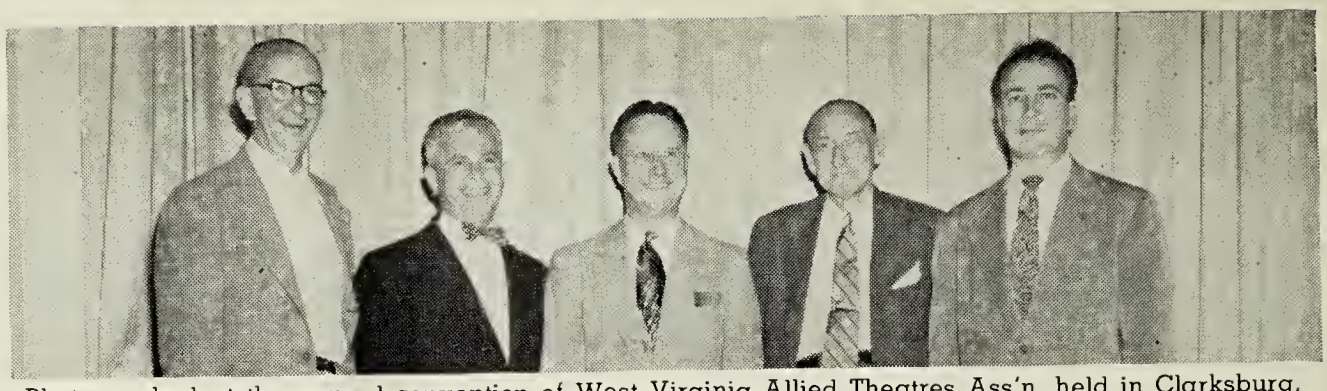
(*Continued from page 34*)

world premiere at the Broadway Theatre on Sept. 30. . . . Leonard J. Goldenson, United Paramount prexy, will be honored by N. Y.'s Cinema Lodge of B'nai B'rith at the Hotel Astor on Sept. 24 for his leadership in the fight against bigotry and for his activities in alerting the nation to the plight of cerebral palsy victims. Judge Samuel Leibowitz will be principal speaker. . . . Chairmen and other key people in the industry's drive in support of the 1952 Joint Defense Appeal will attend a luncheon meeting on Sept. 26 at the Hotel Astor. Leon Goldberg of Universal and Edward L. Fabian of Fabian Theatres are serving as industry-wide JDA chairmen. . . . Reservations for Variety Club's first annual golf tournament and party, to be held at the Vernon Hills Country Club in Tuckahoe on Sept. 25, can be made through Ed Fabian at 1501 Broadway.

Ned E. Depinet, RKO prexy, has accepted chairmanship of the Jubilee Dinner of the Motion Picture Pioneers, scheduled for the Hotel Astor on Nov. 25. N. J. Blumberg, Universal board chairman, will be honored as Pioneer of 1952 and George Jessel will serve as toastmaster. . . . Stanley Kramer's "The Four Poster," starring Lilli Palmer and Rex Harrison, will have a dual world premiere on Oct. 15 at the Victoria and Sutton theatres. . . . "The Thief," which will follow "Somebody Loves Me" into the Roxy, is the first UA film to play that showcase since it opened 25 years ago—with a UA feature. . . . The Warner Club annual golf tournament at Westchester Country Club attracted a turnout of over 300 members and guests. Leonard Palumbo of h.o. foreign publicity won the first Low Gross prize; first Low Net prize for a guest went to Ed Fabian. . . . Les Sugarman, formerly of the trade press, Laurel Films and Columbia, has joined the staff of A. F. Films, Inc., as sales representative and publicity director.

OMAHA

Roseland Theatre, dark for a year, will become a shopping arcade, according to owner James W. Murphy. He has had seats removed and there will be shop space on the stage. . . . Fox-Intermountain has announced it will sell its McCook, Neb. house. . . . Paramount Theatre here apparently will be retained this winter as a roadshow house exclusively. . . . Orpheum Theatre is celebrating its 25th birthday this month. Mgr. William Miskell says more improvements are planned. . . . Phil March has opened his ozoner, the Dude Ranch, near Wayne. . . . Death of Jake Rachman, World-Herald columnist and drama critic, shocked film row.



Photographed at the annual convention of West Virginia Allied Theatres Ass'n, held in Clarksburg, W. Va., (l to r): H. J. Gilbert, Jr., Royal Theatre, Princeton, W. Va., alternate national director; Max Matz, Colonial, Bluefield, W. Va., newly elected president; Don Shultz, Lee Theatre, Fairmont, W. Va., new 1st v.p.: Leon J. Bamberger, RKO sales promotion mgr., and J. Woodrow Thomas, Fayette Theatre, Fayetteville, W. Va., new secy-treas.

PHILADELPHIA

Bill Israel, mgr. of the Earle Theatre since 1937, is leaving the Warner circuit to take a post with Varbalow, South Jersey theatre chain. Incidentally, the Earle goes into a straight film policy Oct. 17 with "Cry the Beloved Country." It will close Sundays during the coming season. . . . Big question along Vine St. these days is "who's getting 'Ivanhoe?'" . . . A Philadelphia distributor of 16mm films sued virtually the entire motion picture industry last week for $3,135,000, charging that eight majors and seven minor film producers conspired to fix prices, restrain and otherwise monopolize trade. Suit was filed on behalf of Carl Kunz, pres. of Kunz Motion Picture Service.

PORTLAND-SEATTLE

U-I's Portland exchange has been remodeled at a cost of $25,000, according to acting mgr. Archibald Holt. . . . John Morasch has contracted for a 600-car ozoner to be erected west of Pullman, Wash. . . . The Aubert, new 600-seat theatre in Connell, Wash., made its formal debut on Sept. 5. . . . Oregon theatres which have recently added Fliko to their programs are Al Foreman's Sandy Blvd. Amphitheatre, the 82nd St.-Super 99, all drive-ins, and theatres in Salem, Camas and Bend. . . . Clarence H. (Tiny) Talbot announces formation of Empire Films, with capital of $50,000, to produce pictures near Spokane, Wash. Associates are Dr. C. W. Talbot and Grant L. Kimmer. . . . L. R. Hamblen announces plans for an ozoner in Shadle Park, with accommodations for 500 cars. . . . Herb Royster, pioneer theatre mgr. in the Pacific Northwest and for the past five years supervising screen and stage shows at Evergreen's Mayfair in Portland, is in the hospital for surgery.

PROVIDENCE

Newport Casino Theatre, Inc. is seeking an injunction against James A. Van Alen, pres. of the Newport Casino, to prevent the latter from removing a theatre sign on the Casino property fence, adjacent to the Casino Theatre. . . . Through the efforts of Harold Lancaster, mgr. of the Strand, Pawtucket, and head of the Blackstone Valley "Jimmy" Fund Drive, some $271 was collected by boy and girl members of the school safety patrols recruited to sell tags on street corners and in department stores throughout the city. . . . E. M. Loew's Drive-In and the Rustic Drive-In near Providence have upped their newspaper advertising budgets.

ST. LOUIS

Star Theatres, Inc., Macon, Mo., recently incorporated and presently constructing a 300-car ozoner, is considering building drive-ins in two other localities. . . . Stanford Holden of Centralia, Ill., was named mgr. of the Elmo Theatre, St. Elmo, Ill., to succeed Warren Beckemeyer. . . . Garrett H. Hunt, owner of the Hunt and Royal theatres in Doniphan, Mo., won the Democratic nomination for Sheriff of Ripley County, which is overwhelmingly Democratic. . . . It is reported that two drive-ins are being planned for the vicinity of Shelbina, Mo. . . . A recent tornado that swept the vicinity of Poplar Bluff, Mo., did some damage at the Poular Bluff Drive-In on Route 67, owned by Rodgers Theatres. . . . H. A. McLean, operator of the Harlem Theatre, E. St. L., Ill., was robbed of $75. . . . Lester Levey, Columbia salesman, has recovered sufficiently to leave Barnes Hospital, where he was a patient for several weeks.

Ansell Bros. reopen their refurbished

FILMS TELEVISED SEPT. 6 to 19

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Affair of Cimarron	Sunset Carson	
Battling Marshall	Sunset Carson	
Brilliant Marriage	Joan Marsh	Invicible Pic. 9-19-36
Cookin' Up Trouble	Billy Gilbert	
Courage of the North	Northwest Mounted Police	First Div. 9-1-35
The Covered Trailer	The Gleasons	Rep. 11-13-39
Defenders of the Law	Edmund Breeze	Synd. 5-24-31
Demon Barber of Fleet Street	Tod Slaughter	Select. 10-11-39
God Needs Men	Pierre Fresnay	
Heart of a Nation	Charles Boyer	AFE 3-29-43
Invisible Enemy	Alan Marshall	Rep. 4-11-38
King of the Circus	John Loder	
Laramie Trail	Bob Livingston	Rep. 4-3-44
Lone Rider In Texas Justice	Dennis Moore	
Marines Come Through	Wallace Ford	
Mystery Junction	Sidnet Tafler	
Return of the Rangers	Texas Rangers	PRC 8-4-44
Roaring Roads	David Sharpe	Marcy Exch. 4-15-35
Scarlet Letter	Alan Hale	
Secret Sinners	Sue Carol	Mayfair Pic. 12-13-33
Silent Partner	William Henry	Rep. 6-19-44
Song of the Road	Barnesby Williams	Select. 5-13-40
Speed Limited	Ralph Groves	
They Were Sisters	James Mason	Universal 8-1-46
Vampire's Ghost	John Abbott	Rep. 4-18-45
What Price Taxi	Billy Gilbert	

ST. LOUIS (cont'd.)

Empress Playhouse with stage presentations. . . . With returns still to come in, the COMPO drive has already exceeded its quota in this area. . . . Members of the Theatre Guild at Webster Groves, Mo., have reconditioned a building at 517 Theatre Lane for use as a theatre and other community projects. . . . Andy Dietz Ents. is handling the refrigerated dispensers of the Morris Co., Minneapolis, and also Puritan Cups manufactured by Am. Paper Co. of Chicago, in this territory. . . . Former State Senator Milton F. Napier, a v.p. and gen. counsel for the Better Films Council, returned to his desk after several weeks of rest following a heart attack. . . . Craig Steven Steinberg checked in at the home of Ben Steinberg, who opeartes the U City Theatre here. Paternal grandmother is Mrs. Regina Steinberg, owner of the Madison, Madison, Ill. . . . Joe Schoenhoft, Missouri salesman or M-G-M, is back on the job after his recent illness.

City officials at Steelville, Mo. are enforcing a 10 P.M. curfew to keep children under 16 off the streets at night unless accompanied by an adult. This does not apply to children attending motion picture theatres or church affairs. . . . Plans for construction and operation of a 300-car ozoner between Union and Washington, Mo. have been announced jointly by L. H. Williams and Bob Marchbank. . . . Deby B. Stout plans construction of a 400-car drive-in at W. Paducah, Ky. . . . The Joppa, Ill. Auto-Vue Theatre opened for business on Aug. 28 with an "Everyone the guest of the house" program. . . . Columbia Amusement Co., headed by Leo F. Keiler, is engaged in an extensive improvement program for its theatres in Paducah, Ky. . . . Realart of St. Louis moved into the former Lippert quarters at 3216 Olive St. Realart recently purchased the local franchise for all Lippert productions. . . . "King Kong" has been packing them in at F&M's St. Louis Theatre. . . . Mrs. Barbara H. Denny, who recently took over operation of the Kentucky Theatre, Marion, Ky., is a daughter of owner W. H. Horsefield. . . . "The Quiet Man," recently trade-shown in the Paramount Screening Room, made a big impression.

The 350-seat Majestic Theatre at Oran, Mo., destroyed by fire on Aug. 30, with loss in excess of $100,000, was only partly covered by insurance. . . . A fire of undetermined origin did about $12,000 damage to the old Robin Theatre, St. L., owned by Arthur Kalbfell, which has not been in operation since 1947. . . . The next regular meeting of the local chapter of the Colosseum of M.P. Salesman will be held in the Melbourne Hotel on Oct. 11. Two delegates and one alternate will be elected to attend the national annual meeting in Atlanta, Ga., Nov. 22-23. . . . Homer A. Newman has announced sale of his interests in the 500-seat Strand Theatre, Marshall, Ill., to his partners. . . . A. B. (Jeff) Jefferis, owner of the Jefferis Theatre, Piedmont, Mo., announced plans to start construction of the Pine Hill Drive-In, two miles east of Piedmont on Hyway 34, around Feb. 1953. . . . The St. L. M-G-M Club entered a turtle in the Dallas, Tex. Variety Club's 13th annual turtle derby to raise funds for Variety's Boys Ranch. . . . Burglars broke into the Southtown Theatre, Springfield, Ill. and took $62 in small coins from the office.

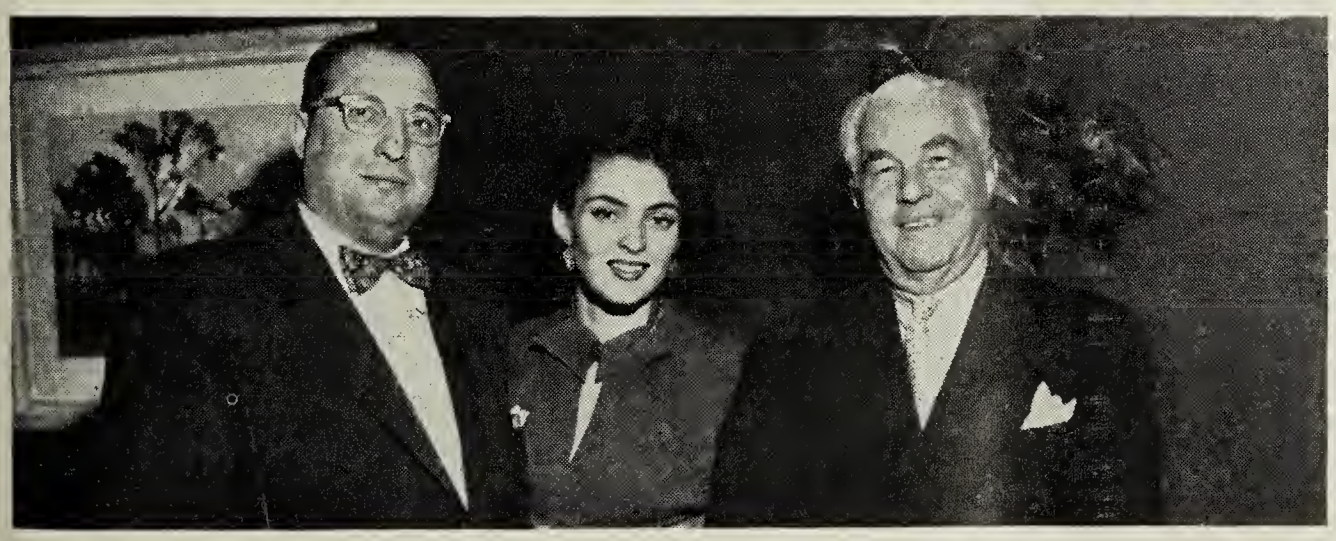
Construction of the 300-car Airway Drive-In is under way near Memphis, Mo. by C. W. Locke, who also operates the 405-seat Times Theatre there. . . . The 600-seat Plymouth Theatre, St. L., reopened Sept. 12 under management of Jim Leontsinis. . . . Officers and directors of MPTO met recently to discuss final details for the organization's annual meeting to be held at the Hotel Chase, Oct. 6-7. . . . Three star tours, made up from a group of nine Hollywood personalities, will cover this exchange area from Sept. 29 to Oct. 3, making personal appearances in St. Louis, eastern Mo. and southern Ill.



Bob Shelton (left) and Elmer Rhoden, Jr., officials of Commonwealth Theatres, Inc., look on as 10-year-old Sherry Jackson records greetings for the circuit's managers at the company's annual "King of the Sun" convention, while in Kansas City for personal appearances in connection with Warner's "The Miracle of Our Lady of Fatima," in which she appears.

SAN FRANCISCO

At the recent IATSE convention, it was decided to take a vote in the near future on the issue of having various locals do their own negotiating rather than having it done by the parent local in New York. . . . The local Paramount exchange was among the first ten in Paramount Week contest. . . . National Screen Service has stocked a complete line of "Ivanhoe" merchandise for M-G-M Ivanhoe Week.



Suzan Ball, new Universal-International star who is touring key cities to promote her two current films, "Untamed Frontier" and "Yankee Buccaneer," is seen here in New York with P. T. Dana (left), eastern sales manager, and F. J. A. McCarthy, southern and Canadian sales manager.

Johnston Hinges Patron Loss To Multiple Runs

(*Continued from page 6*)

light, you turn your head and the twin tail lights are disappearing in the distance." He said that multiple runs cut down on the size of the audience, cut down on the drawing power of advertising and word of mouth.

Also blasted by Johnston were "double bills that last so long you get callouses in the wrong places." He asked whether a good many people are staying away from theatres "because they don't like to sit through and sometimes fidget through, four hours or more of two features? Wouldn't they prefer a more balanced program of one feature, shorts and newsreels?"

As a possible antidote, the MPAA head urged the industry to take "another look and not be wedded to the double bill just because it's become a practice of long standing."

In dealing with the tax situation, Johnston disclosed that in 1951 Federal admission receipts of more than $225,000,000 amounted to 75 percent more than the profits before taxes of all motion picture corporations, and to four times the profits after taxes. He said that these taxes equalled more than 60 percent of gross domestic film rentals.

Foreign Films

"The French Way"

(Manor Films) FRENCH 74 Min.

Cast: Josephine Baker, Micheline Prelle, George Marchal, Aimos, Lucien Baroux.

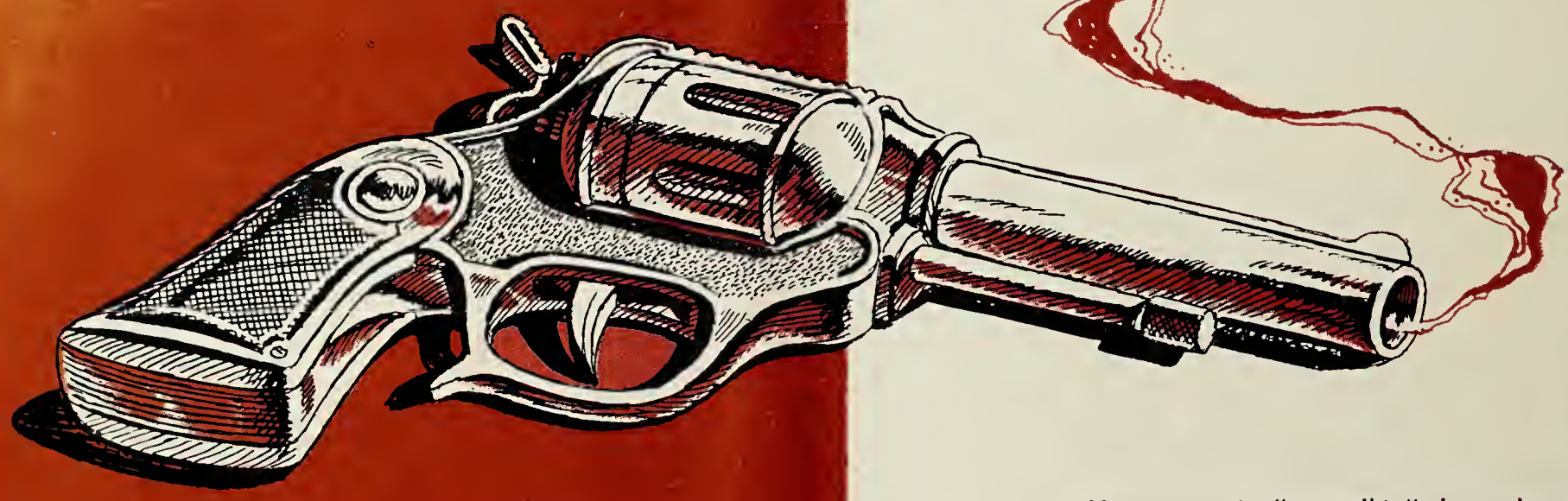
Credits: Presented by L. Barry Bernard; Produced and directed by Jacques De Baroncelli; English titles by Herman Weinberg.

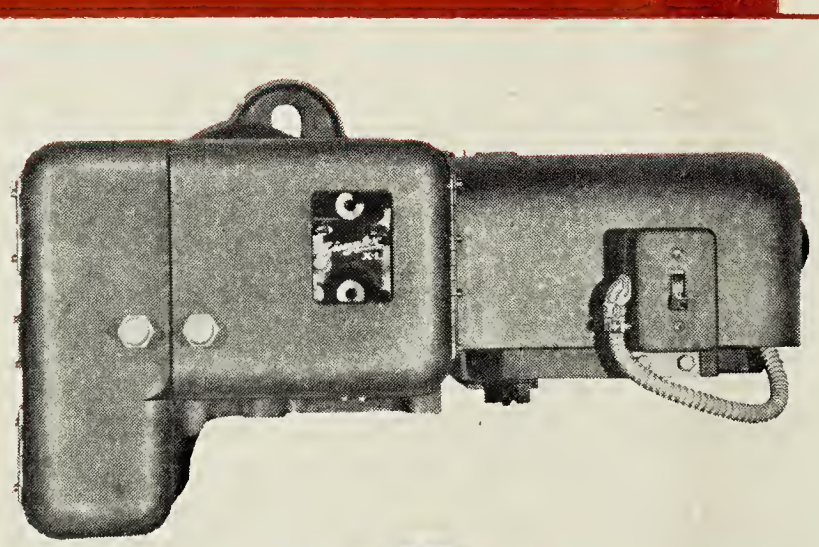
A humdrum musical comedy about two feuding Parisian families is given considerable box office value through the appearance of Josephine Baker, the famous French singer. Produced in France during World War II, and coming to America with adequate English titles, the picture excels as entertainment when Miss Baker is performing. Her songs, however, are few and abbreviated; some will be recognized by American audiences. So, too, will Micheline Prelle, who appears in a minor role.

STORY: Josephine Baker, night club singer, returns to her Paris apartment in the midst of a quarrel between Saturnin Fabre, her landlord, and Gabrielle Dorziat, a neighbor. Georges Marchal, Fabre's son, loves Micheline Prelle, Gabrielle's daughter. The parents are opposed, bringing Fabre to solicit Josephine's aid in effecting an estrangement. The singer's assistance only serves to bring the young couple closer together. During an air raid Fabre and Gabrielle fall in love. A double wedding is then planned.

THEY DIDN'T KNOW

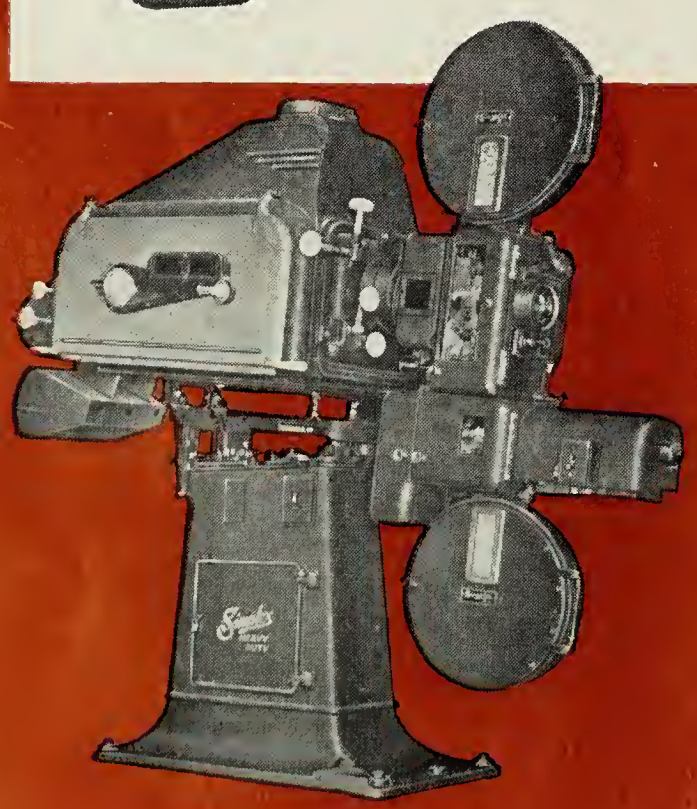
THE GUN WAS LOADED!





Years ago, in "pre-talkie" days, the villain sneered, fired a shot — and a caption read "BANG! . . . Take that!"

The villain of 1952 still sneers, still shoots — but there are no captions! — Today's audience expects to *hear* every sound — and hear it with perfect fidelity! Don't risk using an outdated sound system in *your* theatre! The SIMPLEX X•L SOUND SYSTEM assures your patrons of hearing screen entertainment exactly as it was originally recorded! Why not look into this amazing Sound System and discover the wide range of frequency, the bell-clear sharpness and true pitch found in this — the better-than-ever SIMPLEX X•L!



Simplex
T.M. REG. U. S. PAT. OFF.
X•L

PROJECTION and SOUND SYSTEMS

Better Projection Pays!

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION • DISTRIBUTED BY NATIONAL THEATRE SUPPLY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

RKO MANAGEMENT TO HYPO PRODUCTION

NTING PROTESTS REACH JD ON 16MM. SUIT

FOR ONE EXHIB GROUP

AN SEES BO SWING EVEN HIGHER

D ARTISTS PLANS COSTLY RODUCTION SLATE

ERAMA DEBUT HAILED

OSITION OF FILMS AT TEXAS FAIR

REVIEWS
pages 15, 16, 17

, No. 6 October 4, 1952

d as second class matter October 25, 1946, at the Office at New York, N. Y., under the act of March Published Biweekly by The ITOA Independent, Broadway, New York 36, New York. Subscription price $2.00 a Year, Single copy 10 cents.

IMPASSE

NEAR disaster brought the realization that, of all industries, the motion picture business is one which most requires co-operation between all of its branches for well-being.

Immense strides have been made in achieving this goal with representatives of exhibition and distribution getting together to establish an industry-wide system of arbitration.

Wide areas of agreement were found and a subcommittee made remarkable progress in preparing a draft for consideration by the parties. Changes were suggested by distribution representatives following a New York meeting and members of the TOA following group discussion at the recently concluded convention. This led Abram F. Myers, National Allied's

(See Page 3)

LANZA BONANZA!

They're Standing on Line for M-G-M's "BECAUSE YOU'RE MINE"!



Getting the dough like "Ivanhoe"



ANOTHER M-G-M LION-UP AT RADIO CITY MUSIC HALL

Typical audience reaction reflected b newspaper acclaim: "DROVES WHO FLOCK TO SEE AND HEAR MARIO LANZA SHOULD DO SO AGAIN . . . BEST YET . . . A BOXOFFICE BONANZA, AN ENTERTAINMENT WHIZBANG!"

MIAMI BEACH BONANZA!
Second highest M-G-M opening in more than two years

DAYTONA BONANZA!
Best M-G-M week-day opening in more than a year

ROYAL COMMAND CHOICE!
Chosen for the Royal Film Performance in London October 27. Great Britain's highest film honor!

M-G-M presents Mario Lanza in "BECAUSE YOU'RE MINE" • Introducing Doretta Morrow with James Whitmore • Color by Technicolor • Screen Play by Karl Tunberg and Leonard Spigelgass • Based on a Story by Ruth Brooks Flippen and Sy Gomberg Directed by Alexander Hall • Produced by Joe Pasternak

Remember "The Great Caruso"!

SAVE TOP PLAYING TIME! M-G-M

October 4, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

general counsel, who regarded the changes as "revolutionary," to take a dim view of the possibility for the emergence of an arbitration system for many months, if ever. Alfred Starr, newly-elected president of TOA, took issue with Myers regarding the changes as "inconsequential" and predicted that an arbitration plan would soon be in effect.

This serves to point up the divergence of opinion between the two national exhibitor groups and itself calls for a method, system or plan by which the end result of exhibition's labors would present a united viewpoint instead of a divided front.

"Inconsequential" or "revolutionary" changes must not be permitted to hold up this effort which requires the co-operation of the entire industry. The arbitration plan, even if agreed upon by all the parties, will probably call for changes after a trial period. Mistakes will be made and kinks will develop. They will have to be ironed out. To do that, it must be activated and given a chance to work.

RKO Is On The Go

Industry attention is presently focused on RKO Radio Pictures since the recent sale by Howard Hughes of his controlling interest in that company to a group headed by Ralph Stolkin, a young Chicago business man. Sherrill Corwin, well-known California exhibitor, is a member of the syndicate which acquired control.

Disquieting rumors that the purchasers were going to liquidate the studio operations and dump the RKO backlog of films on the television market were promptly scotched. Messrs. Stolkin, Corwin et al, are to be complimented for their statement of policy in which it is announced that RKO will continue production as a major studio operation and will assist exhibitors in every way possible. We are confident that theatrical exhibition will reciprocate and is anxious to co-operate with RKO in every way possible.

This Is Cinerama

Cinerama—described as the film with a new dimension—was unveiled to the general public at the Broadway Theatre in New York this week.

It is a new and thrilling experience for the theatre patron. He feels that he is right in the picture and not just in front of it, as the advertisements indicate. Cinerama boasts an enormous picture on a screen said to be six times larger than the conventional type and covers the viewer's range of vision. He becomes a participant in the proceedings. Whether it's the roller coaster or an airplane from which the picture is taken, the viewer experiences the same sensations as he would on the actual ride. The "peripheral vision" accounts for the extra-dimensional illusion and the feeling of depth.

There is a potential, yet to be explored, for the use of Cinerama in film production. It adds markedly to spectacle, scenic beauty and action. We would like to see how it can enhance dramatic or other scenes requiring close-ups or sharp focus.

There are also economic factors to be surmounted. Cinerama's cameras use three lenses and its triple film uses three projectors to throw images on the immense curved screen. Six speakers are strategically placed to have the sound follow the image. In any event, it is noteworthy as a forward step in the advancement of the screen.

Keep The Ball Rolling

On his return from Hollywood last week, where he attended screenings of forthcoming product, Barney Balaban, president of Paramount Pictures, expressed his optimism about the future of the business and his company.

That faith and enthusiasm is reflected in the Paramount Pictures advertisement in this issue, calling on showmen to keep the ball rolling. Citing "The Greatest Show on Earth" as having spearheaded the upsurge in business, the Paramount ad names product of *other* companies — "Quo Vadis," "Where's Charley?," "The World in His Arms" and "High Noon," among others — as having maintained the momentum for breaking box office records.

This type of attitude is constructive and worthy of our praise. It is often observed—but too infrequently practiced — that by praising the product of other companies, the industry in general benefits.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

RKO Board Head Stolkin Rivals Horatio Alger

Ralph Edward Stolkin, who heads the syndicate now in control of RKO Pictures, is by dint of his accomplishments in the business world one of the most outstanding young personalities in post-war commerce.

At the age of 34, Stolkin, who is due to become board chairman of the RKO concern, has an estimated annual personal income of $4,000,000. His assets are figured to be between $35,000,000 and $40,000,000.

Stolkin is a vice-president of National Video Corp., makers of television tubes in Chicago. He also is partner with Corwin in Screen Associates, Inc., a Los Angeles financing company. During 1950, Screen Associates underwrote the independent production of "At War With the Army." Ryan and Burk have joint Texas oil interests.

Film Finance Investor

Upon Crowin's recommendation several years ago, Stolkin purchased a $100,000 interest in the National Exhibitors Finance Co., concern in which Corwin owned shares.

Stolkin has a controlling interest in stations KJR, Seattle, and KOIN, Portland, Ore. He is co-owner of a 20,000-acre beef cattle ranch in Kerrville, Texas. He invested in oil properties in Scurry County of that state. He is associated in Empire Industries, a Chicago mail order concern.

The mail order business gave him his financial start. With a borrowed $19,000 in 1945, Stolkin started a firm which sold punch boards in conjunction with ball point pens and small radios. Selling this business two years later for a reported $1,000,000 he invested in oil wells which now are producing 800 barrels per day.

Among the corporations in which he is interested are Kleen-Stik, makers of adhesive labels and tape; U-Arc Corp., producers of arc lamps; Postal Finance Corp.; Screen Associates, investors in and producers of films for television.

Texas Exhibs Protest Johnston TV Statement

DALLAS.—Circuit operators in the state have protested the statement made by Eric A. Johnston, MPAA prexy, before the recent Theatre Owners of America convention that "the motion picture industry will make films especially for television." The exhibitors also demanded clarification from Johnston on his declaration that theatremen would benefit from Hollywood-made telepix.

The protest, contained in a telegram to the MPAA, asked: "If the making of films especially for television . . . is to be so lucrative to the producers, what percentage of reduction in film rentals can we expect for our theatre screens?"

The telegram further stated that exhibitors resented "the inference that the industry has made the decision regardless of what the exhibitor thinks of it. Is this your conception of intra-industry co-operation . . .?" Johnston was asked.

It was noted also in the protest that the "present Hollywood creative manpower obviously cannot serve both the motion picture screen and TV without a dissipation of talent and genius which it can ill afford. . . ."

New RKO Management Plans Production Hypo



Consummating the purchase of RKO Radio Pictures is Ralph E. Stolkin (center), Chicago industrialist and head of a five-man syndicate involved in the deal. Stolkin or a close associate is expected to replace Howard Hughes as chairman of the board. Other syndicate members are (l to r): A. L. Koolish, Stolkin's father-in-law; Sherrill C. Corwin, Los Angeles theatre executive; Edward G. Burk and Ray Ryan. Stolkin came to New York this week to discuss reorganization and thoroughly study past operations before setting a new production policy.

A new board of directors for RKO Pictures is excepted to be named late next week, simultaneously with disclosure of a detailed plan of the company's future operating policy, according to Ralph Stolkin, who heads the five-man syndicate that purchased control of RKO Radio Pictures from Howard Hughes last week.

Stolkin arrived here this week from Chicago to begin a thorough study of the company's records. He has given indication that RKO production, now at a standstill, would be resumed as soon as management by his syndicate could formally begin.

Plan 26 Films

Stolkin revealed in Chicago this week that RKO will produce 26 top-budget films next year. He said that with the right type of stories, the studio would make better films at costs high enough to be prohibitive to television producers.

Regarding video, Stolkin noted that only a time factor separates full co-operation between the TV and motion picture industries. He predicted that from 85-90 percent of TV shows will be on film in the future.

The syndicate disclosed that it would not release the more than 600 feature picture backlog held by the company to television, and that "no sweeping changes in the present staff" of personnel are being contemplated.

The syndicate purchased 1,013,420 shares personally owned by Hughes plus 36,000 issues held by Ned E. Depinet, company president, at $7 per share for a total buying price, for Hughes' shares, of $7,345,940. Hughes had held the stock since May, 1948.

Set Loan Deal

Reports that Hughes was prepared to loan $8,000,000 to the picture company brought a statement from his representatives that he had agreed, as part of the sale, to make such a loan, if called upon. Hughes still maintains a controlling stock interest in RKO Theatres.

Deal which saw the syndicate take over had been in negotiation for eight weeks. Associated with Stolkin, a Chicago businessman, are A. L. Koolish, Chicago, his father-in-law; Raymond Ryan, Evansville, Ind., Edward Burk, San Antonio, Tex. and Sherrill C. Corwin, California exhibitor.

It is understood that the Stolkin group made an immediate certified check payment of $1,500,000 to Hughes, and pledged to pay out the balance over a two-year period.

Hughes had paid $8,825,690 for 929,020 shares of RKO stock in 1948 to Floyd Odlum of the Atlas Corp. His bookkeeping loss on his original investment totals $1,731,750.

Parleys Now On

Following the assumption of RKO's reins by Hughes, the theatre and production companies were separated under terms of the consent decree with the government. The theatre stock, still owned by Hughes, has a market value of approximately $4,000,000.

RKO Pictures, according to the company's recently released and unaudited financial report for the year's first six months, showed a net loss, after all charges, of $3,712,834.

In New York to discuss reorganization with Stolkin are Arnold Grant, Sidney Korshak and Gordon Youngman, Hollywood attorneys who represented the syndicate in purchase negotiations, Sherrill Corwin, Los Angeles exhibitor and syndicate member, and Greg Bautzer, attorney for Stolkin.

Loew's-Fox Deny Merger

Both Nicholas M. Schenck and Spyros P. Skouras have branded as completely untrue published reports that Loew's, Inc., and 20th Century-Fox Film Corp., the companies of which they are respective presidents, would merge.

Schenck said the rumor was "without any possible foundation . . . ridiculous, absurd, untrue, never been thought of, a complete invention." Skouras made it very clear that his company is entering upon the most important era in its history.

Mounting Protests Reach JD Over Features-For-TV Suit

Latest developments concerning the government's features-for-television anti-trust suit against the major distributors took shape in various protests lodged with the Justice Department, and the filing by a New York 16mm. film dealer and roadshow concern of a $1,050,000 treble damage suit against the seven majors.

Late this week TOA sent state and regional units a bulletin seeking opinions of their membership from which to determine a course of action. Bulletin presented both sides of the case, according to Alfred Starr, newly-elected president, and Herman Levy, counsel, with courses of possible action to take.

"Regardless of how the case is resolved," Starr said, "it will effect us" and so he is concerned about becoming involved in the suit.

Levy revealed that according to information he has heard, the suit was pending "18 months to three years" before it was actually filed. The Justice Department, he added, "has a very substantial amount of copies of letters and papers" as evidence.

AFL Passes Resolution

The American Federation of Labor, while meeting in annual convention in New York last week, passed a resolution condemning the government's suit. Sponsors were the IATSE, Screen Actors Guild and the California State Federation of Labor.

Resolution contended that should the government win the action, "a great many of the 22,000 American motion picture theatres would be forced to close, with the result that film producers then would not have enough monetary returns to finance the making of quality theatrical pictures in which hundreds and sometimes thousands of American workmen are employed."

It was instructed in the resolution that the AFL executive council "investigate all factors in the bringing of this unfair suit which jeopardizes the jobs of thousands of AFL members." Suit was described also as "capricious and unreasonable."

On the Coast, the Screen Story Analysts Guild reported the sending of a protest to the Justice Department in which the government action was called capable of causing "unjustifiable injury" to the Hollywood industry.

The New York action, filed in U. S. District Court, was instituted by Fisher Studio, Inc., and Robert V. Fisher. Complaint makes no mention of the government case but incorporates the Paramount anti-trust case of several years back in which some of the defendants were found to have violated the anti-trust laws in the distribution of motion picture film.

Complaint charges also that damage was done by preventing defendants from showing 16mm. films to aged and crippled "shut-ins" in institutions within 10 miles of an established theatre.

Editorials Dig Suit

The New Orleans "Times-Picayune and States" noted in an editorial that people could not be expected to pay for a picture in a theatre when it later would be available free on home TV. In criticizing the suit, the paper raised the question of whether Federal officials or law courts are competent to determine when a film has exhausted its theatrical value and should be exhibited on TV.

The Savannah, Ga., "Morning News" stated editorially that the government, in its "efforts to force the movie industry to contribute to a competitive program which is against its own interests, is striking at the very heart of a system (free enterprise) which has made this nation great."

A denial that there was any pressure by video or political interests behind the government suit was made by William C. Dixon, West Coast chief of Justice Dept. anti-trust division offices, before a luncheon meeting of the National Society of Television Producers.

Starr Proposes One Organization, All-Exhib Forum

Alfred Starr, new president of TOA, expressed the hope this week, at his first formal trade press conference, "to see the day when all exhibitors come together in one organization or forum to discuss our problems."



ALFRED STARR

At every opportunity, Starr declared, he will make en effort to contact other exhibitor organizations. He indicated that visitors from other groups were always welcome at TOA meetings, saying that he expected to attend the forthcoming Allied meet. He added that he is friendly with and has respect for many of the leaders of other theatre owner organizations.

Starr took the press meeting as an opportunity to explain what he called his "pet project." This, he said, is to get into theatres the millions of people, over 35 years of age, who "don't go to pictures because they don't know which ones to go to."

"Pet Project" Explained

There is a great need for devising ways and means to tell these people "which pictures are mature." This group, Starr said, "is the real lost audience."

Previously, the movie business has aimed so sharply and successfully at the mass "that it has overlooked these people," the TOA added. These older people are not fickle, "they would be loyal and steady patrons."

Since this group "doesn't look at a movie page in the newspapers or read fan magazines, they don't know about the pictures they should see. The problem," he said, "is one of communications."

Four Major Complaints Of Small Exhibitors Cited In Senate Report

WASHINGTON.—Evidence of possible anti-trust violations on the part of distributors has been uncovered in the investigations by the Senate Small Business Committee, a staff report told Committee members over the weekend.

The staff said that they had uncovered plenty of evidence of friction between small theatre owners and distributors and listed four complaints as the major ones advanced by the small theatre owners.

They complained they can't get pictures on the same availability as that accorded larger theatres; are forced to buy in blocks; assert that in many areas branch managers have theatre interests and favor those theatres; and charge that distributors are using competitive bidding in many instances to get unreasonably high prices from small theatres.

The staff did not elaborate on its assertion that evidence already gathered indicates there may have been anti-trust violations, but it is presumed that the exhibitor complaints were the basis of the comment.

Meanwhile staff investigator William D. Amis has postponed for at least a month his scheduled trip to San Francisco. He was to confer with exhibitors and investigate their complaints.

Gillis W. Long, another investigator, just recently returned from Los Angeles, where he did much the same thing. Long was chiefly concerned with evidence gathered by the Southern California Theatre Owners.

SCTOA contines to correlate exhibitor gripes for future presentation to the committee.

The Senate Committee will probe into exhibitor complaints in key spots around the nation, as reported earlier.

AT&T To Furnish Trade "With Useful Cost Data" For Big Screen Service

WASHINGTON.—The American Telephone and Telegraph Co. agreed this week to supply the film industry "with useful cost data for a theatre television service," according to Vincent Welch after a three-hour meeting between AT&T and industry representatives.

AT&T promised to make every effort to have the data ready by the end of the year.

The industry had been trying for many months to get cost estimates from AT&T, but it was only last week after MPAA engineers found and corrected an error in the specifications they had supplied AT&T that the company receded from its position to the effect that cost estimates would not be possible.

There was no comment from any industry source on AT&T failure to promise the figures before Oct. 20, when the FCC opens the engineering and accounting phases of its theatre TV hearings.

in any languag

le plus grand de tou
h megaliodestera olo
¡lo mas grande de to
il più grande di tutt
deu största av dem
a maior de todas!
der groesste von alle
jang terbesar dari se

"The Snows of K

THE BIGGEST



ERNEST HEMINGWAY'S

THE SNOWS of

starring

GREGORY PECK · SUS

with

HILDEGARDE NEFF LEO G. CARROLL TORIN THATCHER DAF

there's no busin

a!

njaro" is

OF THEM ALL!







IMANJARO

color by TECHNICOLOR

YWARD · AVA GARDNER

Directed by
UCK · HENRY KING · Screen Play by CASEY ROBINSON



e Snows business!

20th CENTURY-FOX

Allied Artists Moves Forward With Costly Production Slate

CHICAGO. — Production of more costly films during the coming year under the Allied Artists banner exclusively has been announced by Steve Broidy, Monogram Pictures Corp. president, at the company's three-day conclave which concluded over the weekend at the Blackstone Hotel.

Broidy's announcement, coupled with the prophecy that the picture company will have its biggest financial year in 1953, was made at the first large national sales meeting of Monogram-Allied Artists held since 1946.

In attendance were 200 executives, exchange managers, bookers and salesmen. Morey "Razz" Goldstein, vice-president and general sales manager, served as chairman. Speakers, besides Broidy and Goldstein, included Ralph Branton, Edward Morey and Harold Mirisch, all vice-presidents; Walter Mirisch, executive producer; George D. Burrows, executive vice-president and treasurer.

Old Name Discarded

Broidy disclosed the company's decision to discard the use of the Monogram name from all but corporate transactions and publicly substitute it with that of AA, the subsidiary formed in 1946 to handle only major calibre product.

The company prexy noted that the industry has moved out and away from "the period of despondency of doom and gloom" and is "now being geared not only to keep customers coming back to the box office but to offer the kind of packages that will entice new audiences."

He said his company has scheduled 35 feature films for the new season. Many, he added, will be given the heaviest exploitation yet undertaken by his studio as the release program is "aimed at every theatre in the country." Star names, greater production value and color will be stressed in the line-up, he disclosed.

British Deals Noted

Walter Mirisch, in his speech, noted that plans are now in progress for future important productions to be launched jointly with Associated British-Pathe. He said that the films "will be specifically adapted to appeal to the American market" and will "equal in cost and quality . . . those produced by any of the world's largest studios."

According to Broidy, "anyone of a score of pictures on our new program would have spearheaded an entire year's product in the past."

Pictures will have timely story themes, exploitable titles and recognizable backgrounds scenes, Branton maintained.

Current and future financial prospects for the company were noted by Burrows as "exceedingly bright, and every indication points to our having profits for the current year that will at least equal the earnings we will show for the year just ended."

Monogram and its consolidated companies for the fiscal year just closed will show a net just short of $600,000, making the year the "second best . . . we have had since the inception of our company," Burrows reported.

Earnings Cited

Burrows revealed also that "the combined effect of accumulated earnings and materializing of financial plans under consideration will permit co-ordination of operations in the company that have been somewhat lacking in the past because of our lack of working capital."

Walter Mirisch said that "re-tooling" of studio facilities for stronger product comprised one of the most difficult projects in company history. He noted that in conceiving the 1953 schedule, the company had uppermost in mind the idea "to present a group of pictures whose universal appeal and versatility in format would challenge the program of any other company in the industry."

That the company's sound position today must be in large part attributed to the work of its "dynamic sales force" was attested to by Morey. He said "during the past year, when many companies reported either losses or considerably lowered earnings, Monogram and Allied Artists business improved."

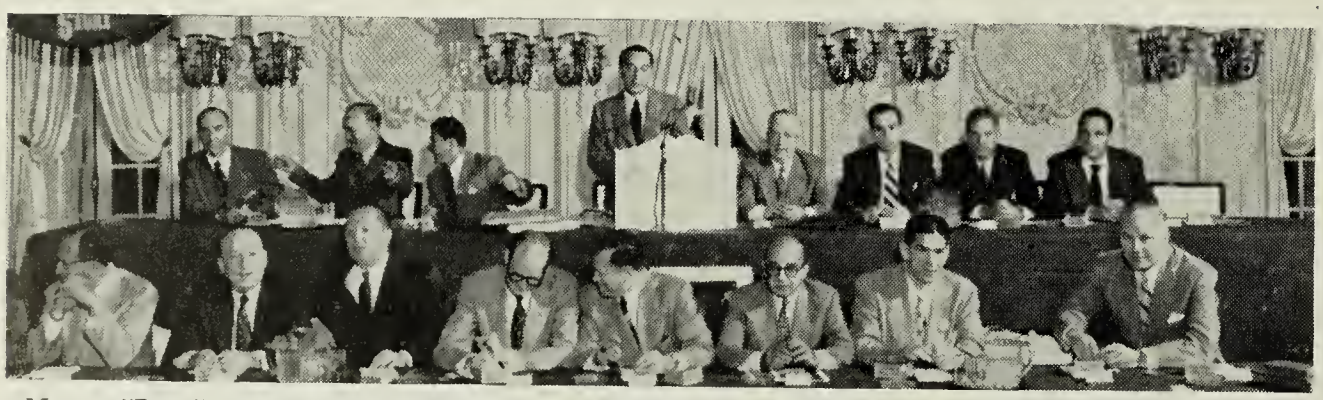
"Razz" Goldstein Praised

Morey praised Goldstein, in particular, for "an exceptional job" in sales leadership. He called attention to the November sales drive named in Goldstein's honor, and said that the sales force would during that month attempt to break the companies' existing booking records.

Goldstein termed 1953 as the "pay off year" for the companies. He said that both concerns are marshalling their stepped-up resources to "pay back in superior screen merchandise" the support given it by exhibitors during the company's growth.

He noted that during growth "we knocked into a cocked hat the skepties' credo that this

(*Continued on page* 17)



Morey "Razz" Goldstein, vice-president and general sales manager of Allied Artists, opens the company's three day national sales convention at the Blackstone Hotel, Chicago. Front row (l to r): Si Borus; Nat Nathanson, Harold Wirthwein, James Prichard, Harry Goldstein, L. E. Goldhammer, M. Goodman and Lloyd Lind. Back row: Frank Vaughan, Oscar Hanson, Edward Morey, Goldstein, Steve Broidy, Walter Mirisch, G. Ralph Branton and John C. Flinn.

Balaban Certain Upsurge At BO Will Push Higher

Strong confidence that the current upswing at the box office will be maintained and increased was expressed by Barney Balaban, Paramount Pictures prexy, in New York last week upon his return from Paramount's Hollywood studios. Balaban's outlook was based on a series of talks held with top studio officials, and on screenings of forthcoming company product.

He called "truly inspiring" the "realistic attention to the box office needs of exhibitors and to the present day tastes of world audiences, combined with vigorous and imaginative showmanship, with which every picturemaker on our lot is going about his job."

Balaban said his chief reason for the Coast visit was to "ascertain picture-wise at first hand . . . whether our production organization was geared to maintain this unprecedented success standard in the product for release beyond that. I was delighted," he added, "that the standard is not only being maintained but exceeded."

The Paramount prexy stated that upon what he had screened of finished pictures, coupled with the current successes, "pace setters for the industry as well as Paramount, I am confident that our company's present box office momentum will be maintained, if not exceeded, with resulting increased patronage from the public and increased box office receipts for our customers."

He stated also that from recent discussions with several other company heads "similar enthsiasm is felt for their product and planned production for 1953 and beyond."

Hollywood Never Blasted House Probers: MPIC

HOLLYWOOD.—Hollywood this week attacked efforts by groups seeking to link the motion picture industry to raps at the House Committee on Un-American Activities. As the House Committee opened hearings in Los Angeles, the Motion Picture Industry Council, representing 11 of Hollywood's leading management, guild and union groups, directed attention to activities by a self-styled "Citizens Committee to Preserve American Freedoms" which has been called for protests against the Committee.

"We denounce the actions of this 'Citizens Committee.' We condemn its tactics. We repudiate its views, as we have repudiated similar views in the past by the Arts, Sciences and Professions Council," the MPIC statement declared.

The statement recalled two earlier official statements of support issued by the MPIC during the 1951 hearings, and declared: "These views have not changed one iota."

COMPO Engages Shain

Sam Shain, formerly exhibitor relations contact for 20th Century-Fox Film, has been engaged as a special representative for COMPO. He will serve mainly in the field and will assist in carrying out COMPO's program for Movietime star tours, the campaign for the repeal of the 20 percent Federal admission tax and other projects.

Premiere of Cinerama Hailed As Showmanship Innovation

Cinerama was unveiled to the public this week at the Broadway Theatre, New York. The first production in the revolutionary film production and projection process which creates a three-dimensional illusion, was "This is Cinerama," produced by Merian C. Cooper and Robert L. Bendick.

Three synchronized projection machines were used to throw images on a huge, curved screen six times the ordinary size. Accompanying the projection was stereophonic sound, utilizing six amplifiers to enact directional movement in sound with the same ease as movement in sight is pictured. The process is the invention of Fred Waller.

Lowell Thomas, chairman of the board of the company, spoke the prologue and narrated the two hours of entertainment which included air and water thrills, grand opera spectacle, comedy, adventure, music and song.

The presentation, which was mostly in Technicolor, was hailed as an innovation in spectacular showmanship by film critics of the New York "Hearld Tribune" and "The New York Times" the day after the invitational premiere was held.

Page-One Review

In a page one story, "The Times" noted that the audience, excited by the novelty of the attraction, viewed the proceedings "as if it were seeing motion pictures for the first time."

The news story commented that the "quality of the color . . . was generally excellent and the merging of the three images at the margins only occasionally perceptible. The sound, while overwhelming in volume at times, was unusually crisp and clear, and the presentation of voices was properly synchronized."

The review in the "Tribune" noted that Cinerama "whatever its future . . . has a glorious present; it is show business in a big and exciting way, and moviegoers are urged to rush . . . to see it." The films shown possess a sensation in impact, the story added.

Earlier, the Natural Vision Corp., in Hollywood, revealed an exchange of correspondence with Cinerama, Inc., in which it called Cinerama to task for "mis-use" of the term "three-dimension."

Natural Vision, according to M. L. Gunzburg, prexy, is the developer of the three-dimension process used in the color production of "Bwana Devil," film made by Arch Oboler which opens jointly at the Hollywood and Los Angeles Paramount Theatres in mid-November.

Wrote To Cinerama

Gunzburg wrote to Cinerama, in part, that "there has been a great deal of publicity and stock promotion on the part of Cinerama and its associates which unfortunately has served to create the impression on the public that the Cinerama process is three-dimensional. This . . . is not true.

"In photography, three-dimension has a particular and specific definition. Assuming that your organizations would not knowingly contribute any misrepresentation, I suggest that in the future Cinerama and its associates do all in their power to correct this false impression."

Cleveland Houses Begin TV Cross Promotions

Cleveland.—Following the cross promotion tie-up in New York between the Organization of the Motion Picture Industry of that city and National Broadcasing Co., local television and radio outlets, downtown first run houses here, together with WNBK, NBC's own and operated TV outlet, have joined in a series of joint promotional ventures.

Theatres promoting shows and contests with WNBK are the RKO Palace and the Sheftel-Burger Hippodrome. Latter house, managed by Jack Silverthorne, opened the program with newspaper ads and trailers, which urged audiences to watch WNBK for a contest. The station in return gave play-date plugs and contest hints. At the Palace, WNBK joined in a similar contest.

Emanuel Frisch Named New MMPTA Prexy; Rosen Board Chairman

Metropolitan Motion Picture Theatres Association, New York, elected at the group's annual membership and board meeting this week Emanuel Frisch, Randforce Amusement Co., as president for a two year term.

Frisch succeeds the late Edward N. Rugoff, whose duties as prexy were handled since his death last month by Solomon M. Strausberg, first vice-president. Strausberg, who was re-elected this week, paid tribute to Rugoff as having been one of MMPTA's "best beloved and most valued members."

Others Named

Others named for two-year terms were Samuel Rosen, board chairman; Robert Weitman, second vice-president, and Russell V. Downing, treasurer. Oscar A. Doob was re-elected chairman of the executive committee for a fourth successive term. D. John Phillips continues as executive director.

On the executive committee are Samuel Rinzler, Rosen, Sol Schwartz, Weitman and Strausberg. On the board of directors are Herman Becker, Leo Brecher, Doob, Downing, Harry Goldberg, Julius Joelson, David C. Katz, Rinzler, Fred J. Schwartz, Strausberg and Weitman.

Universal Nets $1,752,472 During 39-Week Period

Universal Pictures Company, Inc., and subsidiary companies report for the 39 weeks ended Aug. 2, 1952, consolidated net earnings of $1,752,472, after provision of $2,650,000 for estimated federal income and excess profits taxes and after provision of $250,000 for contingencies. This compares with consolidated net earnings for the corresponding 39 weeks of the previous fiscal year of $1,127,182, after provision of $1,675,000 for estimated federal taxes on income and after provision of $400,000 for contingencies.

Optimism For Arbitration Plan Despite Changes

Much optimism is being expressed that the revised draft of a system for industry-wide arbitration, which was expected to be finalized late this week, will be acceptable to both distribution and exhibition.

Bright viewpoints were especially in evidence among Theatre Owners of America executives. Alfred Starr, newly-elected prexy, said that in his opinion "arbitration is here" and will come into being "very, very soon. . . ." Speaking at his first trade press conference since becoming president, Starr, was confident that none of the new provisions "could be a real obstacle" to industry-wide acceptance of the arbitration plan.

The new TOA head added that if the same spirit now prevails which in the past cleared the original hurdles and problems, then nothing can prevent fulfillment of the arbitration goal.

"A New Era"

"When—not if—arbitration comes in," Starr emphasized, "you'll see a new era in distribution. We all know, in spite of the many law suits, that we're all in the same industry and one segment can't prosper without the other." He pointed out that "arbitration is not worth any more than the goodwill that is brought to it by both parties."

Harry Lamont, president of the Albany TOA unit, stated that prospects for establishing a system within six months or by next spring are excellent.

In other quarters, notably within the National Allied domain, prospects for quick signing of any draft were regarded with less optimism.

Abram F. Myers, Allied general counsel and board chairman, last week balked at a proposal presented by TOA at an arbitration committee meeting in Washington among representatives of distributors, Allied and TOA. Proposal would have given circuits and other exhibitors the right to initiate arbitration proceedings to increase clearance.

Earlier Rejected

Myers said that such a proposal had been earlier rejected by arbitration committees as too controversial. Neither was it included in the original draft which Myers had drawn up.

The view that arbitration would not be agreed upon for many months, if ever, was subsequently aired by Myers. He said that he doubted whether a draft could be readied for the November Allied convention.

The recent Washington arbitration meeting, Myers added, had otherwise been inconclusive. Discussions were understood to have resulted in the tossing of the original draft into the hands of distribntor attorneys for reworking into legal language.

Revisions, following conclusion this week, will be offered to distribution and exhibition companies, respectively, for review and additional recommendations.

Private Trust Suits Rise

WASHINGTON.—The number of private anti-trust suits has increased to the greatest figure in recent years with a considerable proportion of these bronght against motion picture companies.

TELEVIEWS

By AARON SLOAN

Record Fight Recap

The Walcott-Marciano bout was carried over a closed circuit Theatre Network Television hook-up to 50 theatres having big screen TV installations in 30 cities from coast to coast, ranging from Miami in the south to Seattle northward. Capacity and near capacity attendance was enjoyed since the fight was neither broadcast nor home telecasted. Share from theatres to the promoters was $140,000.

In New York, eight houses carried the bout to a standing room only capacity. Police were on hand to supervise crowd situations at some theatres. At the nearby S-3 Drive-In at Rutherford, N. J., the bout became the first TV program ever to be carried at an ozoner. Car charge was $10, and most autos were packed, with as many as 10 persons per car. An RCA system threw a 24 x 36 image.

Projection at most theatres ran smoothly. At the Ashland, Kansas City, the image was somewhat blurred at times. The Warner, N.Y., had a slight mechanical breakdown for a few seconds of the first round.

A counterfeit ticket racket aimed at the Grand, Albany, failed when Guy A. Graves, Schenectady manager for Fabian Theatres, spotted the phoney ducats, ran ads in a local paper and garnered news stories to warn prospective patrons against the dupe.

Video Down Under?

Home video is envisioned in Australia within a year by a Melbourne electronics concern, despite last March's government decision to pigeonhole TV plans indefinitely due to the high expense. According to present law, TV would require government operation.

More New Stations

Seven more applicants for new commercial TV stations in six cities were granted by the FCC in addition to a new non-commercial educational application of the New York State Board of Regents for an outlet in Syracuse. Two of the new stations will be built in Columbia, S.C. Other construction permits went to broadcasters in Denver, Colo.; Montgomery, Ala.; Little Rock, Ark.; Fresno, Calif., and Roanoke, Va.

CBS meanwhile asked the FCC to approve its purchase of WBKB, the Balaban & Katz Chicago TV station. CBS said approval would result in WBKB's operations being "expanded and strengthened in terms of facilities, staff and programs."

Skiatron Plans

That Arthur Levey, Skiatron Electronics and Television Corp. prexy, will make all efforts to extend the forthcoming test of the pay-as-you-see home video system to Philadelphia became evident through a statement this week. The company is preparing a bid to the FCC for permission to begin a 90-day test in New York among 300 families. It would extend the test to cover Philadelphia.

TV's Blow to Drive-ins

"Drive-ins are getting the worst blows from TV since only 18 percent of the TV audience views their sets in the daytime, and 82 percent of the sets are in use at night," it was noted in a strong warning issued to Texas ozoner operators by Claude C. Ezell, Texas Drive-In Theatre Owners Association prexy. Calling TV a more direct threat to airers than to conventional theatres because it operates only at night, Ezell commented that "many more TV sets have been sold than reported" because "manufacturers are actually ashamed of hoaxing the public by promising them that current motion picture feature films would be available for TV."

The Merger Situation

Whether or not United Paramount Theatres and American Broadcasting System will have their proposed merger effected remained an open issue at press time. Parties concerned in the now-ended hearings were still filing their own ideas of what the FCC decision should be. Paramount, in stressing its own findings, noted that it has not followed a practice of keeping films, stories and performers from video. Probably 10 percent of Paramount's film library has already become available for TV and the company noted it is willing to sell more if the price is adequate, the findings disclosed. Meanwhile, a brief filed by ABC, UPT and B&K noted that the merger would provide a third major network capable of competing with the "existing duopoly" in the home TV network field.

Rise in Quality?

As a result of competition among TV set manufacturers, the quality of video pictures will catch up with the quality of motion picture film in two or three years; so the film industry must work through research towards new developments in photography and projection if it wants to remain in front, Russell H. McCullough, National Theatres vice-president, told the final TOA convention luncheon.

Additional TV Stations

The St. Louis area is fraught with TV station plans. Just this past weekend, it was learned that Rockford Broadcasters, Inc., Rockford, Ill., intends a $447,000 station; Greater Rockford Television, Inc., also Rockford, plans a $329,700 venture; Illinois Broadcasting Co., Decataur, Ill., $338,250; Lee Broadcasting Inc., Quincy, Ill., $305,900, and Sangamon Valley Television Corp., Springfield, Ill., $331,300.

Economy Sets In

The discontinuance of nine programs with subsequent reduction in on-the-air hours of approximately 35 percent will begin next week for WOR-TV, New York. Changes are being made for reasons of economy. One casualty will be the four-hour "All Night Show," which ran until 4 a.m. Films will replace coverage of wrestling and racing on Fridays and Wednesdays, respectively. A nightly 45-minute newsreel will be clipped to five minutes.

World Exposition Of Films Slated For Texas Fair

DALLAS.—R. J. O'Donnell, spokesman for the executive board of Texas COMPO has announced plans for the presentation of a "Motion Picture World Exposition" to be held at the 1953 State Fair of Texas.

Plan is based on an original idea from Paul Short, representing the executive chairmen of Texas COMPO, under whose personal direction it will be executed.

The Exposition will pursue the story of the motion picture industry from its nickelodeon days through the slide and silent days and the era of sound and talking pictures to today's color film and technical triumphs.

A modern theatre building, circular in shape, is being especially designed to house the display on the State Fair Grounds. Exhibits from the archives and libraries of all of the Hollywood studios, including historical data, actual costumes, properties and all other materials concerning the growth and development of the industry, will be features of the presentation.

Broadcast Planned

A nation-wide radio broadcast will originate daily from the Exposition theatre and there will be a sponsored network TV show daily in which audiences will participate.

Each Hollywood studio and the various Guilds, including writers, actors, directors and producers, will be honored with a special day in which their representatives will be guests of the Exposition.

Five thousand dollars cash prizes will be awarded to those who submit the closest estimate of the approximate number of feet of film that has been used in the making of motion pictures through 1952.

Another attraction of the Motion Picture World Exposition will be the selection of a "Mister and a Miss State Fair." Candidates for this honor will be selected each day and the final decision will be made on the closing day of the Fair with a committee of judges from the motion picture groups determining the winners. Prizes will be a screen test at one of the major studios.

A two-reel subject covering the entire history of motion pictures is now being written. Film will be shown continuously throughout the Exposition.

French Offer Remittances

American distributors have accepted a French government offer to remit $1,200,000 in frozen earnings to U.S. firms, it was pointed out following a meeting in New York of foreign managers. The offer, which came as a surprise after the recent collapse of Franco-American film pact talks, was interpreted as a good-will gesture designed to hasten resumption of negotiations.

Video Note

Martin Theatres of Georgia and radio station WDAK had their competing applications for a Columbus, Ga., television station dismissed by the FCC so that they could file a new single application for a station in which the two interests would each own 50 percent.

ANNOUNCING 20th CENTURY-FOX'S

$7,500

SHOWMANSHIP CONTEST



ON

"Something for the Birds"

starring

VICTOR MATURE · PATRICIA NEAL · EDMUND GWENN

with Larry Keating · Gladys Hurlbut · Hugh Sanders · Christian Rub

Produced by SAMUEL G. ENGEL · Directed by ROBERT WISE · Screen Play by I. A. L. DIAMOND and BORIS INGSTER



Open to any manager and/or advertising manager of a motion picture theatre any-

148 PRIZES

HERE'S ALL YOU HAVE TO DO!

1. Play **SOMETHING FOR THE BIRDS** before February 1st, 1953.

2. Start planning your prize-winning Showmanship campaign immediately. Here's what you can do now!—Arrange for full-page cooperative ads with this slogan to tie up with the title: "SOMETHING FOR EVERYONE IN THE FAMILY"... Newspaper letter-writing contest on the theme: "WHAT I'D LIKE TO SEE MOST ON A TRIP TO WASHINGTON, D.C."... Tie up with libraries on books on bird life ... Contact local chapter of Audubon Society... Join in the Red Cross Blood Donor Drive, with the slogan: "SOMETHING FOR THE SERVICEMEN."

First Prize	**$1,000** U. S. SAVINGS BOND
Second Prize	**$500** U. S. SAVINGS BOND
Third Prize	**$250** U. S. SAVINGS BOND
5 Prizes	**$100** U. S. SAVINGS BONDS
10 Prizes	**$75** U. S. SAVINGS BONDS
50 Prizes	**$50** U. S. SAVINGS BONDS
80 Prizes	**$25** U. S. SAVINGS BONDS



In the event of ties, duplicate prizes will be awarded

TOTALING $7,500

3. Wire or call today for your free Showmanship Kit. Chockful of ideas and material to help you plan a hard-hitting Selling Campaign! See below.

4. Send your complete campaign to SOMETHING FOR THE BIRDS Showmanship Contest Committee, 444 West 56th Street, New York 19, N.Y., postmarked no later than midnight Saturday, February 21st, 1953. Consideration will be given to the nature of the run, type of theatre, location, etc. GET GOING EARLY!

FREE SHOWMANSHIP KIT!

"Something for the Birds"

SPOT ANNOUNCEMENT RECORD...
NEWSPAPER ADS...STILLS...
FEATURE PUBLICITY STORIES...
SPECIAL AD ART...SPECIAL HERALD
SPECIAL ACCESSORIES
PLUS detailed information on FREE TEASER
TRAILER and FREE 24-SHEET POSTERS.



Write or wire

EXPLOITATION DEPT.
20th Century-Fox Film Corp.
444 West 56th Street
New York 19, N. Y.

RULES FOR THE $7,500 CONTEST ON "SOMETHING FOR THE BIRDS"

ENTRY DATE: All entries must be postmarked on or before midnight of February 21, 1953.

THE JUDGING: Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "SOMETHING FOR THE BIRDS."

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

HOW TO ENTER: 1. Submit a written summary of the advertising,exploitation and publicity campaign you stage for your engagement of "SOMETHING FOR THE BIRDS," documented with newspaper tear sheets, photos and other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However, judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

2. This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

a. Size of theatre (seats)_____

b. Population_____
and type of community_____

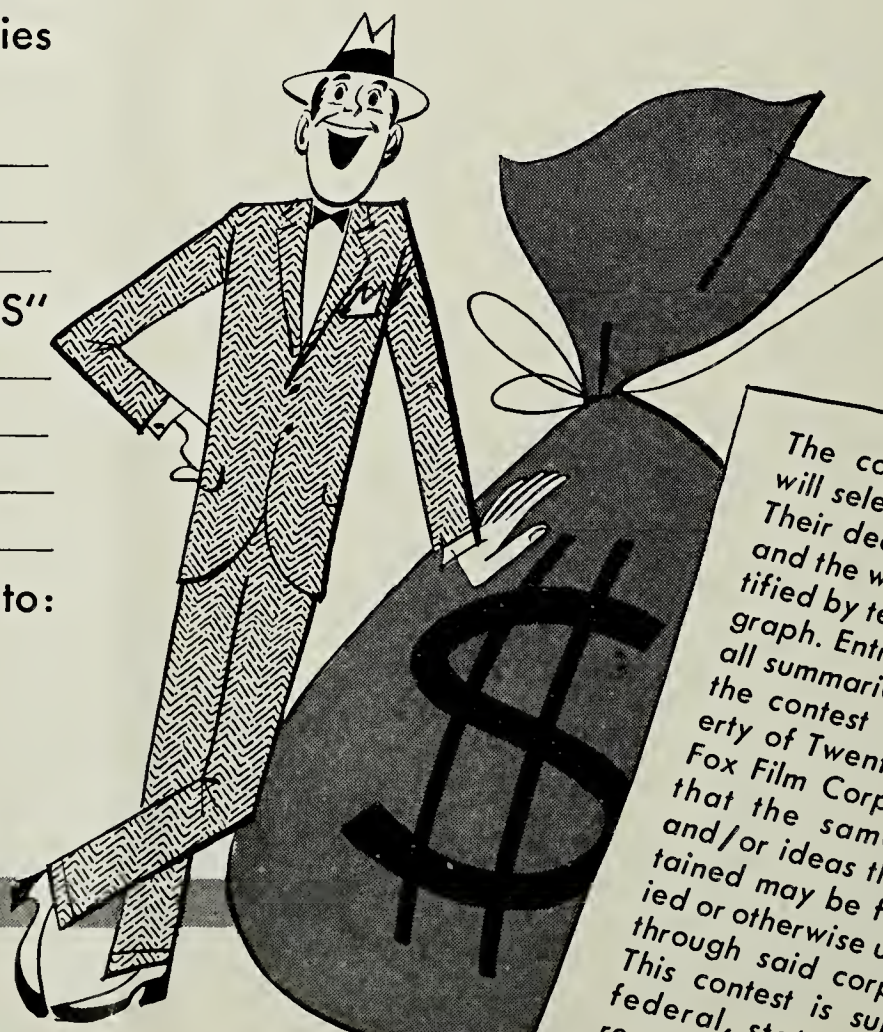
c. Run given "SOMETHING FOR THE BIRDS"
_____

d. Percentage of normal business_____

e. Receipts for engagement (optional)_____
_____

3. Send your summary by first class mail to:

"SOMETHING FOR THE BIRDS"
SHOWMANSHIP CONTEST
Twentieth Century-Fox Film Corp.
444 West 56th Street, New York 19, N.Y.



The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same material and/or ideas therein contained may be freely copied or otherwise used by or through said corporation. This contest is subject to federal, state and local regulations.

There's No Showmanship Like 20 Century-Fox Showmanship!

Staff Reviews

"Springfield Rifle"

(Warner Bros.) WarnerColor 93 Min.

Cast: Gary Cooper, Phyllis Thaxter, David Brian, Paul Kelly, Lon Chaney, Philip Carey, James Millican, Guinn Williams, Alan Hale, Jr., Martin Milner, Wilton Graff, Richard Hale, James Brown, Vince Barnett, Poodles Hanneford, Jack Woody, Jerry O'Sullivan, Ned Young, William Fawcett.

Credits: Produced by Louis F. Edelman; Directed by Andre DeToth; Screen play by Charles Marquis Warren and Frank Davis; From a story by Sloan Nibley.

"Springfield Rifle" is a major outdoor action film that combines some of the best features of top westerns in a competently woven framework of Civil War counter-espionage and intrigue. Gary Cooper's square-jawed portrayal fits neatly into a plot that has him play a Union officer who braves the scorn of his associates as he attempts a secret mission to help win the war. His task takes on action significance with fist fights, gun play and rough riding as he battles a series of clever and brutal villains. Plot should keep patrons riveted to their seats throughout, even though the surprise element is revealed prior to the climax. Lending splendor to the proceedings are the hues of WarnerColor.

STORY: As a result of an encounter with raiders who are preventing Union forces from securing horses, Union Army Major Gary Cooper is court-martialed and dishonorably discharged from a western cavalry outpost during the Civil War. Although convicted of cowardice, Cooper still holds the respect of most of the men, especially Lt. Col. Paul Kelly, the commander. Cooper soon confuses the men when he joins David Brian's gang of raiders and helps smuggle horses to the Confederates. But at a secret meeting, Cooper is revealed as a spy for the Union. He is instructed to kill Brian and make contact with the person who is preventing the Union from securing horses. Cooper follows instructions and learns that Kelly is the informer. Kelly, in turn, discerns Cooper's position and orders him hung. But friendly soldiers free Cooper, attack and subdue the raiders by using rapid-fire Springfield rifles. Cooper captures Kelly and is made commander.

"The Lusty Men"

(RKO) 113 Min.

Cast: Susan Hayward, Robert Mitchum, Arthur Kennedy, Arthur Hunnicutt, Frank Faylen, Walter Coy, Carol Nugent, Maria Hart, Lorna Thayer, Burt Mustin, Karen King, Jimmy Dodd.

Credits: A Wald-Krasna Production; Produced by Jerry Wald; Directed by Nicholas Ray; Written for the screen by Horace McCoy and David Dortort; Suggested by a story by Claude Stanush.

The familiar story of fame and fortune throwing a good guy off balance gets dressed up with the excitement, thrills and action of the rodeo ring in "The Lusty Men." Boasting the money names of Susan Hayward and Robert Mitchum, and offering a variety of exploitation gimmicks, this Wald-Krasna production should sell enough tickets to satisfy the exhibitor booking it. Actual scenes of rodeo participants riding bucking broncs and dangerous bulls, and roping steers are liberally intercut with the straightforward narrative. While the details of rodeo life offer a fresh subject for screen entertainment, there is a repetition which leans toward excess during the 113 minutes of running time.

STORY: Cowboy Arthur Kennedy and his wife, Susan Hayward, are saving their small earnings to buy a ranch of their own. When Kennedy meets Robert Mitchum, a famous one-time rodeo champion who is now washed up, he asks the latter to train him. Against Susan's wishes, they hit the rodeo circuit. Kennedy is an instant success. Now that he is making big money and is famous Kennedy refuses to return with Susan to buy a small ranch. They have a falling out and when Mitchum reveals to Susan that he loves her, Kennedy calls him a coward and parasite. To show he can still ride, Mitchum enters the rodeo competition and wins, but his foot catches in a stirrup and he is killed. Sobered, Kennedy returns to Susan and they go back to buy their ranch.

"The Thief"

(United Artists) 85 Min.

Cast: Ray Milland, Martin Gabel, Rita Gam, Harry Bronson, John McKutcheon, Rita Vale, Rex O'Malley, Joe Conlin.

Credits: A Harry M. Popkin Production; Produced by Clarence Greene; Directed by Russell Rouse; Written by Greene and Rouse.

Preceded by a vast amount of nation-wide publicity, "The Thief" has the makings of a top-grossing attraction. Built on a gimmick—there is no spoken dialogue throughout the running time although there are various sound effects, used mostly to heighten the melodrama—the picture still generates enough suspense and tension to carry it along when its novelty becomes strained. The story of an atomic spy who runs from the FBI is straightforward in its presentation, but the lack of any conversation has precluded a clear understanding of the central figure's changing motivations. Ray Milland, whose name should add quality to this unusual picture, turns in a truly superb performance, expressing the varied reactions of a man under pressure.

STORY: Ray Milland, a prominent physicist, photographs secret data in the office where he works. He passes the film on to Martin Gabel, who, in turn, hands it over to a series of other individuals. When one of these is accidentally killed while crossing the street, and the microfilm discovered, the FBI investigates all scientists in Milland's office. Gabel tips off Milland that he is being followed, as are all the other scientists. But Milland gets panicky and slips away. With the help of his confederates, Milland reaches New York, where he contacts Rita Vale on the observation tower of the Empire State Building. Harry Bronson, an FBI agent, picks up his trail and Milland inadvertently kills him. Just as he is to board a boat that will take him to safety, Milland changes his mind and gives himself up to the FBI.

"Back At The Front"

(Universal-International) 87 Min.

Cast: Tom Ewell, Harvey Lembeck, Mari Blanchard, Richard Long, Palmer Lee, Barry Kelley, Russell Johnson, Vaughn Taylor, Aram Katcher, George Ramsey, Aen-Ling Chow, Benson Fong.

Credits: Produced by Leonard Goldstein; Directed by George Sherman; Screen play by Lou Breslow, Don McGuire and Oscar Brodney; Story by Breslow and McGuire; Based on the characters created by Bill Mauldin.

The exploits of Willie and Joe, the bedraggled GIs created by cartoonist Bill Mauldin, are continued in laugh-getting style in "Back At The Front," second of the series. Story deals with their naive involvement with renegade Americans operating a smuggling ring in Tokyo. Mixed with the plot are their beefs at the Army. A sneak preview audience at the RKO 86th St. Theatre, N. Y. C., that paid to see "The Story of Will Rogers," reacted with hearty chuckles to the proceedings. Patrons warmed to the humor of the piece and laughed at a steady rate throughout. Film, shot mostly in Tokyo, has some interesting views of that city.

STORY: Back in the Army, Tom Ewell and Harvey Lembeck, Willie and Joe, are sent to a camp near Tokyo. They seek discharges but are put on "special duty" as human guinea pigs to test new equipment. In Tokyo, they visit an off-limits bath house and are pursued by MP's. Saved by Russell Johnson, an American smuggler, the two are dined and plied with liquor. General Barry Kelly, aware that they are being duped, has them followed. When they drive a load of explosives which they think is crab-meat to an airport for Johnson, MP's apprehend them. But the cargo has already been loaded and Ewell, in anger at his own stupidity, hurls a surplus can at the plane. It explodes and Johnson is caught. Ewell and Lembeck become heroes.

"Everything I Have Is Yours"

(M-G-M) Technicolor 91 Min.

Cast: Marge Champion, Gower Champion, Dennis O'Keefe, Monica Lewis, Dean Miller, Eduard Franz, John Gallaudet, Diane Cassidy, Elaine Stewart, Jonathan Cott, Robert Burton, Jean Fenwick, Mimi Gibson, Wilson Wood.

Credits: Produced by George Wells Directed by Robert Z. Leonard; Written by Wells; Additional dialogue by Ruth Brooks Flippen.

Marge and Gower Champion get their first starring chance in this Technicolored musical-drama. Since this wife-husband dancing-singing team is not yet a strong draw, and since production, for all its musical numbers, is of modest proportions, "Everything I Have Is Yours" must be regarded as a supporting feature. But in that category it will satisfy patrons with its top-notch dancing, abundance of lively tunes and the occasional comedy which enlivens the otherwise routine story framework. The Champions have the talent to develop into top box office names to make exhibitors eagerly await their future films.

STORY: Marge and Gower Champion, a wife-husband team, are a big hit on the opening night of their Broadway show. But they immediately discover that Marge is pregnant and she is forced to give up dancing. Her understudy, Monica Lewis, replaces her. While Marge stays home bringing up her young daughter, Champion and Monica become a successful team, going into one hit show after another. After a few years, Marge, sensing Monica's interest in Champion, wants to return to the stage. Champion objects and they decide to divorce. Producer Dennis O'Keefe, loves Marge but realizes she and Champion still care for each other, reunites the two by telling Champion that his wife is ill.

"Night Without Sleep"

(20th Fox) 77 Min.

Cast: Linda Darnell, Gary Merrill, Hildegarde Neff, Joyce MacKenzie, June Vincent, Donald Randolph, Hugh Beaumont, Louise Lorimer, William Forrest, Steven Geray, Mauri Lynn, Bill Walker, Mae Marsh, Ben Carter.

Credits: Produced by Robert Bassler; Directed by Roy Baker; Screen play by Frank Partos and Elick Moll; Story by Moll.

Moments of suspense make "Night Without Sleep" an adequate mystery programmer, with the presence of Linda Darnell aiding at the box office. Plot casts Gary Merrill as a drunk who cannot remember whether he has killed a woman. His attempts to recall his violence are depicted in a series of intricate flashbacks which slow down the action. The resulting excess of dialogue culminates in an ending that is not happy.

STORY: A nightmare awakens Gary Merrill from a long sleep. He then recalls the events of the previous night. June Vincent, his wife, had prepared to leave for the weekend. Merrill then went to a party where he met and became enamored of Linda Darnell, an actress. Later, he kept an appointment with Hildegarde Neff, a

(*Continued on next page*)

girl friend. Recalling that he had been drunk the whole night and that his psychiatrist had warned him that inebriation would release a murderous impulse, Merrill grows panicky. He remembers arguments with Linda and Hildegarde, and wonders which one he killed. Both, however, are alive. He becomes relieved and decides to divorce June, with whom he is unhappy, to marry Linda. But he suddenly discovers June's body. He calls police after discerning that he had killed her the previous night.

"The Hour of 13"

(M-G-M) 79 Min.

Cast: Peter Lawford, Dawn Addams, Roland Culver, Derek Bond, Leslie Dwyer, Michael Hordern, Colin Gordon, Haether Thatcher, Jack McNaughton, Campbell Cotts, Fabia Drake, Michael Goodliffe, Moultrie Kelsall, Peter Copley, Richard Shaw.

Credits: Produced by Hayes Goetz; Directed by Harold French; Screen play by Leon Gordon and Howard Emmett Rogers; Based on a novel by Philip MacDonald.

There is plenty of suspense and engrossing entertainment in "The Hour of 13," which, lacking a strong cast, will successfully support any major feature. Tightly paced and crammed with incident, the film concerns a dashing jewel thief who captures a mysterious murderer preying on London's bobbies. Atmosphere of London society during the gas-light era combined with the natural acting of the cast, creates a credibility which is maintained even through some of the more actionful melodramatics.

STORY: A mysterious murderer of London policemen is thought also to be the thief of a very valuable jewel. Peter Lawford, the real thief, cannot return the stone for the insurance money until the real murderer is captured. He makes the acquaintance of Dawn Addams, daughter of the head of Scotland Yard, so he can offer a plan for capturing "The Terror." Roland Culver, the inspector in charge, begins to suspect Lawford because of his plan. Investigating Lawford as "The Terror," Culver discovers he is the jewel thief. But Lawford and a confederate discover a way to catch the killer. Lawford poses as a bobby and captures "The Terror." Another of his confederates has confessed and he is arrested for the robbery.

"The Blazing Forest"

(Paramount) Technicolor 90 Min.

Cast: John Payne, Susan Morrow, William Demarest, Agnes Moorhead, Richard Arlen, Roscoe Ates, Lynn Roberts, Walter Reed, Ewing Mitchell.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Edward Ludwig; Written for the screen by Lewis R. Foster and Winston Miller.

"The Blazing Forest" is a logging saga which will have general appeal throughout the country. Family trade will like the love angle, woven into the story of a supposedly hard-bitten logger who really drives himself to make money to pay off scrapes that his likeable, but irresponsible brother gets into. Film has one of the most exciting forest fire sequences on record, both in spectacle and in realism. Edward Ludwig's direction keeps the film moving at a fast pace and John Payne, Susan Morrow, William Demarest, Agnes Moorhead and Richard Arlen turn in fine performances. Picture is loaded with expoitation possibilities that will aid in the selling of this action film.

STORY: Agnes Moorhead, in order to give Susan Morrow a chance at a less isolated life, decides to log all her timber and use the money to move to the city with Susan. With William Demarest as her partner, she hires John Payne, a ramrod logging boss, who works his men hard. Demarest, who had been injured while working for Payne in the past, has no liking for him. Susan also sees in Payne a woman-chasing, unfeeling machine of a man. With the visit of Lynne Roberts, Richard Arlen's wife, Susan learns that Payne works like he does to make money to pay off brother Arlen's debts, acquired by embezzling funds from companies. In a big forest fire, Payne saves Demarest, but is too late to save Arlen. Susan and Payne realize that they are in love.

"Captive Women"

(RKO) 65 Min.

Cast: Robert Clarke, Margaret Field, Gloria Saunders, Ron Randell, Stuart Randall, Paula Dorety, Robert Bice, Chili Williams, William Schallert, Eric Colmar, Douglas Evans.

Credits: Produced by Aubrey Wisberg and Jack Pollexfen; Directed by Stuart Gilmore; Written by Wisberg and Pollexfen.

Since it conjures up what life in New York City might be like 1,500 years after an atomic bomb blast, "Captive Women" is a highly exploitable programmer that should prove diverting with many in the audience. Story is a dime-novel adventure about feuding "Mutates" and "Norms" (physically distorted and undistorted survivors of the A-bomb). Packed into this tale are shots of scantily clad women bathing, dancing and fighting; scenes of brutality and close-up of mutilated faces. Dialogue will bring laughs at the wrong time.

STORY: New York City in 3,000 A.D. is a wreck of mangled skyscrapers under which bands of "Norms" and "Mutates" roam. When Stuart Randall's villainous "Norms" decimate Robert Clarke's good "Norms," Clarke flees and is taken prisoner by Ron Randell's "Mutates," who hate all "Norms." Soon Randell leads a raiding party against the "Norms" to capture their women, for "Mutates" cannot conceive healthy children with their own females. Randell, however, is captured by Randall, and Clarke leads a rescue party into Randall's headquarters. From there, Clarke lures the bad "Norms" into a subway cavern, which "Mutates" flood, drowning the villains. Randell marries a "Norm" girl.

"Under The Red Sea"

(RKO) 67 Min.

Cast: Dr. Hans Hass, Lottie Berl, Gerald Weidler, Leo Rohrer, Edward Wawrowetz, Alfonso Hochhauser.

Credits: Presented by Sol Lesser; Narrative and production supervision by Bill Park; Narrated by Les Tremayne.

"Under the Red Sea" will probably turn out to be one of the most unusual and fascinating pictures of the year—like the recent "Kon Tiki"—and should also attract top business the way its predecesor did. Accompanied by a narration which is informal and at times lightly humorous, the film records an underwater expedition in the Red Sea. Using new photographic and breathing apparatus, the screen is filled with interesting, dramatic, beautiful and informative scenes of fish and plants, the likes of which have never before been viewed. The sorties into the sea's depths are prefaced by some informal scenes which the narration links into a slight but interesting story.

Three Tinted U-I Films Set For January Release

January has been designated as Technicolor month by Universal-International with three tinted pictures scheduled to be released at the start of 1953. Move was determined at the conclusion of a studio visit by Charles J. Feldman, general sales manager.

Trio of releases set for January are: "The Lawless Breed," starring Rock Hudson and Julia Adams; "City Beneath The Sea," starring Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball; and "Meet Me At The Fair," starring Dan Dailey and Diana Lynn.

Foreign Films

"Father's Dilemma"

(Arthur Davis Associates) ITALIAN 88 Min.

Cast: Aldo Fabrizi, Gaby Morlay, Adrianna Mazzotti, Ludmilla Dudarova.

Credits: A Franco-London Films Production; Produced by Salvo D'Angelo; Directed by Alessandro Blasetti; Story and screen play by Cesare Zavattini.

One of the most refreshing and captivating of Italian films to reach U. S. shores in years is based on a frantically comic search by a father for a dress in which to clothe his small daughter for her first Communion. This comedy should fare extremely well with American audiences since the father represents a universal type of small business man. As played by Aldo Fabrizi, a name very familiar to art house patrons, the father is a delight to watch. The situations in which he becomes involved are often similar to the comic highlights of the best Pete Smith shorts. Style of the direction is swift and racy for this film, which won first prize at the 1950 Venice Festival. Titles, and commentary, are in English.

STORY: Aldo Fabrizi, an egotistical small business man, picks up a dress his young daughter needs for her Communion later that day. Fabrizzi then loses the dress in the course of a fight with a man he insults on a streetcar. Back home and empty-handed, Fabrizi vainly tries to bribe a poorer neighbor into selling his own daughter's Communion dress. A pretty neighbor then offers to cut down an old party dress for Fabrizi's daughter. Meanwhile, he rushes to church and vainly tries to postpone the Communion. Back home, he quarrels with his wife because the dress is not yet finished but makes up when the original dress is suddenly brought to the home. All arrive in church on time.

"Beauty and the Devil"

(Arthur Davis Associates) FRENCH 90 Min.

Cast: Michel Simon, Gerard Philipe, Nicole Besnard, Simone Valere.

Credits: A Franco-London Films Production; Produced by Salvo D'Angelo; Directed by Rene Clair; Dialogues by Armand Salacrou and Clair.

A high brand of humor, including broad social satire, is made both fanciful and colorful in this French-language take-off on the literary legend of Faust. The spoofing is handled on an intellectual level quite frequently and should thus provide fascination and food for thought for art house patrons. Familiar to this clientele will be the names of Rene Clair, the great French director, and Michel Simon, the actor. Latter's dual role of Faust and the Devil is given an unusual twist by the script and is performed in delightful style against backgrounds of palaces and gypsy camps. English titles are complete. Sound and photography are of a very high order.

STORY: Michel Simon, an aging physics professor called Faust, trying vainly to turn base elements into gold, is visited by Gerard Philipe, the Devil, and offered the great secret plus youth, in exchange for his soul. Faust, wary of the offer, is tricked into taking youth. His body thus changes place with Mephistopheles', the Devil's aide, also Philipe. While Faust cavorts with a gypsy girl, Mephistopheles turns sand into gold. Soon Faust sinks very low on the social scale and accepts Mephistophele's full offer. Faust thus grows rich and wins the heart of a princess. But the prospect of a decadent future panics him and he asks his soul back.

Mephistopheles angrily destroys the laboratory, causing gold to revert to sand. Fear of depression brings a popular revolt in which Mephistopheles loses power, leaving Faust impoverished but free to pursue his gypsy girl.

"The Merry Wives Of Windsor"

(Central Cinema Corp.) GERMAN 92 Min.

Cast: Sonja Ziemann, Cemilla Spira, Paul Esser, Claus Holm.

Credits: A Deutsche Film; A. G., presentation; Produced by Walter Lehmann; Directed by Georg Wildhagen; Screen play by Wolff von Gordon and Wildhagen; Based on the play by William Shakespeare and the opera by Otto Nicolai.

A varied audience is available in the U. S. for this German-language rendition of the opera by Nicolai which was based on the comedy by Shakespeare. The plot has a universal quality in its dealings with a buffoon who tries vainly to seduce married women. It moves at a steady and amusing clip and is clad in 17th century dress and settings. Music and vocalizing are superb and will delight lovers of opera and operatta. A good audience will moreover be found among German-speaking people. Dialogue and lyrics are adequately translated into English.

STORY: An acting troupe stops in a village to perform a musical version of "The Merry Wives of Windsor." In it, Paul Esser plays a buqoon who has sent similar seduction letters simultaneously to Sonja Ziemann and Camilla Spira, both married. The women compare notes and when Esser comes courting they play a prank by stuffing him into a basket and dumping it into the river. His visit is discovered by a jealous husband who rounds up the citizens to drive Esser out of town. Dressed in weird costumes, the townsfolk frighten the wits out of Esser. The wives then tell them of Esser's harmlessness.

"Angelo In The Crowd"

(Continental Motion Pictures) ITALIAN 85 Min.

Cast: Angelo Maggio, Umberto Spadaro, Isa Pola, Aldo Capacci.

Credits: Produced by Mario Borghi; Directed by Leonardo DeMitri; Screen play adapted from the novel by Alessi Paternostro; Song by Maciste-Testoni-Larice.

Building a suspense story around 24 hours in the life of a small Mulatto boy on the streets of Rome has resulted in an Italian production on a par with a domestic "B" mystery programmer. As such, its box office will be restricted to second runs at art houses, where the film's trace of a racial discrimination angle will win some word-of-mouth favor. English titles are adequate, but the continuity is confusng since the viewer is given no clues to the villain's identity nor to the motivation behind some of the sequences.

STORY: Angelo Maggio, seven year old Mulatto orphan, wanders away from his custodians and chances upon the scene of a murder. Although Angelo leaves in fright, the police arrive to arrest Aldo Capacci, an innocent youth. Capacci insists that Umberto Spadaro, police official, find Angelo, who can identitfy the murderer. A search of Rome is thus begun which takes Spadaro through a brothel, which he raids, and the streets. Angelo, while drifting from one person to another, is saved from burder by Spadaro, who shoots the culprit. Capacci is freed.

Save Copper Drippings

Exhibs Should Encourage Producers In Hollywood, Says Sam Goldwyn

Explaining that he was "against arbitration as it is now," Samuel Goldwyn suggested at a trade press conference last week that exhibitors should encourage producers in Hollywood rather than be concerned about getting pictures as cheap as possible.

"The gamble on making pictures is greater than ever before," he said, "since the public has gotten over its movie-going habit" and has become discriminating. "I am more convinced today than I ever was that Hollywood will continue to go on," he added. "We've met the challenge of television."

Goldwyn stressed his point by saying that fine pictures are still doing better business than ever—the big ones are breaking records—in spite of 18 million TV sets.

Public Prefers Good Ones

There are only good and bad pictures, he said, and the public prefers to pay more to see a good one than to watch a bad one free.

The producer, just returned from seven weeks in Europe for a combined rest and business, was satisfied that the change in the management of RKO, which releases his product, would not effect his deal with the company in any way. He expreessed confidence in the abilities of the new group.

Concerning the Government's anti-trust suit against the major companies for not releasing 16mm. features to video, Goldwyn said: "I'm against monoplies; I've been fighting them all my life. But the only thing I can say about this suit is that it's silly. I don't think it will come to anything."

Road Show "Andersen"

The producer revealed that his recent film, "Hans Christian Andersen" will be released via a road show policy. "That is the only way I can see to make back my money," he said. He indicated that exhibitors who have seen the picture, which cost $8 million, "all my own money," have expressed the feeling that it deserves advanced admissions.

"Andersen" is set to premiere in New York and Los Angeles before Christmas, and will be backed by a $500,000 magazine campaign and "maybe another million for newspapers."

Goldwyn will begin work on his next picture on May 1. Admitting he was being secretive about the undertaking, the producer would say only that it was titled, "Number 89," which represents the number of pictures he has made since he became an independent, that it would be in color and that music will play an important part in its development.

Theatres Join Drive

Theatres participating in the Will Rogers Memorial Hospital collection-can project has passed the 2,000 mark and within a week will hit 2,500, half-way to the goal of 5,000 theatres, according to the special committee headed by Joseph R. Vogel. More than 500 theatres were "signed up" during the TOA convention in Washington.

Rochester, N. Y., is the first city to report 10 percent enrollment in the drive.

Allied Artists Moves Forward

(*Continued from page* 8)

is a cut-throat business with exhibitor and distributor on opposite sides of a fence. That fence just doesn't exist."

Goldstein revealed that "when we laid the cards on the table and told the theatremen we needed their assistance, they were frank in saying they needed Monogram just as much."

The overseas situation was commented on by Harold Mirisch. He said, regarding his recent trip abroad, that he was "gratified at finding particularly in England and France, a sharp awareness of our enlarged activities."

John C. Flinn, national director of advertising and publicity, promised the sales staff that his department would continue to go all out to give increased service to exhibitors.

Trade Paper Advertising

He revealed that trade paper advertising has shown a 60 percent increase during the past year over that of the preceding 12-month period, and said that the 1953 product calls for an even greater of amount of such advertising.

Also at the convention, plans were solidified to launch the organization's 1953 product at two special meetings attended by personnel of company-owned and franchise-operated exchanges in the Monogram fold.

Screened during the conclave were "Flat Top," "Battle Zone," and "Torpedo Alley." At the annual banquet which followed, leading exhibitors of the Chicago territory were special guests.

N.Y. Police Commissioner Prohibits Playing Bingo As Violation Of Law

Bingo has been banned throughout New York City by the Police Department, it was confirmed by Commissioner George P. Monaghan, who called the playing of the game a violation of the law.

An Assemblyman from the Jamaica Estates areas meanwhile promised that he will support another attempt to legalize bingo when the new Legislature convenes in January. The Assemblyman, Samuel Rabin (R.), is seeking re-election.

The action by Commissioner Monaghan drew editorial comment from the "Daily News" and "The New York Times." The "News" noted that the Commissioner "has accepted some uncommonly sour advice from somebody," adding "with the papers full of news of muggings, rapes . . . and other major crimes—well, really, Commissioner."

"The Times" stated that it hated "to see scarce policemen pulled off more important duties to run down Bingo games." The editorial commented also that "if gambling is 'wrong' in one place it ought to be wrong in all."

Let's keep up the Box

Our Faith, Optimism and Enthusiasm Got It Rolling . . .

Together, Showmen, We Can Keep It Going Forever!

POWER-CHARGED MOMENTUM has roared into our industry during recent months. Exhibitors, from the largest circuit groups to the smallest situations, are feeling it, matching their energies to it. "The crowds are coming back!" is the happy word from theatre men everywhere!

Paramount, in its more than 40 years of existence, has lived through many cycles and Paramount never lost faith and confidence that the tide would turn in our favor, as it now has. On February 23, we announced in the trade papers: "The general release of Cecil B. DeMille's 'THE GREATEST SHOW ON EARTH,' originally planned for the late fall of 1952, will be moved up to July, 1952, in response to demands from exhibitors . . . who have emphasized their need for big, big attractions during the summer months."

This great picture spearheaded the box-office momentum which all of us in the industry must now hold and extend. Evidence of that momentum is realistically reflected in the record-setting figures registered by "THE GREATEST SHOW ON EARTH," "QUO VADIS," "JUMPING JACKS," "IVANHOE," "WHERE'S CHARLEY?," "THE WORLD IN HIS ARMS," "AFFAIR IN TRINIDAD," "SUDDEN FEAR," "DREAMBOAT," "HIGH NOON," "THE QUIET MAN" and others.

This upbeat established by Paramount with "THE GREATEST SHOW ON EARTH" was not just a flash in the box-office pan. It spanned the whole summer as we went all the way with big ones like "JUMPING JACKS," "CARRIE," "JUST FOR YOU" and "SON OF PALEFACE."

And this upbeat by Paramount is continuing with great pictures for the balance of 1952 . . . through 1953 and beyond, many of which we have already seen; many are now in production; and many are ready to roll. These pictures—and the many millions of dollars they represent — reflect our faith, our optimism, our enthusiasm, our determination to KEEP THE CROWDS COMING BACK TO THE BOXOFFICE.

Paramount calls on showmen to continue to equal with their own enthusiasm and energies the confidence in the future expressed in its big business-producing product which is outlined here.

ffice Momentum

FROM NOW THROUGH DECEMBER...

Cecil B. DeMille's
THE GREATEST SHOW ON EARTH
Color by Technicolor. Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, James Stewart.

SON OF PALEFACE
Color by Technicolor. Bob Hope, Jane Russell, Roy Rogers and Trigger.

CARIBBEAN
Color by Technicolor. John Payne, Arlene Dahl, Sir Cedric Hardwicke.

HURRICANE SMITH
Color by Technicolor. Yvonne DeCarlo, John Ireland, James Craig, Forrest Tucker, Lyle Bettger, Richard Arlen.

THE TURNING POINT
William Holden, Edmond O'Brien, Alexis Smith.

ROAD TO BALI
Color by Technicolor. Bing Crosby, Bob Hope, Dorothy Lamour.

JUMPING JACKS
Hal Wallis Production. Dean Martin, Jerry Lewis, Mona Freeman.

THE BLAZING FOREST
Color by Technicolor. John Payne, William Demarest, Agnes Moorehead, Richard Arlen, Susan Morrow.

SOMEBODY LOVES ME
Color by Technicolor. Betty Hutton, Ralph Meeker. Perlberg-Seaton Production.

THE SAVAGE
Color by Technicolor. Charlton Heston, Susan Morrow, Peter Hanson, Joan Taylor.

JUST FOR YOU
Color by Technicolor. Bing Crosby, Jane Wyman, Ethel Barrymore.

THE STOOGE
Hal Wallis Production. Dean Martin, Jerry Lewis, Marion Marshall, Eddie Mayehoff, Polly Bergen.

FINISHED FOR 1953 AND BEYOND...

THUNDER IN THE EAST
Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet.

COME BACK, LITTLE SHEBA
Hal Wallis Production. Burt Lancaster, Shirley Booth, Terry Moore. From the great stage play.

STALAG 17
William Holden, Don Taylor, Otto Preminger. From the famous stage play. Billy Wilder Production.

PLEASURE ISLAND
Color by Technicolor. Leo Genn, Don Taylor, and Dorothy Bromiley, Joan Elan, Audrey Dalton.

THE STARS ARE SINGING
Color by Technicolor. Anna Maria Alberghetti, Lauritz Melchior, Rosemary Clooney.

ROCK GRAYSON'S WOMEN
Color by Technicolor. John Payne, Jan Sterling, Coleen Gray, Lyle Bettger.

THE WAR OF THE WORLDS
Color by Technicolor.

TROPIC ZONE
Color by Technicolor. Ronald Reagan, Rhonda Fleming, Estelita.

SHANE
Color by Technicolor. Alan Ladd, Jean Arthur, Van Heflin. George Stevens Production.

OFF LIMITS
Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.

SCARED STIFF
Hal Wallis Production. Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda.

PONY EXPRESS
Color by Technicolor. Charlton Heston, Rhonda Fleming, Jan Sterling, Forrest Tucker.

BOTANY BAY
Color by Technicolor. Alan Ladd, James Mason, Patricia Medina, Sir Cedric Hardwicke.

NOW SHOOTING AND IN PREPARATION...

ROMAN HOLIDAY
Gregory Peck, Audrey Hepburn, and a cast of thousands. William Wyler Production.

ADOBE WALLS (Arrowhead)
Color by Technicolor.

LITTLE BOY LOST
Bing Crosby, Claude Dauphin. Perlberg-Seaton Production.

JAMAICA SEAS
Color by Technicolor. Ray Milland, Arlene Dahl, Wendell Corey.

HOUDINI
Color by Technicolor. Tony Curtis, Janet Leigh.

GIRLS ARE HERE TO STAY
Color by Technicolor. Bob Hope.

REACHING FOR THE STARS
Ginger Rogers, William Holden, Paul Douglas.

Cecil B. DeMille's
THE TEN COMMANDMENTS
Color by Technicolor.

Skouras Reveals Personnel Slates Of New Outfits

Spyros P. Skouras, 20th Century-Fox prexy, has revealed in a letter to stockholders the personnel comprising the first boards of directors and officers of the two new parent companies to result from the reorganization of the film company. New concerns became effective this week.

Heading the new film company will be Skouras, who will serve also on the board along with L. Sherman Adams, Robert L. Clarkson, W. J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, W. C. Michel, Seton Porter and Murray Silverstone.

National Theatres, Inc., directors will be Gregson Bautzer, James L. Beebe, John B. Bertero, Peter Colefax, H. C. Cox, Gen. B. F. Giles, Willard W. Keith, Richard W. Millar, Elmer C. Rhoden, Frank H. Ricketson, Jr., and Charles P. Skouras, who also will serve as president.

Profit Rise Predicted

In a statement to stockholders, Charles Skouras said, "I am pleased to state that, although our earnings for the year to date are at a lower rate than in 1951, it is anticipated that the earnings for the quarter ended Sept. 27 will show a considerable improvement over those for the previous quarter ended June 28."

On a pro formed basis and based on 2,769,486 shares outstanding, the earnings of the new company were approximately 29 cents per share for the first six months of 1952 as compared with 50 cents per share for the same period of 1951.

Going to the new film company will be producing and distribution assets, foreign theatres and the interest held in Ediophor. The theatre company will take over all U.S. houses, Wesco Theatres and the Roxy Theatre common stock.

Film Clinics To Highlight National Allied Conclave

CHICAGO.—An important feature of the forthcoming National Allied convention will be in film clinics, consisting of talks on exhibitor-distributor relations, it was revealed this week by Jack Kirsch, Allied Theatres of Illinois prexy and general chairman of the annual conclave, which is scheduled for the Morrison Hotel Nov. 17-19.

Kirsch said that the convention committee is arranging a program that will insure every exhibitor of finding a clinic suited to his type of operation. "It is our aim to devote the major portion of the convention to the all-important subject of exhibitor-distributor relations and the problems facing exhibitors in the buying and booking of film," Kirsch added.

Low "Fair" Costs Cited

INDIANAPOLIS. — Allied Theatre Owners of Indiana has estimated that its recent "Hollywood at the Fair" exhibit, held at the Indiana State Fair, cost no more than five cents per visitor. Although no greater in cost than price of a direct mail piece, the exhibit was called "much more effective" than a mailing in selling the industry.

EXHIB-BITS

Public's Stakes Cited

ALBANY.—The American public has two great stakes in the motion picture industry today, Maurice A. Bergman, Universal Pictures Public Relations Director, told the Kiwanis Club at their luncheon at the Hotel Ten Eyck here last week. Citing these stakes as the repealing of the 20 per cent admission tax and the fight against motion picture censorship, Bergman urged his listeners to join with the motion picture industry in their community to help achieve a successful adjudication of these two important issues.

Loew's Files Action

Loew's, Inc., has asked the Federal District Court in Southern New York to appoint a receiver to liquidate and terminate its joint interests with United Artists Theatres. Involved are three houses in Baltimore, two each in Pittsburgh and Columbus, and one in Louisville. Divestiture is required under terms of the Loew's consent decree, which now is in effect.

Para Meeting Called

A special three-day meeting of Paramount's domestic and Canadian Division Sales Managers will be held in Chicago at the Bismarck Hotel, beginning Oct. 6, according to A. W. Schwalberg, president of Paramount Film Distributing Corporation, who will conduct the sessions.

Principal topic on the agenda is an exhaustive discussion of sales and merchandising plans for the balance of 1952, and an appraisal of the top product being readied for release in 1953.

Tax Collections Drop

COLUMBUS.—Drops in tax collections during the first six months of the year, as compared with the same 1951 period, have been reported by all but one major Ohio city having a three per cent admissions levy. Cincinnati reported a $3,346 gain in tax collections for all amusements. Cities having the biggest declines were Akron, Canton, Youngstown and Columbus, respectively.

New Ohio Censor Battle Seen In 16mm. "M" Case

COLUMBUS.—A new film censorship battle appears forthcoming in Ohio as a result of the appeal filed in the Ohio Supreme Court by Superior Films, 16mm. distributors of the remake of "M," which was theatrically released last year by Columbia. Ohio censors rejected the film Sept. 16 for the second time, after cuts had been made to conform with censorship requirements in other states.

Second Ohio review of the film had been ordered by the state attorney general. When picture was subsequently rejected, the Superior appeal was drawn up on grounds that Ohio's censorship law is invalid and that the rejection was arbitrary and an abuse of discretion under the law, if the court should uphold the statute.

Kalmus Wins Award

HOLLYWOOD. — Dr. Herbert T. Kalmus, Technicolor prexy, will receive the Samuel L. Warner Memorial Award this year at a presentation during the 72nd semi-annual SMPTE convention in Washington's Hotel Statler Oct. 6-10.

Improvements Sought

HOLLYWOOD. — Approximately one hundred to 150 industry-engineers who serve on Society of Motion Picture and Television Engineers' technical committees will confer on ways to improve theatre exhibition of films through better sound, screen brightness, improved film laboratory practices and release print inspection, at the forthcoming 72nd Semi-annual Convention in Washington, Oct. 6-10.

Committee meetings will be open to the press and to others in the trade who have serious interest in the subjects.

Airer Tax Mulled

MADISON, Wis.—A proposal now being mulled by the County Board zoning committee would charge drive-in theatres an annual $2,000 license fee where is is not now charged.

"Blue Laws" Attacked

BALTIMORE, MD.—Scheduled to come up for review at the State Legislature's next session is the Maryland "Blue Law," it was pointed out this week by an attorney for an exhibitor who recently was found guilty of selling tickets on Sunday.

The theatre owner, Mrs. Mary Kisner, operator of a Deer Park drive-in, was fined $5 for allegedly violating the law, which was passed in 1723. An appeal was withdrawn when her attorney was informed that a review of the law was contemplated.

In Tennessee, meanwhile, theatremen have announced that they will make another attempt at removing the "Blue Laws." Tennessee laws of such nature are optional with the administration of incorporated towns. Several trys at curtailing the ban in Jackson have failed in the past.

Amusement Tax Repealed

BELLEFONTAINE, O. — Three per cent amusement tax has been repealed by this city, following the lead of several other northwestern Ohio communities. Measure had been in effect since 1947.

Newsreels Plug Presidential Candidates

Two newsreel issues dealing with each of the presidential candidates were released nationally in theatres this week as a public service of the motion picture industry, it was announced by Eric Johnston, MPAA president. All five of the industrys newsreel organizations will distribute the reels to theatres throughout the country.

Eisenhower reel will go out as the regular mid-week issue of each of the companies, and the Stevenson reel will constitute the week-end issue.

AN EVENT OF UNUSUAL IMPORTANCE
FOR THE SHOWMEN OF AMERICA

"Salute to Italian Film Week"

October 6th THROUGH 12th

Little CARNEGIE
THEATRE · NEW YORK, N.Y.

PRESENTING SEVEN
IMPORTANT NEW ITALIAN
MOTION PICTURES
WHICH WILL SOON
BE AVAILABLE FOR
AMERICAN EXHIBITION!

ORGANIZED WITH THE COOPERATION OF THE
HON. ALBERTO TARCHIANI, Italian Ambassador to the United States

PRESENTED UNDER THE SPONSORSHIP OF:
WINTHROP W. ALDRICH, Honorary Chairman

RALPH BELLAMY, Pres. Actors Equity · RUDOLPH BING, Director of Metropolitan Opera Association Inc. · FLOYD BLAIR, Pres. Philharmonic Symphony Society of N.Y. · DR. CLEMENTE BONIVER, Commercial Counsellor Italian Embassy · CHARLES BRACKETT, Pres. Academy of Motion Picture Arts & Sciences · GEORGE BRAGALINI, Acting Postmaster of New York · HARRY BRANDT, Pres. Independent Theatre Owners Assn. · VALENTINE DAVIES, Pres. Screen Writers Guild · BARON CARLO de FERRARIIS SALZANO, Consul General of Italy · RENE D'HARNONCOURT, Director of Board, Museum of Modern Art · MRS. MANOLITA DOELGER, U. S. Director, Italian State Tourist Office · DR. MARCELLO EGIDI, Italian Commercial Attache · MOSS HART, Pres. Dramatists Guild · HELEN HAYES, Pres. American Theatre Wing · QUINCY HOWE, Pres. National Board of Review · HON. VINCENT R. IMPELLITTERI, Mayor, New York City · HON. IRVING IVES, U. S. Senator, N. Y. · ERIC JOHNSTON, Pres. Motion Picture Association of America · MERLE MILLER, Pres. Authors Guild · RONALD REAGAN, Pres. Screen Actors Guild · ROLAND REDMOND, Pres. Metropolitan Museum of Art · GEORGE SIDNEY, Pres. Screen Directors Guild · WILBUR SNAPER, Pres. Allied State Assn. of Motion Picture Exhibitors · REX STOUT, Pres. Authors League of America · FRANCIS HENRY TAYLOR, Director of Metropolitan Museum of Art · ROBERT WHITEHEAD, Director of American National Theatre and Academy · MITCHELL WOLFSON Pres. Theatre Owners of America · E. R. ZORGNIOTTI, U. S. Representative Italian Film Export

Dividends

A quarterly cash dividend of 25 cents per share on the outstanding common stock of 20th Century-Fox Film Corp. has been declared payable Oct. 31, 1952, to stockholders of record at the close of business on Oct. 15.

* * *

Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., has announced that the Company's board of directors declared a dividend of 50 cents a share payable Oct. 20, 1952, to stockholders of record on Oct. 6, 1952. This will be the third dividend of 50 cents per share paid by Technicolor in 1952.

* * *

Columbia Pictnres has declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable Nov. 15, 1952 to holders of record Oct. 31, 1952.

Goldstein Signs With Fox

HOLLYWOOD.—Leonard Goldstein, who resigned last Spring as a producer for Universal International, has signed a long-term contract in the same capacity with 20th Century-Fox. Goldstein has been with U-I since 1947.

SIMPP Re-elects Arnall

HOLLYWOOD.—Ellis G. Arnall has been re-elected head of the Society of Independent Motion Picture Producers, with Gunther Lessing named board chairman; Marvin L. Faris, executive secretary, and George L. Bagnall, treasnrer. Committeemen elected were Richard Hnngate, Marvin Ezzell, Sam Grudin, Lessing and Bagnall.

Ban Lift Date Changed

WASHINGTON.—The National Production Authority has decided to postpone lifting of the ban on amusement construction from April 1 to May 1, 1953.

Permanent Basis Given Reade's Art Film Policy

"Cnrtain at 8:40," the program devised last year by Walter Reade Theatres to bring outstanding foreign films to smaller communities which normally could not support such pictures, will be a permanent part of the circuit's program this Fall.

According to Walter Reade, Jr., a Fall series of four evenings of unusual films will be started this month at the four theatres which tested the program last year: the Carlton, Red Bank, N. J., the Paramount, Plainfield, N. J., the Kingston, Kingston, N. Y., and the Community, Saratoga Springs, N. Y. In addition, two more theatres will be added: the Community, Morristown, and the Community, Toms River, both N. J.

With the exception of Kingston, where the programs will be presented on four consecutive Tuesday evenings starting Oct. 21, all the other theatres will hold "Curtain at 8:40" on four successive Wednesdays, Oct. 22-Nov. 12.

Shows will start at 8:40 and end by 10:45. Refreshment stands will be closed and coffee served without charge in the theatre lounge. Music appropriate to the program will be presented. Tickets will be sold in advance, limited to house capacity.

U-I Acquires Four JAR Features For Release Here

Universal-International has acquired four new productions from the J. Arthur Rank Organization for distribution in the United States. Films are: "The Importance of Being Earnest," "Mandy," "The Penny Princess" and "Something Money Can't Buy."

"Importance," Oscar Wilde's famous comedy, is in Technicolor and stars Michael Redgrave, Joan Greenwood, Dame Edith Evans and Margaret Rutherford. "Mandy" stars Phillis Calvert, Jack Hawkins, Godfrey Tearle and Terence Morgan. "Princess," Technicolor, has Yolande Donlan and Dirk Bogarde. "Something Money Can't Buy" stars Anthony Steel and Patricia Roc.

London Notes

Foundation of a Small Cinemas Council has been announced. The group of independent exhibitors making up the new body say they mean to press the small cinemas' case on the entertainment tax issue but do not want to start any sensational campaigns or fight the existing cinema owners' associations.

* * *

British Lion Film Corporation, makers of "Outcast of the Islands and "Cry the Beloved Country," has reported disappointing financial results in the year ended on March 31, 1952. This was due to lower distribution profits, states Chairman Harold C. Drayton in his address to the annual general meeting of the company. In last year's balance there is an overall deficit of $5,797,585. The current year shows a net debit balance of $431-582.

* * *

Number of British theatres granted relief or exemption from the compulsory 30 per cent quota of English films, announced by the Board of Trade this week, shows little change against last year's figure. Total exemptions have gone down from 190 to 168, but numbers granted partial relief upped slightly from 1,428 to 1,439.

FILMS TELEVISED SEPT. 20 to OCT. 3

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	*Original Release Date*
Autumn Flowers	Onslow Stevens	
Bill Temple's Triumph	John Bentley	
Call of the Forest	Robert Lowery	Lippert 11-18-49
Courageous Avenger	Johnny Mack Brown	Supreme Pic. 11-30-35
Dream of Olwen	Tom Walls	
Ghost Crazy	Billy Gilbert	
Girl From Manhattan	Dorothy Lamour	UA 9-16-48
Gigolettes of Paris	Gilbert Roland	Equitable Pic. 7-19-35
Happy Hills	Lynn Bari	
Hayseed Romance	Buster Keaton	
Man of Destiny	Anita Louise	
Moon and Sixpence	George Sanders	UA 9-9-42
Mystery Train	Nick Stuart	Continental Pic. 5-23-31
One Wild Oat	Stanley Holloway	
Oregon Trail	Sunset Carson	Rep. 6-16-36
Police Patrol	Pat O'Malley	
Red River Renegades	Sunset Carson	Rep. 7-25-46
Salvation Nell	Ralph Graves	Tiffany 7-5-31
Sea Devils	Molly O'Day	Ray Johnston 3-8-31
Send for Paul Temple	Anthony Hume	
Slander House	Adrienne Ames	Prog. 10-4-38
Small Voice	Valerie Hobson	
So Ends Our Night	Fredric March	UA 2-14-41
Talking Feet	Jack Barby	
Vengeance of the Deep	Ann Richards	Astor Pic. 2-28-40
Wagon Trail	Harry Carey	Ajax Pic. 4-9-35
A Wild Irish Night	Art Lucan	
Wild Mustang	Harry Carey	Wm. Berke Prod. 10-22-35

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

THE INDEPENDENT FILM JOURNAL, published bi-weekly at New York, N. Y., for October 1, 1952.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, ITOA Independent, Inc., 1515 Broadway; New York 36, N. Y.; Editor, Morton Sunshine, 3 Arbor Road, Roslyn Heights, L. I., N. Y.; Managing editor, none; Business manager, Herman Schleier, 76-66 Austin St., Forest Hills 75, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) ITOA Independent, Inc., 1515 Broadway, New York 36, N. Y.; Leon Rosenblatt, 275 Central Park W., N. Y. 25, N. Y.; Herman Schleier, 76-66 Austin St., Forest Hills 75, N. Y.; Morton Sunshine, 3 Arbor Road, Roslyn Heights, L. I., N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity othen than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

HERMAN SCHLEIER,
Business Manager

Sworn to and subscribed before me this 10th day of September, 1952.

(Seal)

VIVIEN GRUDER
Notary Public In The State of New York
Qualified in New York County
No. 31—6,691,800
Cert. Filed in N. Y. Co. Clerks & Register's
Bronx and Queens Co. Clerk's
Commission Expires March 30, 1954

"Ride... play... love... hard!"



...in the brawling camps of Big-Time Rodeo!

WALD-KRASNA Productions, Inc. Presents

SUSAN HAYWARD • ROBERT MITCHUM
ARTHUR KENNEDY • ARTHUR HUNNICUTT

in a sensational slice of life from the Wildest Show on Earth!



with **FRANK FAYLEN** • Produced by JERRY WALD • Directed by NICHOLAS RAY • Written for the screen by HORACE McCOY and DAVID DORTORT

"The Showmanship Company" Again!

Big promotional premieres!... National advertising in more than 31 million copies of weekly and monthly magazines...and more than 27 million Sunday newspaper supplements...for a ***GRAND TOTAL CIRCULATION OF 55,958,107!*** ... including Life, Look, Collier's, S. E. P., Time, Newsweek; Cosmopolitan, Redbook, American, Esquire, Argosy, True and movie magazines ... This Week in 31 cities; Parade, 34 cities, and independent, 15 cities!

Distributed by
RKO RADIO PICTURES

Pre-Selling:

National "Thief" Penetration Gained By Ties With Beer, Clothing Firms

Tie-ups with five national manufacturers are included in a major national promotion campaign launched by United Artists for the Harry M. Popkin production of "The Thief."

Among companies backing "The Thief" are Aquascutum Rainwear, Pabst Beer, Meilink Safes, Clinton Swan Manufacturing Co. and Fedders-Quigan Air Conditioning Co.

Aquascutum features Milland in a "Kingsway" raincoat on standees and window cards being distributed to 750 retail outlets in the U. S. and Canada.

Meilink Safes is featuring Milland and "The Thief" in a "Saturday Evening Post" advertisement, is sending full publicity and advertising kits to all retail outlets throughout the country and is providing 20 safes as prizes for theatres doing the best exploitation campaigns.

The Clinton Swan Manufacturing Co., men's clothing manufacturer, stars Rita Gam and "The Thief" in a display advertisement in "Esquire" and in arranging for window and counter displays in 1,200 retail stores from coast to coast.

Pabst Beer is plugging "The Thief" on its Wednesday night network television boxing programs and is giving the picture special recognition on its spectacular outdoor signs in Chicago and Milwaukee.

Milland is featured in a series of Fedders-Quigan Air Conditioning Co. magazine advertisement in "Life," "Saturday Evening Post," "Time," "National Geographic," "New Yorker," "American Home and Garden," "Beter Homes and Gardens" and "U. S. News and World Report."

Motorcade Aids "Lovely"

HARTFORD.—A fashion motorcade, replete with new cars and pretty girls, was utilized by Loew's Poli Theatre, Hartford, as an eye-catcher for the opening of Metro's "Lovely to Look At." The motorcade was preceded by a jeep equipped with loud speaker and special playdate banners. New autos, borrowed from local dealers, followed. Upon the fender of each rode a model dressed in bathing suit.

Exhib Contest Launched For "Birds"

Twentieth-Century Fox has announced a mammoth advertising, exploitation and publicity contest for "Something For The Birds," open to exhibitors throughout the U. S. and Canada in competition for $7,500 worth of prizes to be awarded in Savings Bonds.

Contest will begin with release of the picture in October, and continue through Jan. 31, 1953. All theatres playing the film during that period are eligible to enter.

Judging for prizes will be based on the best and most productive campaign on the picture.

The judges are Ernest Emerling, Loew's Theatres; Harry Goldberg, Warner Theatres; Harry Mandel, RKO Theatres; and Seymour L. Morris, Sehine Theatres.

First prize will be a $1,000 bond with a $100 bond to the five next best entries; $75 bonds to the following 10; $50 bonds to the next 50, and $25 bonds to the next 80.

Campaigns may be submitted up to Feb. 15, 1953, to give exhibitors who play the picture in late January an opportunity.

Mystery Man Stunt Hypos "Charley"

Washington.—A "mystery man" guessing contest utilized by the Ambassador and Warner Theatres during the joint campaign for the opening of Warner Bros.' "Where's Charley?" drummed up interest for the engagements. The gag involved a tie-up with a department store chain and was publicized through newspaper ads and radio broadcasts.

The "mystery man" of the stunt was a top television personality in the area. He donned a "Where's Charley?" costume as worn by Ray Bolger in the picture and made appearances at each of the department stores. Persons who correctly guessed his identity received savings bonds and passes as prizes. Stunt was used for a week in advance of openings.



A locomotive and five horsemen dressed as Western Marshalls were used to ballyhoo the opening of UA's "High Noon" at the State Lake Theatre in Chicago. Horses as well as locomotive were bannered with signs plugging picture and playdate. Locomotive had regular locomotive bell which was rung to attract attention.

Pre-Arranged Promotions

National penetration, in excess of 124,000,000 magazine readers, will be racked up for "The Snows of Kilimanjaro" as a result of a tie-up effected between 20th Century-Fox and the Electric Auto-Lite Company. The film-crediting campaign goes into effect timed to the first pre-release engagements of the Darryl F. Zanuck production with full page ads in Life, Look, Saturday Evening Post, Collier's, Country Gentleman and Progressive Farmer. Featuring a photograph of Gregory Peck, the Auto-Lite insertions will also be placed in the rotogravure sections of newspapers coast-to-coast.

Lux ads, featuring Nancy Olson and crediting "Big Jim McLain," a Wayne-Fellows production for Warner Bros. release, will be placed in newspapers in 31 key cities to coincide with local openings, to be followed with another ad in each selected city on the fourth day following opening. Total circulation of newspapers is over 12,000,000, with same readers to be reached again with the second ad.

Gloria Grahame in "The Glass Wall," a United Artists release, will be featured by Lustre-Creme Shampoo in full-page advertisements in Good Housekeeping magazine, the Dell Group publications, Hollywood Reporter and the Hollywood edition of Variety.

Paramount Pictures is planning a cooperative publicity and exploitation campaign with the Rodeo on behalf of "Son of Palefaee." Connection between the Rodeo and the October release is being made via Roy Rogers and "Trigger," his horse, both of whom appear in each attraction. Campaign will include special newspaper ads, street stunts and personal appearances by the cowboy and his horse in department stores, on radio and TV.

Tarzan, the jungle hero, will decorate the backs of juvenile—and even mature—Americans shortly, when a new Tarzan sports shirt hits the market. The material is being manufactured by Crown Fabrics Corp., and license has been granted the Washington Manufacturing Co. to make sports shirts from it. It is expected that other manufacturers will follow with other uses of the cloth. Plans are under way to tie in the sale of the sports shirts with Sol Lesser's RKO release of "Tarzan's Savage Fury.

Appearance in leading newspapers of 11 major cities of full-page advertisements boosting the Warner Bros. Christmas release of "Abbott & Costello Meet Captain Kidd" was effected by "Life" magazine, periodical sponsoring the ad.

Space carried large-size caricatures of the comedians going through their "who's on first?" routine above a chart which showed "Life's" rating as a national advertising medium. According to WB, the ad appeared in papers with a total circulation of more than 5,100,000.

"Ivanhoe" Bally Benefits From Variety Of Tie-Ups

M-G-M is going all out on advertising, publicity and promotion material for "Ivanhoe," currently playing in approximately 50 first-run engagements. Under the leadership of Howard Dietz, vice-president and director of advertising, publicity and exploitation, and Dan S. Terrell, promotion manager, the company has made tie-ups with at least 40 different firms which will have material to aid the exhibitor in putting over the Technicolor spectacle to the utmost degree.

In the special accessory class, there is the full colored postcard which Dexter Press of Pearl River, New York, is getting out. Then there is the Black Knight ring being manufactured by the Rose Company of 1306 Lafayette Ave., Bronx, N. Y. Additionally there are the comic-cartoon heralds manufactured by Offset Programs of 653 Eleventh Ave., N. Y. C., three-color pennants which National Screen is producing in addition to a variety of other materials available at their branches in every location where M-G-M makes its quarters.

Plastic Stick-ons

Plastic stick-ons, 11 x 14 color prints, are also available through National Screen. Fan fotos can be secured in thousand lots from Electro Sun of 70 East 45th St., N. Y. C. Then there is the Scholastic Teacher Guide which National Screen is also handling. Sample copies have been sent to many educational institutions on request.

Available also are special lingerie by Vanity Fair of 640 Fifth Ave.; skirts by Sporteens of 1359 Broadway, N. Y. C.; special hair-dos by Michele of Helena Rubinstein's; sportswear produced specially by the Wilroy Co. at 1384 Broadway, N. Y. C.; men's jackets by Bantamac; men's ties by Cohoma; drapery fabrics by Kandell, Inc.; wedding dresses by Weisburg-Boyer; suits for women by Majestic; pocket books by the company of that name, and Classics Illustrated, Everyman's Library, Dodd, Mead & Co., and Fawcett comic book.

More along the same line are items such as blouses by Linda Blouse Corp.; belts and bags by Roger Van S.; coats by Gotham Operating Co.; day dresses by McKettrick Wms.; millinery by Frederick Charmers; Ceil Chapman gowns by the fashion designer of the same name, all companies with headquarters in New York City.

"Ivanhoe" Sundaes

Theatres have been tying in with soda counters and drug stores where sodas are served for an "Ivanhoe" sundae. There are automobile bumpers available as well as special stickers for cars or windows.

A special puzzle contest was recently developed with the aid of the Army Recruiting Service and is available in all cities by contacting this branch of the service. War Bonds or books of passes can be given to the winners.

National commercial tie-ups include arrangements with Lustre-Creme Shampoo, Sunbeam Bread, which has been featuring Robert Taylor and Elizabeth Taylor in 24-sheet billboards throughout areas where its product is distributed; Lux Soap, Woodbury Soap, and Tea Bureau material.

Available for newspaper space are special pictorial layouts, story layouts, rotogravure spreads, crossword puzzles, coloring contests, prepared data on the stars, such as special biographical material, etc.

There are two teaser trailers and a regular trailer available in advance through National Screen. Lobby accessories include special posters to be used four weeks in advance of opening, special set pieces for three weeks ahead of playdates, then a regular two-week advance card, banners, pennants, Black Knight one sheets and 8 x 10 and 11 x 14 stills.

Special fronts can be arranged for as well as 24-sheet marquee displays. A walking book also has proved successful.

It is suggested that special screenings be held for librarians, the clergy, retail merchants, school faculties, television and radio and newspaper editors and publishers go get the full benefits of advance word-of-mouth.

Special Stunts Recommended

Special stunts recommended by M-G-M for the promotion of the picture include a Black Knight giving away comic books at playgrounds; archery contests which can be tied up with local newspapers or sports stores; children's matinee with the special ring to be given away and Good Deed Days.

Also, jousting contest at local horse shows where this sport is in favor; invite all persons with the name of Black or Knight to opening night performance as your guest; beauty contests, such as Crown the Queen of the Ball, as Rowena or Rebecca; and contact the Knights of Columbus, Knights of Pythias, etc., to lend support to the setting aside of one special matinee or night for their membership.

For theatres with record playing attachments for the front of the house, M-G-M points out there is a special record with thrilling trumpet flourishes available, made by Thomas Valentino, in New York, which contains six massed trumpet calls within 15-second intervals.

There is a special title streamer longer than 14 feet which National Screen has available. Woodbury also is featuring a special powder honoring Elizabeth Taylor and recently ran four color magazine ads in a number of national and fan magazines.

All local public schools will cooperate on special essays or contests on "Ivanhoe." The faculty can be judges with tickets to be the prime factor of awards. Special drape cloths of fluorescent satins are available as well as special badges for ushers, newsboys and cashiers. Also aprons for newsboys.

Colorful Pressbook

In M-G-M's colorful pressbook, there are six pages devoted to special newspaper stories with various size mats. This same pressbook has a large variety of ads. The company, after keying various types of campaigns to local situations, got out a supplemental pressbook which is a handbook for all exhibitors interested in the Technicolor attraction.

Above all, it is emphasized with great importance, are the star marquee names, such as Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams. And not to be overlooked is Sir Walter Scott's name as the author of the classic. Everybody knows of the book.

Original Costumes Aid Metro Exploitation

M-G-M has been going in for showing the public its original costumes of stars and players in forthcoming pictures, the idea being to catch the public's eye with fashions and new trends, and the thought has worked out well in all instances. However, for "Ivanhoe," original costumes and armor used in the picture were sent over from England, where the picture was made, for the specific purpose. Several cities have already seen gladiators of "Ivanhoe" days parading down Main streets and attracting wide attention.



Inspecting some of the National Screen Service accessories for "Ivanhoe" at the Metro exchange, N. Y., are (l. to r.): Lou Allerhand, M-G-M manager; Jack Birnbaum, Randforce booker; Saul Gottlieb, M-G-M Metropolitan district manager; Al Suchman, Brookside Drive-In, Newburgh, N. Y.; George Dembow, vice-president of National Screen; Herman Robbins, president of NSS; Rose Deutsch, Walter Reade Circuit booker; Elmer Hollander, chief buyer for St. Cloud Amusement Co., Washington, N. J.

REGIONEWS

ALBANY

Congressman Leo W. O'Brien of Albany criticized the 20% amusement tax as inequitable and destructive to the motion picture theatre business in a talk at the opening dinner of the Variety's fall-winter season, and indicated that he would support a repeal bill. . . . W. H. Aust and Harry Lamont were among the first drive-in owners to close situations for the season. Aust darkened Aust's Open Air Theatre, So. Glens Falls, Sept. 27, and Lamont the Leeds, Rock Hill, and Middletown drive-ins. . . . Bill Donato put the Rustic Drive-in, W. Sand Lake, on a week-end schedule.

The Variety Club will sponsor a different type of show for its Heart Fund. Variety arranged for exclusive sale of tickets and the handling of all concessions of the Albany Kennel Club show in the State Armory on Nov. 8. Charles A. Smakwitz, Warner zone mgr. and a former chief barker, and Arthur Newman, Republic mgr., are co-chairmen. . . . Forty-six employees of branch offices and a number of Variety Club members volunteered to give blood to the local Red Cross bank in Bender Laboratory.

BOSTON

The Hadley Drive-In, Hadley, Mass., recently opened by August Woicekoski, is fully equipped with RCA projection and sound installed by Capitol Theatre Supply. Concession stand was designed and equipped by John Whitney and has a two-lane cafeteria type counter with rear set up for hyway restaurant service. A Manley Super Stadium popcorn machine was installed by Sam Horenstein. . . . COMPO's regional director, Martin J. Mullin, has called a meeting for Oct. 7 for the purpose of compiling reports from all congressional districts in their efforts to have the 20% admissions tax repealed, to be sent to COMPO in N. Y. for inclusion in the national drive for repeal. . . . Jim Sayer, drive-in owner from New Hampshire, has been admitted to the bar of that state and is now a practicing attorney in Manchester, with an office also in his home town of Somersworth.

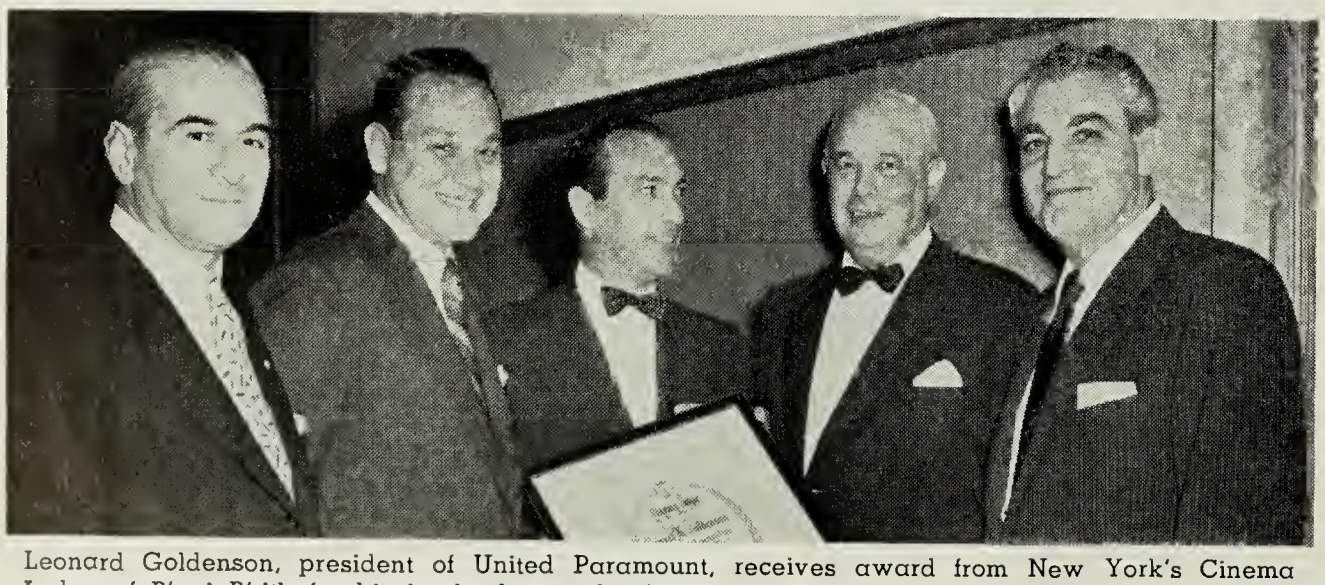
M-G-M's "Plymouth Adventure" is set for an invitational screening at the Old Colony Theatre, Plymouth, on Nov. 20, with New England premiere five days later at the same theatre. Film opens in Boston on Thanksgiving Day at Loew's State and Orpheum theatres. . . . Success of the TV saturation campaign used for "Sudden Fear," which played to four solid weeks at the Keith-Memorial, has prompted RKO to plan similar treatment for "The Lusty Men." . . . Look Magazine sent a photographer from N. Y. to record exclusive pictures of a Jimmy Fund project conceived and executed by Roland Moon, mgr. of the Quintree Drive-In, a Rifkin theatre. . . . "A Single Voice," 27-minute short depicting the work of the local Combined Jewish Appeal agencies in this area, was shown at the kickoff luncheon for CJA, arranged by Richard Smith and Nathan Yamins, co-chairmen of the motion picture div. Film will be used for private showings and later for TV.

Perley Lavalle, projectionist at the Magnet Theatre, Claremont, N. H., celebrated 30 years in the industry by being promoted to full mgr. by owners Bob Zerinsky and Jim O'Neill. . . . Plans for world premiere of "Springfield Rifle" at the Capitol and Art Theatres, Springfield, Mass., Oct. 8, include a "Sprinfield Rifle" Armory night scheduled for Oct. 7, with special showing and stage revue at the Capitol Theatre. . . . Richard Oberman, son of Metro's head booker, who is ass't to the head shipper at National Screen, reports to the Army on Oct. 26. . . . Congratulations to Nick Lavidor, mgr. of the Center, Boston, on the birth of his third daughter, and to Gordon Bradley, M-G-M booker on the arrival of a first daughter, his third offspring, also to UA salesman Al Fecke, who became a granddaddy again with the birth of a son to Lt. Com. A. John Fecke, USN. . . . Sympathy to the family of Irving Alexander, dist. mgr. for Snider Theatres, who passed away recently.

BUFFALO

Hundreds were turned away at the Center Theatre opening of "The Miracle of Our Lady of Fatima." Coincident with its premiere was the morning installation of two Catholic bishops, attended by thousands of local and out-of-town dignitaries and church laymen, including the Bishop of St. Louis, who was escorted to the theatre by 20th-Fox branch mgr. Charles Kosco, a prominent Catholic layman. An extended run of the film is being planned. . . . The 450-seat Cinema Theatre reopened after being closed for several months. Philip Cohen, who has been associated with M. P. Slotnik in Buffalo and Rochester, is co-owner and new mgr., with Margaret Janis as asst. mgr. Initial offering was a first run of "Narrow Margin." . . . Samuel Geffen, former director and veteran member of Variety, who leaves soon to reside in Los Angeles, was tendered a testimonial luncheon by the club. Jack Goldstein, mgr. of National Screen, with whom Geffen was associated as field salesman, was chairman of the event, and Elmer P. Lux, gen. mgr. of Lazar Theatres, toastmaster.

David Leff, UA branch mgr. here for the past four years, will transfer to the Cleveland office. Manny Brown, now with UA in Cleveland, returns to his native city at that time. . . . James Ryan resigned as UA booker to join the Army. . . . All local houses are cooperating with the Kiwanis Club in observance of National Kids Day, with lobby displays and posters. . . . The Mercury Theatre presented "Tales of Hoffman" for the first time in the city at popular prices. . . . Charles B. Taylor of Buffalo Paramount Corp., veteran chairman of the motion picture div. of the Community Chest fund drives, and Marion Gueth, MPTO of N. Y. State secy, are working closely with the Red Feather appeal opening in Erie County on Oct. 17. A Buffalo produced film, "For the Luvva Mike," which depicts the work of the Chest, will be shown throughout the city.



Leonard Goldenson, president of United Paramount, receives award from New York's Cinema Lodge of B'nai B'rith for his leadership in the fight against intolerance and bigotry through the Anti-Defamation League and for alerting the nation to the plight of victims of cerebral palsy. Participating in the ceremonies (l to r) are: S. Arthur Glixon, past pres. of Cinema Lodge; Martin Levine, pres.; Goldenson; Judge Samuel Liebowitz; and Robert M. Weitman, a past pres.

CHICAGO

Essaness was a victor in the Metropolis Theatre Co. case before the Ill. Supreme Court, in Metropolis demand for accounting of Essaness management of Oriental Theatre from Jan. 1946 thru March 1950. Estimated amount involved, $1,000,000. . . . Theatre owners here pleased to learn that the TOA meeting for 1953 will be held in this city—Oct. 31 to Nov. 4. . . . Veteran theatre mgr. Robert L. Sherman passed away. . . . Recent theatre reopenings include the Times, Rossville, and the Roxy, Lockport. . . . Tony Frisina will modernize the National Theatre, recently acquired from Jim Bakos. . . . The new canopy ordered for B&K's Nortown from Whiteway Signs, will do away with the vertical Nortown electric sign. . . . H&E Balaban donating their Des Plaines theatre for benefit show on behalf of the widow of policeman Harry Bending, Jr., killed in line of duty by four gunmen. . . . Ben Banovitz's daughter, Jackie, became engaged to Marty Simmons recently.

Judge Sam Perry eliminated Schoenstadt Circuit from Midtown Theatre anti-trust suit

(*Continued on page* 28)



In the top spot across the land! This is the week WARNER BROS. give you

BURT LANCASTER

AS THE

CRIMSON PIRATE

COLOR BY TECHNICOLOR

WITH NICK CRAVAT · EVA BARTOK · TORIN THATCHER · WRITTEN BY ROLAND KIBBEE · PRODUCED BY HAROLD HECHT · DIRECTED BY ROBERT SIODMAK · A NORMA PRODUCTION · DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

CHICAGO (cont'd.)

as it related to Paramount, N. Y. They remain as defendants with other film companies. . . . The UA exchange here won top money in the first group competing in the company's second six-week Bill Heineman Sales Drive. . . . Chicago theatres recently closed are the Strand, Brookfield and Terrace. . . . The shuttered Davis Theatre at 4614 Lincoln Ave. will be reopened soon. . . . The Vogue Theatre, on which Essaness is giving up its lease after 20 years, will be continued in operation by the Vogue real estate owners. . . . Alliance Circuit will hold its annual managers meeting at the Van Norman Hotel, Fort Wayne, Ind., Oct. 21, when prizes will be awarded to winners in the company's business drive. The circuit is in process of closing its 14 ozoners, which should be concluded by Oct. 25.

CINCINNATI

Jack Finberg, UA branch mgr., under treatment at the Jewish Hospital following a heart attack, is reported improving. Dist. mgr. Moe Dudelson is filling in at the branch for Finberg. . . . The local RKO Theatre used its giant TV screen for exclusive theatre telecast of the Walcott-Marciano fight, with reserved seats at $3.00. . . . "Ivanhoe" will make its debut here at the RKO Albee on Oct. 2. . . . Gene Tunick of Tunick Releasing Co. has acquired the film "Hellgate," scheduled to open at the RKO Grand in Columbus on Oct. 8. He is also handling the reissue combination "Watusi," and "Cajun." . . . J. Real Neth of the Neth Circuit, Columbus, is on the mend and has resumed many of his former duties. . . . Bob Dunbar, who recently became mgr. of the local Warner branch, has established permanent residence in the Pleasant Ridge area of Cincinnati.

"Cairo Road," a new film made in Egypt about the dope traffic, has been acquired by Jay Goldberg of Realart. It will first be shown at the RKO Grand, Columbus, on Oct. 1. . . . Local exhibitors are cooperating in Monogram's November Date Drive, honoring "Razz" Goldstein, gen. sales mgr. . . . Bert Hukle, who operates the Westmore Theatre in Huntington, W. Va., has cancelled his plans for reopening the Roxy there. . . . Mike Spanagel, former v.p. and asst. gen. mgr. of Mid-States Theatres, has joined WCKY as a sales account exec.

Watch These Dates!

Oct. 5-12: New York—Italian Film Week.

Oct. 6: Chicago — Paramount U. S. and Canadian division sales managers meeting —Bismarck Hotel.

Oct. 6-7: St. Louis—MPTO of St. Louis, E. Missouri & S. Illinois convention—Chase Hotel.

Oct. 6-10: Washington—SMPTE 72nd semi-annual convention—Statler Hotel.

Oct. 20: Washington, D. C.—Federal Communications Commission theatre TV hearings.

Oct. 20-22: Detroit — Allied Theatres of Michigan convention—Tuller Hotel.

Oct. 27-29: Memphis—MPTO of Arkansas-Tennessee-Mississippi convention—Hotel Gayoso.

Nov. 9-11: Charlotte — Theatre Owners of North and South Carolina 40th Anniversary convention—Hotel Charlotte.

Nov. 12: Hollywood — Screen Producers Guild dinner honoring Louis B. Mayer—Statler Hotel.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Nov. 25: New York—Motion Picture Pioneers 13th annual dinner—Hotel Astor.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Dec. 9-11: Memphis — Allied Independent Theatre Owners of the Mid-South and Tennessee Press Ass'n joint exhibitor-press convention.



Among the celebrities attending the world premiere of Paramount's "Somebody Loves Me" at the Roxy Theatre in New York were (l to r): Phil Regan, Mrs. Barney Balaban, Joe E. Brown, Judy Balaban, and Barney Balaban, president of Paramount Pictures Corp.

CLEVELAND

More than 200,000 persons visited "Hollywood at the Fair," the $50,000 movie display at the Ohio State Fair exhibited under the auspices of the ITO. . . . Downtown theatres here continue to report upsweep in business with cooler weather and "better than ever" movies. . . . Adam G. Goetz, former asst. mgr. of the Palace, Akron, and later mgr. of the Hipp and Town in Baltimore, is back as mgr. of the State, Cuyahoga Falls, succeeding Ted Davidson, who will manage the Ritz in Clarksburg. . . . Vernon Berg reopened the Little Theatre, Yellow Springs, with a policy of art films, and Al Radin and Bill Laming as mgrs. . . . Dick Leathers has stepped out as asst. mgr. of the Palace, Cleveland, for other business.

Park Theatre, Youngstown, opened as headquarters for a seven-house burlesque circuit. Shows will also play Rochester, Toledo, Canton, Dayton, Columbus and Cincinnati. . . . Film Society, new organization, will offer educational pictures for minority groups at Masonic Hall. . . . Eddie Cantor will be given an award for his outstanding service to the entertainment industry when he talks here on Oct. 7. . . . Wm. E. Ward, head of Art Museum film division, announced fall program will include a dozen foreign films. . . . Tom Farrell, former M-G-M representative in China, has joined the local branch sales force, assigned to the Toledo territory while Jerry McGowan, who recently joined the branch, was given a new territory. Farrell and McGowan succeed Phil Harrington and Jerry Lipow.

DALLAS

The Strand, Harlingen, opened in mid-September after a remodeling job. . . . Austin's newest drive-in, the Delwood, was due to open at the end of Sept. in the new Delwood shopping center. It is owned by the Eddie Joseph theatre interests.

DENVER

Kar-Vue Theatres Inc., headed by Lem Lee, operators of the Monaco Drive-In, Denver, filed suit in U.S. District Court asking $100,000 damages against United Artists and theatre companies headed by Harris and John Wolfberg, owners of six Denver theatres including four drive-ins. The suit claims inability to buy a proper run at proper prices for the Monaco. The Wolfbergs recently won a $300,000 judgment against Loew's, 20th-Fox and RKO, and have a similar million dollar suit pending against the same companies, alleging inability to buy a proper run at proper prices for their Broadway. . . . Robert Patrick has remodeled his Navajo, now calling it the World, and will screen foreign and U.S. films on a first run basis. . . . Someone stole a $200 TV set, along with the stand, from the Monaco Drive-In, even though mgr. Walter E. Grumbles had a fence around the layout. . . . Robert Hill, Columbia branch mgr., is back on the job after major surgery.

Fred and Lee Welch have bought the New Tex, Anthony, N. M., from L. O. McCormick. . . . Bonnie Howes has been upped from asst. to cashier at Metro, succeeding Paul Thompson, who resigned to become office mgr. for Lee Theatres. . . . Paul Allmeyer, Paramount salesman, ushered in a new son, named Guy. . . . The local 20th-Fox exchange is going all out to honor V. J. Dugan, branch mgr., in the "V. J. Dugan Testimonial Drive," which will occupy the final quarter of this year. . . . The World Series was televised on the Paramount screen, on a free admission basis. . . . James Cannon bought the Apache, Elide, N. M., from Raymond Keith. . . . Mrs. Dorothy Davis, seriously injured in an auto accident in which her husband, Abel, owner of the Roxy, was killed, is recovering at St. Joseph's hospital.

DETROIT

Joseph Ellul, owner of the Empress, is moving his base of operations back to his winter home in Hollywood, Fla., with Frank Crowe remaining as house mgr. . . . Louis Goldberg, who runs the Echo Theatre here, advises that Low's Drive-In Theatre, Inc., of which he is pres., is still the owner of the Starlite Drive-In at Holland, which is under

(*Continued on page* 30)

One of the Year's Great Dramatic Stories!

PRE-SOLD

By National Magazine ads to the more than 66,000,000 readers of 14 of the Nation's Leading Women's Publications.





UNIVERSAL-INTERNATIONAL *presents*

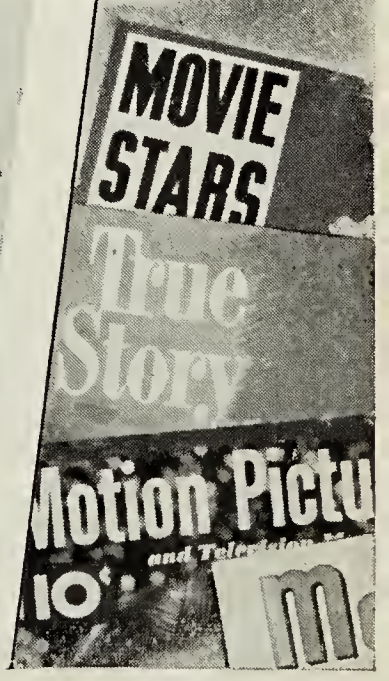
LORETTA YOUNG
JEFF CHANDLER
in
"Because of You"

CO-STARRING
ALEX NICOL
FRANCES DEE

with ALEXANDER SCOURBY • Directed by JOSEPH PEVNEY • Screenplay by KETTI FRINGS
Produced by ALBERT J. COHEN • *Musical Theme, "Because Of You" by Arthur Hammerstein and Dudley Wilkinson*

Universal International

RELEASED IN NOVEMBER



DETROIT (cont'd.)

lease to the Jack Locks interests. . . . Herman Cohen, formerly asst. mgr. at the Dexter and now production chief of Jock Broder Productions, sends greetings to his local friends—he's planning a world premiere for "Battles of Chief Pontiac" here. . . . Harold Kortes, owner of the Sun Theatre at Plainwell, is leaving to go mountain sheep hunting near Jackson Hole, Wyo. He has one of the 76 licenses issued nationally each year. . . . Nicholas Tsoukalas of the Highland Park Theatre is circulating a handsome brochure showing the operation of the ballet studio conducted by himself and his wife. . . . Congratulations to Pearce Parkhurst, owner of the Lansing Drive-In, Lansing, Mich., on the birth of Ronald Wm. Parkhurst.

INDIANAPOLIS

Albert R. Glaubinger was appointed to succeed Norman Linz as Monogram-Allied Artists branch mgr. Glaubinger formerly held a similar post for Universal here. . . . Tom Goodman has joined the Monogram sales group. . . . Eddie Ornstein of the Ornstein Circuit, acquired the Pine Theatre at Smith Grove, Ky. . . . Mid-West Theatre Supply moved all Indianapolis merchandise to the Cincinnati, O. office. . . . I. R. Murphy of the Victory at Huntingburg dropped dead in his home recently. . . . Affiliated Advertising Distributors, operated by Earl Penrod, moved to 423 N. Illinois St., sharing the room with Moe Esserman of Screen Classics.

R. C. Brashear is building a conventional 200-seat theatre at Smith Grove, Ky. . . . Guy Hancock, operator of the Prewitt at Plainfield and a film row veteran, passed away at 57 after a lingering illness. . . . Allied Theatre Owners of Indiana will hold its annual fall convention at the Hotel Lincoln, Dec. 2-3. . . . All first-run houses here are back on Thursday openings after scattering through the week for the past year. . . . Walter Weil and wife, operators of the Riley and Weil theatres, Greenfield, are vacationing on the Continent.

LOS ANGELES

The Supreme Court, last week, was asked to turn down the appeal of Steve and Emma M. Chorak, Puente, Calif. exhibitors. The Choraks had been denied equal runs with El Monte theatres about five miles away and the lower courts held that El Monte was a much more important town than Puente; that the Choraks could not and never had offered rentals as large as those paid by the two exhibitor defendants, A. L. Sanborn and James Edwards, Jr. of the Edwards Circuit; that the clearances were decided individually by each of the 10 distributor defendants without understanding or conspiracy between them. . . . With absorbtion of the Lippert Pictures office completed, Realart is planning to immediately begin distribution of Lippert product. Howard Goldstein, who was booker for that exchange, has taken a similar post with Realart, while Minnie Steinberg, cashier, goes to the Lippert home office in Beverly Hills. Ed Penn has joined the Universal organization in San Francisco.

The Paula Drive-In has been added to the Pacific Drive-In chain. . . . Columbia booker Art Kallen was stricken with a heart attack. . . . Elaborate plans for a big fall dinner-dance are under way by the Film Row Club. . . . Approximately $7,300 gross was rolled up by the Orpheum Theatre from the TV presentation of the Walcott-Graziano fight. . . . Max Younstein, UA publicity chief, was in town to conduct a series of meetings in conjunction with the company's sales drive. . . . The So. Cal. Theatre Owners Ass'n gave a luncheon for the purpose of discussing elimination of the 20% tax. . . . Tom Green has been named mgr. of the Cameo Downtown to replace owner Bill Gumbiner, who has entered U.C.L.A. . . . Dave Jarvis, operator of the Hub, Blythe, passed away. . . . Wayne Ball, Columbia branch mgr., is the winner of a trip to Rome as a result of his standing in the company's sales drive.

LOUISVILLE

Russell C. Brashear, operator of the Russ Amusement Co. in Bowling Green, is branching out with the opening of a new theatre in Smith's Grove, Ky., the first for that town, which will be called the Pine. Projection, sound equipment and chairs were purchased through Falls City Equip. Co. Ornstein's Booking Service has added the Pine to its accounts. . . . During the absence of Bob Bowman, mgr. of the Rio Theatre, Cloverport, on a well earned vacation with Mrs. Bowman, owner E. L. Ornstein will handle his chores. . . . A. I. Woods, Jr. is managing the Strand Theatre, Portland, Tenn. for B. J. Curry. . . . The subsequent-run Dixie Theatre reopened for business after a summer shuttering. . . . The Lyric, primarily a motion picture theatre, has been featuring regular stage shows in conjunction with films.



In Boston for the first in a series of informal recitals of the music from Samuel Goldwyn's "Hans Christian Andersen," composer Frank Loesser (right) chats with RKO dist. mgr. Hatton Taylor (center) and Dan Finn, managing director of the Astor Theatre, where the film will open on Christmas Day. Loesser, assisted by his wife, played and sang his music before an audience of music and drama critics, members of the Boston Symphony and New England Conservatory of Music



Piper Laurie, Universal-International star, while in Portland, Ore. to help open that city's Fall Merchandise Festival, helps Jack Matlack, exec. asst. to the pres. of J. J. Parker Theatres, sell the first tickets to the Broadway Theatre showing of "Has Anybody Seen My Gal." Miss Laurie also helped promote "Son of Ali Baba," in which she is co-starred with Tony Curtis.

MILWAUKEE

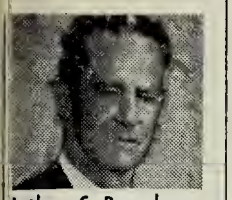
Smith Management Co., owners of the Bluemound Drive-In here, commended mgr. Bob Gross for making use of his night depository at the bank when the theatre was recently robbed during closing time and thieves only got some pennies. Letters were sent to their other managers pointing out the importance of the night depositories. . . . The neighborhood Colonial Theatre, operated by Theatre Service, tried out a gigantic stage show on a recent Saturday night, starting at 11:45 P.M., featuring Leroy Hawkins and his Harlem Revue and six vaudeville acts. . . . Unity Theatres sold the Grantland and Orpheum theatres at Lancaster to Wm. Charboneau, former owner of the Midway at Prairie du Sac. He will not open the Orpheum, however. . . . The Warner Theatre and Standard's Riverside had a complete sellout for the Walcott-Graziano fight. They were knee thick in the aisles also. The rest of the theatres downtown did an average business the same night.

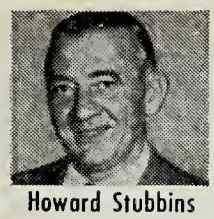
Because business is better throughout the state and nationally, Fox-Wisconsin reopened three of its theatres which had been closed during the summer. They are the State, Venetian and Riviera. Their lease on the Shorewood had expired and theatre was not reopened. . . . Ernst Langemack, 69, former operator of the Colonial here for 30 years, passed away at Green Bay. . . . One of the highlights of the regional meeting of Wisconsin Allied, held at Wausau, recently, was a discussion lead by Dave Hulbert, director from the northwestern part of Wisconsin, who introduced the newly instituted performance reports that are being compiled by the organization and sent out weekly to its membership. Hublert pointed out that these reports are based on the actual experience of pictures on a local level and show exactly how a picture is doing in Wisconsin.

MINNEAPOLIS

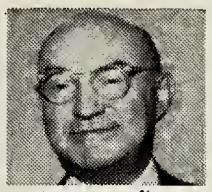
St. James Amusement Co. has acquired land at St. James, Minn. for construction of a drive-in to be completed next summer, according to pres. Ben Friedman. Plans call for a 400-car stand. . . . Einer Bank, owner of the Rialto, St. Charles, Minn., suffered a heart attack while working on the marquee

(*Continued on page* 32)


Arthur C. Bromberg


Howard Stubbins


Mel Hulling


Herman Rifkin


Nate Schultz

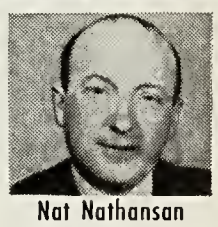

Ray Trampe

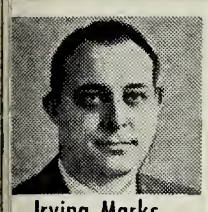

Oliver Trampe


Ben Williams

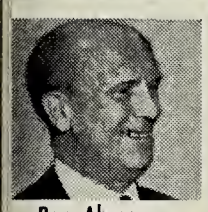

Harry Berkson


William Carmichael

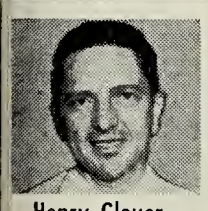

Nat Nathansan


Irving Marks

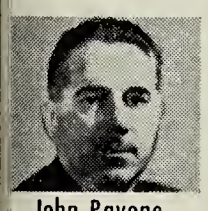

Bailey Prichard

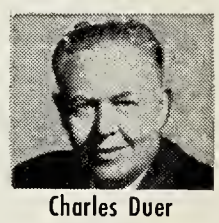

Ben Abrams


Miltan Gurian


Henry Glover

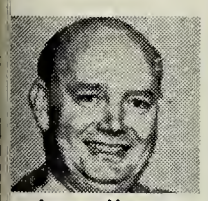

William Jahnsan


John Pavone


Charles Duer

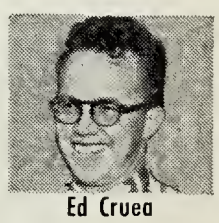

Milton Lipsner


Abe Weiner

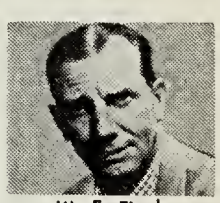

James Myers

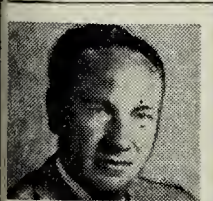

F. E. Dyer


M. J. E. McCarthy


Ed Cruea


Max Gillis


W. E. Finch


Jack Felix

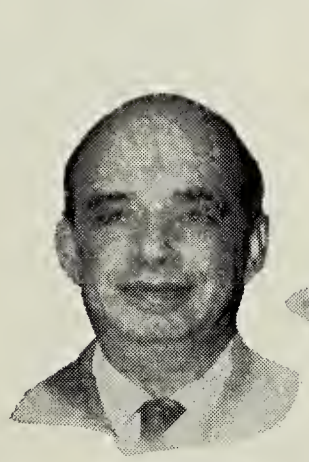

Ray Copeland



MOREY "RAZZ" GOLDSTEIN MONTH

TO OUR EXHIBITOR FRIENDS

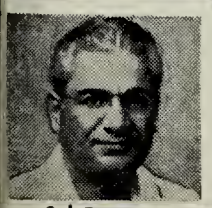
We, the franchise holders, district and branch managers of *Monogram-Allied Artists*, cordially invite you to join with us in paying a well-deserved tribute to one of the grandest guys in show business—*Morey 'Razz' Goldstein,* our general sales manager. We have selected November as the special month to show our appreciation of his fine leadership. With your generous cooperation, we can fulfill our goal for that month—a *Monogram-Allied Artists* picture on every theatre screen.


L. E. Goldhammer


James Prichard

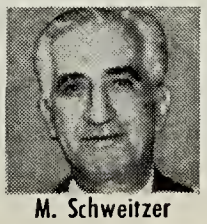

Harold Wirthwein

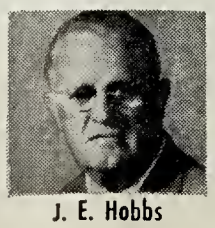
Say it with DATES in NOVEMBER!

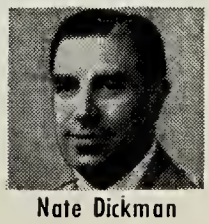

Sol Francis


Don Tibbs


Nat Furst


M. Schweitzer


J. E. Hobbs


Nate Dickman


Harlan Starr

Allied Artists

MONOGRAM PICTURES

MINNEAPOLIS (cont'd.)

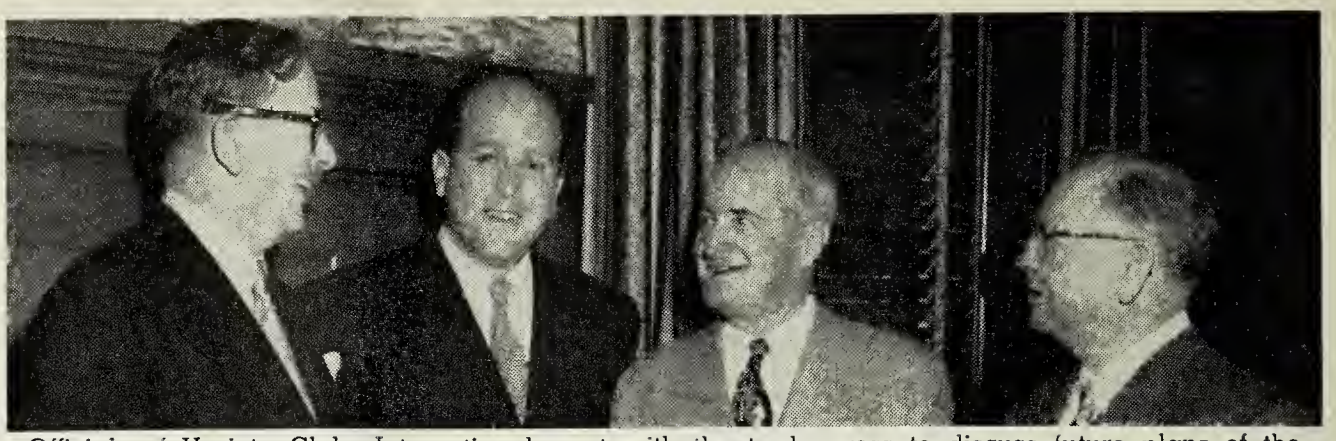
of the theatre. He is recovering at St. Mary's Hospital, Rochester, Minn. Bank closed a deal for sale of the Rialto to John Ward, who takes over Oct. 15. . . . A stipulation was filed in Federal District Court here, transferring from the jury to the court calendar the suit of Wm. Crouse, in which it is charged that Minn. Amuse. Co. conspired with a number of film companies to keep product away from Crouse's Eveleth theatres in favor of MACO's nearby theatres in Virginia, Minn. Trial is expected to start in Nov. or Dec. . . . Clem Jaunich, exhibitor at Austin and Delano, Minn, is in University Hospital here for an operation on his spine.

Donald Campbell is the owner of the new Newtown, Newtown, N. D., opened Sept. 11. . . . Arden Davidson dismantled his Twilite Drive-In, Lemmox, S. D., and moved it to Centerville, S. D. . . . Donald Swart is new asst. mgr. at the Gopher. . . . George D. Carnie, formerly mgr. of a theatre at Valley City, N. D., has been named mgr. of the Dakota, Bismarck, N. D., replacing Al Spanger. . . . Archie Davis purchased the Scenic, Wessington Springs, S. D., from Martin Beach. . . . New RCA synchro-screens have been installed in the Lyceum, St. Paul, and the Miner, Ladysmith, Wis. . . . Charles Lyons, owner of the Rialto, Aitkin, Minn., passed away recently. His son, Kenneth, manages the Rialto. . . . Dale Schindele, son of the owner of the Avalon, Granite Falls, Minn., was killed in a head-on collision near Granite Falls.

Attendance on Thursday night at MACO houses is up 10.7% and grosses are up 14.2% as a result of free streetcar and bus rides between 6:30 and 8:30 p.m. into the loop and free admission to downtown theatres to holders of lucky numbers given the riders, circuit pres. Harry B. French discloses. . . . Chuck Rubenstein and A. A. Kaplan, owners of the shuttered Alhambra in north Mpls. are trying to find buyers to convert the stand to commercial use. . . . More than 4,000 jammed Radio City theatre to see the telecast of the Walcott-Marciano fight on the theatre's large screen, while some 400 were turned away. . . . Concessionaires are conducting their own public opinion poll for presidential candidates by inviting the public to crunch popcorn from packages bearing picture of Eisenhower or Stevenson.



James H. Calder, sales mgr., and Theo. O. Salzer, gen. mgr. of the David White Co., (l to r), and Nancy Olson, in Milwaukee for personal appearances, inspect an outside display at the Warner Theatre showing Nancy and John Wayne, with whom she is co-starred in Warner's "Big Jim McLain."



Officials of Variety Clubs International meet with the trade press to discuss future plans of the organization. Shown here, (l to r): Jack Chisholm, International press guy; Morton Sunshine, Independent Film Journal editor; Jack Beresin, Int'l chief barker, and William J. German, Variety Tent No. 35 chief barker.

NEW HAVEN

The UA exchange here won top money in the third group competing in the company's second six-week Bill Heineman Sales Drive. . . . A check for $1,011, representing proceeds of boxing matches at West Haven's Municipal Stadium, was turned over to the New Haven Register's Fresh Air Fund by Variety Tent 31. . . . Independent circuits in Conn. are watching the reaction to a new theatre time schedule information policy now in effect for five theatres of the Hartford Theatre Circuit. Patrons desiring starting time of features at the Art, Central, Colonial, Lenox and Lyric may call circuit offices Mon. thru Fri. Al Schuman is gen. mgr. of the circuit. . . . John R. Patano, asst. mgr. at New Eng. Theas'. Allyn Theatre, Hartford, has been upped to mgr. of the Empress, Norwalk, succeeding John Hassett, resigned. . . . Anthony Masella, mgr. of Loew's Poli Palace, Meriden, hosted Meriden newspaper carrier-boys at a "Son of Paleface" screening. . . . Sperie Perakos, gen. mgr. of Perakos Theatres, New Britain, will marry Nikki Pappas of Detroit on Oct. 11.
marry Nikki Pappas of Detroit on Oct. 11.
. . . Robert Baral of the Columbia h. o. exploitation crew, worked with George E. Landers, E. M. Loew circuit, on "Assignment Paris." . . . Phil Engel, 20th-Fox expoiteer, conferred with Ray McNamara, Allyn, Hartford, on "My Wife's Best Friend."

NEW ORLEANS

The office of ATO of the Gulf States has been moved to the ground floor of 210 S. Liberty St. . . . Due to fire which destroyed the booth and equipment of the Liberty Theatre in Eunice, La., house has been closed indefinitely by owner J. C. Keller. . . . Recently reopened theatres are the Rendezvous, Grand Isle, La., the Lake of Mandeville, and the Chimes of Baton Rouge. . . . The new Lark Drive-In at Ville Platte, La. had its formal opening on Sept. 26. . . . Park Drive-In at Covington, La. announced its seasonal closing. . . . Teddy Solomon of McComb, Miss. has purchased the 51 and 80 Drive-Ins at Jackson, Miss. and is building a twin screen drive-in there also. . . . Ann Musso of Republic has been upped from ledger clerk to booker.

H. Duvall is among Columbia's ten div. mgrs. who leave with their wives for Paris, London, Rome, etc. as winners in the company's Round the World sales promotion contest. . . . The Item newspaper and Loew's State jointly sponsored a contest on "Is Chivalry Dead," to tie in with "Ivanhoe," which opened at the State at advanced prices. Prizes included a $100 and a $50 bond and 10 pairs of tickets to the show. . . . Seventeen top films of the century have been scheduled by the Tulane Cinema Guild for its 1952-3 season. . . . Joanne Dru is in N.O. ready to go to work on U-I's "Thunder Bay," starring James Stewart and Dan Duryea, which will be filmed near here at Morgan City. Many local "Cajun" fishermen will be used as extras. . . . A special screening of "Sudden Fear" was held for local police officers, including Capt. Wm. Dowie of the Homicide Squad. All agreed it was the most authentic thriller shown in a long time.

NEW YORK

Arthur Sharby, who operates several theatres in L. I., has taken a long term lease on the Gem Theatre in Far Rockaway, which is adjacent to the new Redfern City housing development and the Wave Crest project. . . . Starting Sept. 25, on alternating Thursdays in the order following, RKO, Columbia, UA and Skouras are cooperating with Associated Motion Picture Advertisers by offering their screening rooms for eight weekly lectures on showmanship and merchandising, which AMPA is sponsoring this year. . . . Samuel Goldwyn's "Hans Christian Andersen" will have its dual world premiere at the Criterion and Paris theatres. The simultaneous pre-release engagements, to be held on a continuous performance basis, are scheduled to start about Thanksgiving. . . . Key figures in the motion picture industry division of the Joint Defense Appeal met last week to organize a drive that will climax industry-wide support of the JDA. Leon Goldberg of Universal and Edward L. Fabian of Fabian Theatres, are serving as over-all chairmen for the industry.

Charles Chaplin's "Limelight," which United Artists is distributing, will have its American premiere in New York, October 23, at two theatres simultaneously, the Astor on Broadway and the Trans-Lux 60th St. on Madison Avenue. Former house will follow a continuous-performance schedule, with a two-a-day, road-show basis at the Trans-Lux.

Damage due to alleged conspiracy and block-booking were included in charges brought by Joseph Parascandola, owner of the Paras Court Theatre, Brooklyn, in a $630,000 treble damage anti-trust action in Federal District Court last week against all the majors except Warners. Parascandola operated the house until 1947, when he leased it.

Profits of theatres operated by City Investing Co. are in evidence, it has been pointed out by Robert W. Dowling, prexy, before the company at its annual meeting. Dowling also disclosed profits from several pictures in which the company is interested financially.

For the first fiscal quarter ended July 31, profit was $2,693,744, of which $183,517 represented operating income and $2,510,227 capital gains. Profit for the similar 1951 period was $152,855.

(*Continued on page* 34)

"CAIRO ROAD"

is paved with $$$$$$$$!

'Road'-signs all point to one of the solid boxoffice attractions of the year!

at

Brandt's Globe.....**New York**
Warner's.....**Philadelphia**
Warner's.....**Baltimore**
Warner's.....**Washington**
Fox Evergreen Orpheum.....**Portland**
Fox Evergreen Orpheum.....**Spokane**
Warner's.....**Canton**
Warner's.....**Akron**
Fox Evergreen Coliseum.....**Seattle**
Warner's.....**Hartford**
Warner's.....**Pittsburgh**
Fox Wisconsin.....**Milwaukee**
Warner's.....**Albany**
Warner's.....**Troy**
Olympic.....**Utica**
RKO Grand.....**Columbus**
Schine.....**Syracuse**
Schine.....**Gloversville**

"CAIRO *HOT* PHILLY!"
—Variety





Distributed Nationally thru

REALART EXCHANGES!

PHILADELPHIA

Earle Theatre's new mgr. is Herman Comroe, former mgr. of the Colonial in Germantown. No stranger to the midtown, Herman used to manage the Capitol and other Market St. houses for Warner. . . . Jack Harris of American Film has been named commander of Variety Post 713, American Legion. Norman Silverman, Republic branch mgr., is the new vice commander. . . . George Balkin, ex-mgr. of the Stanley and lately at the Ardmore Theatre, has left the industry to go into the toy business. . . . The Fox Theatre has "Ivanhoe," with Oct. 8 as the starting date. . . . Ralph Banghart, former RKO press agent here, has joined the Disney promotion staff. . . . Glenside Theatre plans to run a series of four Tuesday nights devoted to art films, called "Curtain at 8:30." . . . Blumberg-Steifel Theatre is moving its offices to 1237 Vine St. . . . Report of Deputy Revenue Commissioner J. J. Buckley on amusement taxes collected in this area, indicates a drop of $40,662 this year. . . . Al Zugsmith's American Pictures has sold a screen play he owned, called "Crosstown," to Edward Small. . . . Pennsylvania State Board of Censors has approved showings in the state of Hallmark's "Mom and Dad," a film which was banned previously. Hallmark sought approval in the wake of Supreme Court censorship findings.

PORTLAND-SEATTLE

Arthur Greenfield, Universal branch mgr. in Portland, has been upped to head the Seattle branch, vacated by Donald Gillin, who resigned to join Sol Leser Productions. The Portland post went to Ernest J. Piro, former salesman for the company. . . . Bill Thrall, owner-operator of the Valley Theatre, Junction City, Ore., announces construction of a new 300-car ozoner to open in the spring of 1953. . . . KPTV, Portland's first television station is now officially on the air and it is estimated an additional 4,000 sets will be purchased before Jan. 1953. . . . B. F. Shearer & Co., theatre equipment specialists, have recently completed the new Empress Theatre for the Lathrop Circuit, Fairbanks, Alaska. . . . Joe Danz, Seattle exhibitor, is at the Mayo Clinic for observation. Fred and John Danz were hosts to some 40 theatre employees at a special session of Sterling Theatres. . . . Rod Hartman, partner in the Roosevelt and Coulee Dam theatres, has been elected pres. of the Coulee Dam Chamber of Commerce. . . . Booking on Seattle Row: Al Fernandez, Clallam Bay, Wash.; Walter Graham, Shelton; L. C. Dawley, Redmond; Charlie Grieme, Wenatchee, Andy Walyer, Selah; Sid Dean, Tacoma; Walter Timm, Portland; Harry Wall, Lewiston, Idaho.

ST. LOUIS

The three projected Movietime USA tours which had been tentatively scheduled to open in this area Sept. 29 and to merge here on Oct. 2 have been indefinitely postponed because of limited time to line up all the details and other conflicting events. . . . Advance hotel reservations and sale of tickets for the annual meeting of the MPTO here on Oct. 6-7 reached record proportions, and at this writing almost 100% of the space for the trade exposition has been taken. . . . Frisina Amusement Co., which purchased the interests of Ed Clark in the Clark, Mattoon and Times Theatres, Mattoon, Ill., is taking over complete management of the three theatres, including rental and booking of films. . . . W. J. Rodell reopened his 400-seat Alvin Theatre at Athens, Ill. Opening time Mon. to Fri. is 8 p.m., and Sat. and Sun. at 6:30 and 8:30 p.m. . . . The Park Drive-In, Benton, Ill., with 400 cars plus capacity, opened Sept. 18 on land leased from the city of Benton.

Frisina plans to close all its drive-ins around Oct. 18, at which time several of the company's conventional houses will be reopened. . . . The Saturday Youth Cinema Clubs, sponsored by the Better Films Council of St. L. in conjunction with the theatre managements, will open their 1952-53 season on Oct. 4 at these theatres: Lafayette, Manchester, Osage, Rio, Shady Oak, Shaw, Tower, Wellston and Savoy. . . . Jimmy Rust of the Staff of National Theatre Supply is in serious condition at the Starkloff Memorial Hospital. . . . J. V. Walker resigned as mgr. of Fox Midwest's Roxy Theatre, W. Frankfort, Ill. . . . Some 6,000 pupils from the public and parochial schools attended special Americanization Rally at the 5200-seat Fox Theatre operated by Fanchon & Marco. The program was presented by the theatre management in cooperation with the American Legion and heads of all schools in the city and county. . . . The Empress Playhouse, operated by Ansell, resumed its stage show policy on Sept. 30, with "The Fig Leaf" as the opening vehicle.

Howard Bates and Carl Milbe, owners and operators of the Cape Girardeau Drive-In near the Municipal Airport, are reported to be planning construction of an additional ozoner between Cape Girardeau and Jackson, Mo. . . . The 450-seat Sharon Theatre, Bunker Hill, Ill., shut down in the late summer, has been reopened by Tom A. Baker. . . . Ted Lay took over the 400-seat Girard Theatre, Girard, Ill., from Paul Horn. . . . Work on the 5-week shooting schedule for 20-Fox's "Baptism of Fire," starring Victor Mature, started Sept. 25 at Fort Leonard Wood, Mo. . . . William R. Hayes, 75, who will be remembered by old timers as the silent partner in the Raid-Yemm Hayes Circuit, passed away.

The color motion picture about Catholic nuns, titled "God's Career Women," was highly praised by Archbishop Joseph E. Ritter after witnessing a preview. The Serra Club of St. L. produced the film in cooperation with Hardcastle Films. . . . A. B. Magarian, owner of the DeLuxe Theatre, E. St. L., has purchased a residence in the High School district of that city. . . . Holland Fann, Star Theatre, Puxico, Mo., presently a Lt. Col. in the Army, is due to return to civilian life on Nov. 19. Mrs. Fann has been operating the house in his absence. . . . Ed Scully, son of John J. Scully, Universal dist. mgr. at Boston, Mass., is traveling the S. Ill. territory north of U.S. 40 for the St. L. international branch. . . . W. B. (Pop) Kneedler, one of the pioneer motion picture theatre owners of S Ill., passed away at 86. He started his career about 1912 by building an open air theatre at Collinsville, Ill.

Tom Edwards of Edwards & Plumlee Theatres, Farmington, Mo. told a Rotary Club meeting in Springfield, Ill. about the unfairness of the Government's 16 mm suit and the unfair 20% Federal tax on theatre admissions. . . . Bloomer Amusement Co.'s Ritz Theatre, Belleville, Ill., extended the run of "The Story of Will Rogers" from two to seven days because it opened to the best business in more than two years at that house. The company has just reopened its 600-seat Rex in Belleville. . . . D. B. and Earl Stout of the Stout Theatres, Cairo, Ill., have broken ground for their new 600-car ozoner about six miles west of Paducah, Ky., opposite the Barkley Field Airport.

SAN FRANCISCO

Graham Kislingbury, North Coast Theas. dist. mgr., industry chairman for San Francisco's United Crusade drive, set collection dates from Oct. 1-15. He appointed Ralph Clark, UA mgr., chairman of the distributor group. . . . The row was saddened at the sudden death of L. C. (Butch) Wingham, M-G-M branch mgr. Sam Gardner, West Coast sales mgr., will be at the local branch for an indefinite period. . . . Hermie King was in to set up campaign on "The Ring," to open at the United Artists Theatre on Oct. 9. . . . Dennis Fried was named asst. at the St. Francis by United-Paramount dist. mgr. Earl Long. . . . Henry Heber has put his 971-seat Lux, No. Sacramento, on a midweek closing policy. . . . The 687-seat Foothill, Oakland, Oakland, formerly operated by Golden State, has been taken over by William Nebhan. . . . Rotus Harvey made friends for the industry when he talked before a meeting of the women of the Northern Calif. Motion Picture Workship. . . . Jerry Zigmond, U-P West Coast mgr., flew in from L.A. to be on hand for the Walcott-Marciano fight at his Paramount here.

Al Grubstick, former asst. gen. sales mgr. for Robert L. Lippert, has purchased the San Francisco franchise and named the office Lippert Pictures of Northern California. . . . Plans to remodel the Grove Theatre in Pacific Grove, which was severely damaged in a fire sometime ago, are under way. Monterey Theatres, owners, have engaged architects Cantin & Cantin and some $150,000 will be spent to convert the house into a one-floor, 700-seater. . . . Hal Kirk of Eureka has been named mgr. of the Maribel Theatres. He will supervise operation of the Humboldt Drive-In at Fortuna, the Bel-Air Drive-In, Eureka and the indoor houses of the company.



Bonzo, Universal-International's new chimpanzee star, in Chicago to help promote the world premiere of his picture, "Bonzo Goes to College," meets, (l to r): Richard Graff, asst. U-I branch mgr.; exhibitors Stan Kohlberg and John Kontos; and Lou Berman, branch mgr.

Arthur Lubin Enthusiastic About European Filming

(Exclusive to THE INDEPENDENT)

"You can get almost any actor or actress to make pictures in Europe now," according to Director Arthur Lubin, who has just returned from an extensive tour of Europe, where he noted motion picture facilities and conditions in various countries.

"Italy is begging for films to be made there," the director explained. He pointed out that while motion picture production in France is little, England is coming back and producing more films.

J. Arthur Rank Negotiating

J. Arthur Rank has been negotiating with Lubin to direct "Matthew The Matador" in Spain. The film would star Norman Wisdom, one of England's most popular comedians. A romantic comedy laid in Seville, the film would be shot on actual location.

Lubin reported that he saw two outstanding films during his tour. One was "The Small World of Don Camillo," which he saw in Rome, and David Lean's "Sound Barrier," starring Sir Ralph Richardson, which he saw in London.

"I am still negotiating to shoot my independent production, 'The Interruption,' in London," Lubin stated. This is the famous W. W. Jacobs story. Jacobs also wrote the classic, "The Monkey's Paw."

Well-Equipped Studios

The director explained that the motion picture studios in Rome are well-equipped and that Cinecitta is a really big studio. The big problem over there, he stated, is that they can't get sufficient commitments for color. "Italy should be filmed in color," Lubin stressed.

"There is no problem with television in Italy yet. There is one station in Milan and it hasn't made much of a dent. People also don't have the money to buy sets. There is also very little television opposition to motion pictures in England and none in Switzerland," Lubin said.

Few American Directors

Few American directors come to Europe, Lubin pointed out, and as a result of this, he was swamped with questions. He stated that there were no questions as to gossip, but only technical questions on how pictures are made in the U.S. Lubin would like to make a film in Spain. He believes that high quality films can be made there at low cost.

"Every director and producer should get away from Hollywood and see what other people in the world like instead of assuming what people like in motion pictures," Lubin stated. The director is now preparing "Sulu Sea," which he will direct for Warner Brothers.

Title Changes

Paramount: "Jamaica" is new title for "Jamaica Seas." (Stars Ray Milland, Arlene Dahl and Wendell Corey; Produced by William Pine and William Thomas).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

George Nader has been signed to star in "Miss Robinson Crusoe," which will be leused at Motion Picture Centre Studio by Harold Nebenzal and Al Zimbalist. Al Joseph is directing. Nader, who will play "Jonathan," a naval officer in "Crusoe," starred in "Memory of Love," which was produced in Stockholm, Sweden by Josef Auerbach.

* * *

There is much scurrying at Warner Brothers for action scripts for John Wayne. . . . Dennis Morgan will sing in six cowboy tunes in "Cattle Town," his current Warner Brothers film. . . . Arthur Freed will produce the all-time favorite, "The Girl of the Golden West," at M-G-M. This film is based on the famous David Belasco play. Freed is having story conferences with Alan J. Lerner, who authored the Broadway hit, "Paint Your Wagon," as well as scripting "An American In Paris" for the producer. According to Freed, an entirely new musical score will be written for the production, which will be photographed on location.

* * *

Peter Baldwin and Joanne Gilbert, young Paramount players, have been assigned important roles in George Pal's "Houdini." This is Baldwin's third part since he was signed by the studio. He recently appeared in Billy Wider's "Stalag 17" and "Pleasure Island," forthcoming Paramount releases. "Houdini" is Miss Gilbert's first film.

* * *

"The Life of Jesus," a French-made 80-minute film feature which uses, for all its scenes, the world's most famous paintings dealing with the Life of Christ, has been acquired by Producer Sol Lesser for world-wide distribution. Actress Judith Anderon has been set to speak the English commentary for the film.

* * *

Dick Haymes, popular singing star, has been signed by Columbia to appear in the Jonie Taps production, "Melancholy Baby," which Richard Quine directs. The Technicolor musical goes before the cameras Jan. 19. Haymes, after a two-year tour of nightclubs and theatres, recently returned to the screen in "All Ashore," in which he starred with Mickey Rooney, Peggy Ryan and Ray McDonald, which Taps produced and Quine directed for Columbia.

* * *

Frederick Brisson and Roy Disney have completed negotiations whereby Walt Disney Productions Inc. wil be the world sales representatives for Brisson's Independent Artists Pictures Inc. "Never Wave at a WAC," which producer Brisson has just completed with Rosalind Russell, Marie Wilson and Paul Douglas in the starring roles, wil be the first of the Independent Artists, Inc. films to be handled by the Disney organization. The arrangement marks the first time the Disney organzation has accepted the sales representation for an independent film company. RKO-Radio is distributing "Never Wave at a WAC."

* * *

Jack L. Warner has extended the contract of Steve Cochran, who has started his fourth year at Warner Brothers. The actor is currently in the WarnerColor "She's Back On Broadway," his fourteenth picture for the studio. He will next be seen in "Operation Secret," co-starring with Cornel Wilde and Phyllis Thaxter.

* * *

Edmond O'Brien was signed by producer Scott R. Dunlap for the starring role in "Cow Country," an Allied Artists production. Lesley Selander will direct. Immediately after the completion of "Cow Country," O'Brien will leave for New York to star in the John Van Druten stage play, "I've Got Sixpence."

* * *

Richard Thorpe will direct M-G-M's "King Arthur and The Round Table," when the action-adventure film goes before the cameras in England next spring. The picture will mark the second for Thorpe and Pandro S. Berman who joined forces to make "Ivanhoe." Thorpe and Berman leave next month for Jamaica where they plan to scout locations for the forthcoming production, "All the Brothers Were Valiant."

* * *

David Weisbart will produce Warner Brothers' "The Boy From Oklahoma," which will star Will Rogers, Jr. . . . Republic has set an Oct. 13 starting date for "Two Women of Destiny," Curt Carroll adventure novel of Civil War era in the Southwest which Steve Fisher is adapting. The picture will roll under the supervision of associate producer-director Joseph Kane. . . . S. P. Eagle has cast Robert Morley for the key role of Oscar Hammerstein I in his Technicolor production for Horizon of "Melba," starring Patrice Munsel. Morley was in "African Queen," also produced by Eagle.

* * *

Barbara Stanwyck will take over the starring role in Stanley Kramer's production for Columbia, "Circle of Fire." This is the role that hit the headlines recently when Mary Pickford, insisting that her re-

(Continued on next page)

Autry Fulfills Year's Commitment

Gene Autry's "Pack Train," which goes before the cameras Oct. 7, will complete the quota of six Westerns called for annually by Gene Autry Productions' contract with Columbia. First on the 1953 schedule will be "Saginaw Trail," set for Jan. 5. During the interim, the cowboy star will make his annual winter personal appearance tour of the country.

Entertainment, Education Combined In Science-Fiction Pix, Says Carlson

By Richard Bernstein

"Science-fiction films teach about the universe in adventurous terms," explained Richard Carlson, who is partnered with Curt Siodmak and Ivan Tors in A-Men Productions. "These serve as both entertainment and educational features," he added.



RICHARD CARLSON

Carlson, one of Hollywood's leading personalities, acts, writes, directs and produces.

In discussing the schedule of films that A-Men Productions will produce, Carlson pointed out that although children will enjoy A-Men's output, it would be definitely grown-up science-fiction: factual, plausible and accurate.

First film to go will be "A-Men," which will be released through United Artists with UA participating in the financing of the film. The threesome—Carlson, Tors and Siodmak—will have interchangeable duties in the organization in regard to writing, directing and producing. Carlson will star in "A-Men" with Tors producing and Siodmak directing.

Top Names Sought

"For "A-Men," the group is seeking some top names. This feature will be followed by three more science-fiction films to be made by the company. "All three of which," Carlson emphasized, "will be on an adult and sophisticated level like 'A-Men.'"

The first of this trio will be "M.A.N.I.A.C.," which really means a mechanical brain, not a deranged human in this particular case. The film will also have a stellar cast. The second will be "The Hungry Atom."

As if he isn't busy enough with all this work, Richard Carlson will direct "Round The World Weekend" for Carl Dudley Productions. This will be Carlson's first screen directorial stint, although he has directed for the stage. "As director, you can understand an actor's problems. And as an actor, I know how actors feel in regard to directors," explained Carlson. Dudley Productions is the motion picture company which produced the "This World of Ours" series with such success.

Actors' Efforts Stressed

Carlson pointed out that an actor can direct because most actors direct themselves. The director, he stated, just acts as a critic behind the camera to edit their performance.

Carlson will also star in the feature with a top femme star currently being sought to appear opposite him. "Round The World Weekend" is a light, frothy story about a screen writer who goes around the world on a weekend. He goes around the world and has to be back in his office on Tuesday.

"This is not a travelogue," Carlson explained. "It will be a 70 or 80 minute long entertaining motion picture feature. It will be filmed on location. We are working the actual trip to lense this picture. We are going to Paris, Rome, Cairo, Athens, Bombay, Rangoon, Bangkok, Hong Kong, Manila, Honululu."

Director Carlson went on to explain that the story line carries the characters in the film to these place. The film will be made in color like all Dudley's previous productions.

Dudley Productions will shoot the interiors for the film in Hollywood.

"We have no problem of release for 'Round The World Weekend,'" Carlson confided. "This is an era for the rebirth of the independent production company. They can make top quality films without the top quality price."

Carlson Respects Audience

Carlson deeply respects the motion picture audience. He said, "Let the audience tell you what they want to see, don't tell them." This was meant for motion picture companies who feel that they can foist anything on an audience.

Carlson at one time had a three-way contract with David O. Selznick as a writer, actor and director. He toured successfully with the famous stage play, "Mr. Roberts," a few years back.

Harry Sherman Dies, 68

Harry Sherman, pioneer in the motion picture industry, died last week at the age of 68. He was famous for having produced the Hopalong Cassidy westerns. He also produced "Ramrod," for United Artists release; "Buffalo Bill," 20th Century-Fox; "American Empire," United Artists; and "Parson of Panamint" and "Tombstone," both for Paramount.

WB Inks New Singer

Merv Griffin, popular RCA Victor recording star and singer with Freddie Martin's band, has been signed to a long term contract by Jack L. Warner. Griffin reported to Warners last week to begin his contract.

HOLLYWOOD

(*Continued from preceding page*)

turn to the screen be in a color film instead of the black-and-white version planned by Kramer, withdrew from the assignment. The script will be altered slightly to fit the new star. Since Miss Stanwyck reports to 20th Century-Fox for "Titanic" first, the Kramer film originally scheduled to roll Oct. 9, will go into production in November.

* * *

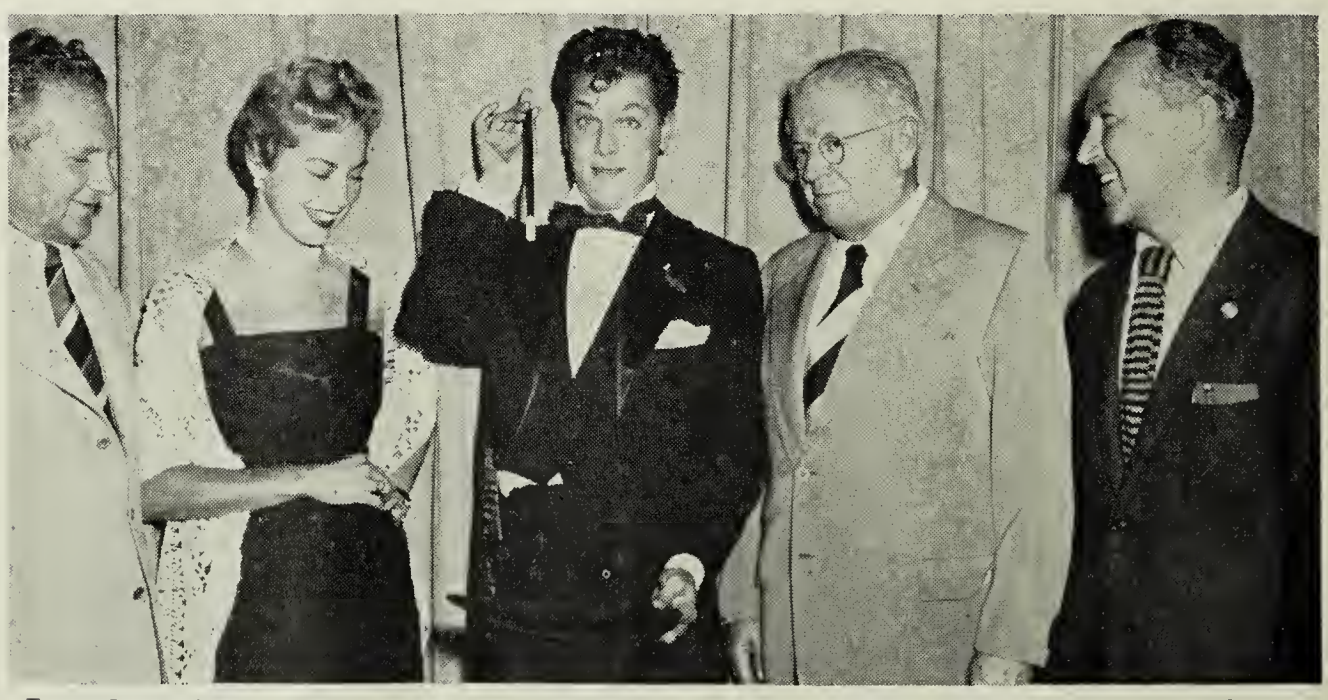
Eleanor Parker and Vittorio Gassman will star in "Valley of the Kings," a romantic film which will be made by M-G-M in Egypt next spring. The actress will portray a young English archeologist who goes on an expedition to the valley of the Nile River and there encounters love and excitement when she helps discover the tomb of a legendar Pharoah. Gassman will also play an archeologist in the film, which will be produced by Sam Zimbalist and directed by Robert Pirosh, who is writing the screen play based on his own original story.

* * *

Republic signed Victor Young to a contract calling for his services as a composer-writer-conductor on two productions over a one year period. Studio announced that the pictures tentatively set for the composer under the new contract would be "Fair Wind To Java," Fred MacMurray-Vera Ralston starrer in Trucolor by Consolidated and the new John Ford production, "The Sun Shines Bright," starring Charles Winninger, Arleen Whelan and John Russell.

* * *

Arch Oboler announced that Sid Pink is no longer handling sales and promotion for Arch Oboler Productions on "Bwana Devil," first picture in 3 dimension, which premieres in Hollywood in mid-November. According to Oboler, even though Pink retains a certain financial interest in the indie company, he no longer will be associated with its operation and management in any way. Oboler has retained the Arthur P. Jacobs office here to handle the national press campaign and local premier. Ivan Black is repping Oboler's interests in New York.



Tony Curtis (center), who plays the title role in George Pal's "Houdini," with Janet Leigh, his actress-wife who portrays Mrs. Houdini, gives Paramount executives a preview of his tricks in the Technicolor picture. Looking on approvingly are (from left): Don Hartman, in charge of Paramount production; Y. Frank Freeman, studio head; and producer Pal.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
Jan.	419	Boots Malone	103	William Holden, Johnny Stewart
Jan.	417	Indian Uprising (Super Cinecolor)	75	George Montgomery, Audrey Lang
	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
Jan.	473	The Old West	61	Gene Autry, Gail Davis
Feb.	424	The First Time	89	Robert Cummings, Barbara Hale
Feb.	423	Death of A Salesman	111	Frederic March, Mildred Dunnock
Feb.	422	Harem Girl	70	Joan Davis, Arthur Blake
Mar.	430	My Six Convicts	104	Gilbert Roland, John Beal
Mar.	432	Okinawa	67	Pat O'Brien, Cameron Mitchell, Richard Denning
Mar.	415	Scandal Sheet	82	Broderick Crawford, Donna Reed, John Derek
Mar.	475	Night Stage to Galveston	61	Gene Autry, Pat Buttram
Apr.	427	Thief of Damascus (Technicolor)	78	Paul Henreid, Jeff Donnell
Apr.	425	The Marrying Kind	93	Judy Holliday, Aldo Ray
May	434	The Sniper	87	Arthur Franz, Marie Windsor
May	428	Sound Off (Super Cinecolor)	83	Mickey Rooney, Ann James
May	435	Yank in Indo-China	67	John Archer, Jean Willes
May	471	Apache Country	62	Gene Autry, Pat Buttram
June	426	Walk East on Beacon	98	George Murphy, Virginia Gilmore
June	436	Paula	80	Loretta Young, Alexander Knox, Kent Smith
June	441	Brave Warrior (Tech)	73	Jon Hall, Christine Larson
June	438	Montana Territory (Technicolor)	64	Lon McAllister, Wanda Hendrix
July	437	The Brigand (Tech.)	94	Tony Dexter, Gale Robbins
July	442	Cripple Creek (Tech.)	78	George Montgomery, Jerome Courtland
July	440	California Conquest (Technicolor)	79	Cornel Wilde, Teresa Wright
July	439	Red Snow	74	Guy Madison, Ray Mala
July	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
Aug.	502	Captain Pirate (Technicolor)	85	Louis Hayward, Patricia Medina, John Sutton
Aug.	504	Last Train From Bombay	72	Jon Hall, Christine Larson
Aug.	509	Clouded Yellow	89	Jean Simmons, Trevor Howard
Sept.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
Sept.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
Sept.	476	Wagon Team	61	Gene Autry, Gail Davis
		The Mine With The Iron Door (Re-issue)	66	Richard Arlen, Cecelia Parker
Oct.	507	Assignment—Paris	85	Dana Andrews, Marta Toren
Oct.	508	The Golden Hawk	83	Rhonda Fleming, Sterling Hayden
		Westerns		
Jan.	483	Smoky Canyon	55	Charles Starrett, Smiley Burnette
Feb.	482	The Hawk of the Wild River	54	Charles Starrett, Smiley Burnette
Apr.	485	Laramie Mountains	53	Charles Starrett, Smiley Burnette
June	487	The Rough, Tough West	54	Charles Starrett, Smiley Burnette
July	474	Barbed Wire	61	Charles Starrett, Smiley Burnette
July	486	Junction City	54	Charles Starrett, Smiley Burnette
Aug.	481	Kid From Broken Gun	56	Charles Starrett, Smiley Burnette

LIPPERT PRODUCTIONS

Jan. 11th	5102	For Men Only	93	Paul Henreid, Margaret Field
Jan. 18th	5103	Man Bait	78	George Brent, Marguerite Chapman, Diana Dors
Feb. 15th	5107	Stronghold	73	Veronica Lake, Zachary Scott
Mar. 14th	5140	Navajo	70	Indian Cast
Apr. 1st	5106	Wings of Danger	72	Zachary Scott, Robert Beatty
Apr. 25th	5111	Valley of Eagles	83	Jack Warner, Nadia Gray
May 23rd	5111	Loan Shark	79	Geo. Raft, Dorothy Hart, Paul Stewart, John Hoyt
June 2nd	5105	Outlaw Women (Cinecolor)	75	Marie Windsor, Richard Rober
June 16th	5129	Stolen Face	71	Paul Henreid, Lizabeth Scott
July 18th	5110	Pirate Submarine	69	Special Cast
Aug. 1st	5112	The Jungle	74	Rod Cameron, Cesar Romero, Marie Windsor
Aug. 29th	5116	Secret People	88	Valentina Cortesa, Audrey Hepburn
Sept. 5th	5113	Hellgate	87	Sterling Hayden, Joan Leslie

METRO-GOLDWYN-MAYER

Jan.	215	It's A Big Country	89	Van Johnson, Ethel Barrymore
	216	Westward the Women	116	Robert Taylor, Denise Darcel
	219	The Sellout	83	Walter Pidgeon, Audrey Totter
	217	Pandora and the Flying Dutchman (Tech.)	123	James Mason, Ava Gardner
Feb.	220	The Invitation	85	Dorothy McGuire, Van Johnson, Ruth Roman
	221	Shadow in the Sky	78	Nancy Davis, Ralph Meeker
	222	Lone Star	94	Clark Gable, Ava Gardner, Broderick Crawford
	223	Belle of N. Y. (Tech.)	81	Fred Astaire, Vera-Ellen, Marjorie Main
Mar.	224	Just This Once	90	Peter Lawford, Janet Leigh
	225	Love Is Better Than Ever	81	Elizabeth Taylor, Larry Parks
	226	The Wild North (Ansco color)	97	Stewart Granger, Wendell Corey
Apr.	227	Singin' in the Rain (Technicolor)	103	Gene Kelly, Donald O'Connor, Debbie Reynolds
	228	Talk About a Stranger	65	George Murphy, Nancy Davis
	229	When In Rome	78	Van Johnson, Paul Douglas, Peggy Stewart
May	230	Young Man With Ideas	84	Glenn Ford, Ruth Roman
	231	Carbine Williams	101	James Stewart, Wendell Corey, Jean Hagen
	232	The Girl In White	93	June Allyson, Gary Merrill, Arthur Kennedy
	233	Skirts Ahoy (Tech.)	109	Esther Williams, Joan Evans, Barry Sullivan
June	234	Glory Alley	79	Ralph Meeker, Leslie Caron
	235	Pat and Mike	95	Spencer Tracy, Katharine Hepburn, Aldo Ray
	236	Scaramouche (Technicolor)	115	Stewart Granger, Eleanor Parker, Mel Ferrer
July	237	Lovely to Look At (Technicolor)	102	Red Skelton, Kathryn Grayson, Howard Keel
	238	The Washington Story	82	Van Johnson, Patricia Neal
	239	Holliday For Sinners	72	Gig Young, Janice Rule, Keenan Wynn
Aug.	240	You for Me	71	Jane Greer, Peter Lawford
	241	Fearless Fagan	79	Janet Leigh, Carleton Carpenter
		Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor, Joan Fontaine
		1952-53		
Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	96	Gene Kelly, Pier Angeli
	303	My Man and I	99	Shelly Winters, Ricardo Montalban

MONOGRAM

Jan. 6th	5217	The Steel Fist	73	Roddy McDowell
Jan. 13th	5241	Texas City	54	Johnny Mack Brown, James Ellison
Jan. 20th	5299	Aladdin and His Lamp (Cinecolor)	66	Patricia Medina, John Sands
Feb. 3rd	5251	Night Raiders	52	Whip Wilson, Andy Clyde
Feb. 10th	5102	Fort Osago	72	Rod Cameron, Jane Nigh
Feb. 24th	5224	Waco	68	Bill Elliott, Peggy Stewart
Mar. 9th	5104	Rodeo (Cinecolor)	70	Jane Nigh, John Archer
Mar. 23rd	5211	Hold That Line	64	Leo Gorcey, Huntz Hall
Mar. 30th	5242	Man From the Black Hills	51	Johnny Mack Brown
Apr. 6th	5215	Jet Job	63	Stanley Clements, Elena Verdugo
Apr. 13th	5252	The Gunman	52	Whip Wilson, Fuzzy Knight
Apr. 27th	5205	Wild Stallion (Cinecolor)	70	Ben Johnson, Edgar Buchanan
May 4th	5225	Kansas Territory	65	Bill Elliott, Peggy Stewart
May 11th	5209	Desert Pursuit	71	Wayne Morris, Virginia Grey
May 25th	5207	African Treasure	70	Johnny Sheffield, Laurette Luez
June 8th	5220	Gold Fever	63	John Calvert, Ralph Morgan, Ann Cornell
June 15th	5212	Here Come the Marines	66	Leo Gorcey, Huntz Hall, Myrna Dell
June 29th	5203	Wagons West (Cinecolor)	70	Rod Cameron, Peggie Castle
July 6th	5243	Dead Man's Trial	59	Johnny Mack Brown, Jimmy Ellison
July 20th	5210	Arctic Flight	78	Wayne Morris, Lola Allbright
Aug. 10th	5221	Yukon Gold		Kirby Grant
Aug. 17th	5253	Montana Incident	54	Whip Wilson
Aug. 24th	5204	Rose Bowl Story (Cinecolor)	71	Marshall Thompson, Vera Miles
Sept. 7th	5226	Fargo		Wild Bill Elliott, Phyllis Coates
Sept. 21st	5213	Feudin' Fools	63	Leo Gorcey, Huntz Hall
Sept. 28th	DAA22	Battle Zone		John Hodiak, Stephen McNally, Linda Christian
December	5112	Silver City (Technicolor)	90	Yvonne De Carlo, Edmond O'Brien, Richard Arlen
December	5110	My Favorite Spy	93	Bob Hope, Hedy Lamarr
January	5109	Hong Kong (Technicolor)	91	Ronald Reagan, Rhonda Fleming
February	5114	Sailor Beware	106	Dean Martin, Jerry Lewis, Corinne Calvert
February	5118	Flaming Feather (Technicolor)	78	Sterling Hayden, Arleen Whelan
March	5105	Something to Live For	89	Ray Milland, Joan Fontaine, Teresea Wright
April	5116	My Son, John	122	Helen Hayes, Robert Walker, Dean Jagger
April	5119	Aaron Slick From Punkin Crick (Technicolor)	95	Alan Young, Dinah Shore, Robert Merrill
May	5117	Anything Can Happen	107	Jose Ferrer, Kim Hunter
May	5113	Red Mountain (Technicolor)	84	Alan Ladd, Lizabeth Scott
June	5120	The Atomic City	85	Gene Barry, Lydia Clarke
June	5115	Denver & Rio Grande (Technicolor)	89	Edmond O'Brien, Sterling Hayden, Dean Jagger

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

PARAMOUNT

Release Date	Release No.	Production	Time (min.)	Cast
July	5129	The Greatest Show On Earth (Technicolor)	153	Betty Hutton, James Stewart Cornel Wilde, Dorothy Lamour, Charlton Heston, Gloria Grahame
July	5122	Encore	90	Glynis Johns, Kay Walsh, Nigel Patrick, Roland Culver
July	5121	Jumping Jacks	100	Dean Martin, Jerry Lewis, Mona Freeman, Don De Fore
August	5123	Carrie	122	Laurence Olivier, Jennifer Jones, Eddie Albert, Miriam Hopkins
August	5124	Son Of Paleface (Technicolor)	97	Bob Hope, Jane Russell, Roy Rogers, Trigger
		1952-53		
September	5201	Just For You (Technicolor)		Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)		John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)		Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson

RKO-RADIO

Jan.	215	On Dangerous Ground	82	Robert Ryan Ida Lupino
Jan.	251	I Want You	101	Dana Andrews, Dorothy McGuire, Farley Granger
Jan.	265	Tembo (Ansco Color)	80	Documentary
Jan.	218	A Girl in Every Port	86	Groucho Marx, Marie Wilson, Wm. Bendix
Feb.	217	Las Vegas Story	88	Jane Russell, Victor Mature, Vincent Price
Feb.	220	At Sword's Point (Technicolor)	81	Maureen O'Hara, Cornel Wilde, Robert Douglas
Feb.	292	Snow White (Technicolor)	83	
Feb.	266	Hunchback of Notre Dame (re-release)	117	Maureen O'Hara, Charles Laughton
Feb.	267	Cat People (re-release)	73	Simone Simon
Feb.	219	Trail Guide	80	Tim Holt
Mar.	221	Rancho Notorious (Technicolor)	89	M. Ferrer, A. Kennedy, M. Dietrich
Mar.	223	Road Agent	60	Tim Holt
Mar.	213	Pace That Thrills	63	Bill Williams
Mar.	268	Rashomon	90	Japanese Cast
Mar.	222	Whispering Smith vs. Scotland Yard	77	Richard Carlson
Apr.	271	Body Snatcher (Re-Issue)	78	Boris Karloff
Apr.	272	I Walked with a Zombie (Re-Issue	69	Tom Conway
Apr.	224	Macao	81	J. Russell, R. Mitchum
Apr.	227	Target	69	Tim Holt
Apr.	225	Tarzan's Savage Fury	80	Lex Barker
May	303	Faithful City	86	J. Smith, D. Ramati, D. Peskin
May	226	Narrow Margin	71	C. McGraw, M. Windsor
May	288	Half Breed (Technicolor)	81	Robert Young, Janis Carter
June	269	King Kong (Re-Issue)	100	Bruce Cabot
June	270	The Leopard Man (Re-Issue)	66	Dennis O'Keefe
May	230	Desert Passage	60	Tim Holt
June	229	Clash By Night	105	Barbara Stanwyck, Robert Ryan, Paul Douglas, Marilyn Monroe
July	274	The Wild Heart (Technicolor)	82	Jennifer Jones
July	391	The Story Of Robin Hood (Technicolor)	84	Richard Todd, Joan Rice
Aug.	362	Sudden Fear		Joan Crawford
Aug.	301	One Minute To Zero	105	Robert Mitchum, Ann Blyth
Aug.	361	Big Sky	140	Kirk Douglas, Elizabeth Threatt
Aug.	364	Too Many Girls (Re-issue)	85	Lucille Ball, Richard Carlson
Aug.	363	Look Who's Laughing (Re-issue)	79	Lucille Ball, F. McGee, Edgar Bergen
Sept.	302	Beware, My Lovely	77	Ida Lupino, Robert Ryan
Sept.	365	Annie Oakley (Re-issue)	91	Barbara Stanwyck, Preston Foster
Sept.	366	Allegheny Uprising (Re-issue)	81	Claire Trevor, John Wayne
Oct.		The Lusty Men	113	Robert Mitchum, Susan Hayward, Arthur Kennedy
Oct.		Under the Red Sea	67	Dr. Hans Hass, Lottie Berl

REALART

Aug.		Maytime in Mayfair (Technicolor)	74	Michael Wilding, Anna Nagle
Aug.		Geisha Girl	67	Martha Hyer, Bill Andrews
Aug.		Kid Monk Baroni	80	Bruce Cabot, Mona Knox
Sept.		Wall of Death	82	Laurance Harvey, Susan Shaw, Maxwell Reed
Sept.		Summer Storm (Re-issue)	92	Linda Darnell, George Sanders
Sept.		Breakdown	76	Ann Richards, William Bishop Sheldon Leonard
Oct.		Bela Lugosi Meets A Brooklyn Gorilla	63	Bela Lugosi, Duke Mitchell, Sammy Petrillo
Oct.		House of Darkness	63	Laurance Harvey, Susan Shaw
Oct.		Cairo Road	85	Laurance Harvey, Eric Portman
Nov.		Fame & the Devil	80	Mischa Auer, Marilyn Bueford, Marcel Cerdan
Nov.		Battles of Chief Pontiac	75	Lex Barker, Helen Westcott, Lon Chaney
Nov.		Lucy Goes Wild (Re-issue)	90	Lucille Ball, George Brent
Nov.		Cuban Pete (Re-issue)	61	Desi Arnez, Ethel Smith
Dec.		Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.		Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.		My Death Is A Mockery	67	Donald Huston, Katherine Byron

REPUBLIC

Jan. 15th	5131	Woman in the Dark	60	Penny Edwards, Ross Elliott, Rick Vallin
Jan. 22nd	5064	Captive of Billy The Kid	54	Allan "Rocky" Lane, Ronny Edwards
Jan. 26th	5104	Lady Possessed	87	James Mason, June Havoc
Feb. 8th	5141	Colorado Sundown	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Mar. 1st	5142	The Last Musketeer	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Mar. 22nd	5171	Leadville Gunslinger	54	Allan "Rocky" Lane, Mary Ellen Kay, Slim Pickens
Mar. 24th	5122	Oklahoma Annie	90	Judy Canova, John Russell, Grant Withers
Apr. 1st	5125	The Fabulous Senorita	80	Estelita, Robert Clarke, Nestor Paiva
Apr. 15th	5143	Border Saddlemates	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Apr. 15th	5069	Wild Horse Ambush	54	Michael "Red" Chapin, Eilene "Judy" Janssen
Apr. 15th	5105	Hoodlum Empire	98	Brian Donlevy, Claire Trevor, Vera Ralston, Forrest Tucker
May 1st	5128	Gobs and Gals	86	George and Bert Bernard, Robert Hutton, Cathy Downs
May 20th	4815	Black Hills Ambush	54	Allen "Rocky" Lane, Eddy Waller
June 1st	5129	Bal Tobarin	84	Muriel Lawrence, William Ching, Claire Carleton
June 15th	5106	I Dream of Jeanie (Trucolor)	90	Ray Middleton, Bill Shirley, Muriel Lawrence, Eileen Christy
July 20th	5173	Thundering Caravans	54	Allen "Rocky" Lane Eddy Waller, Mona Knox
July 25th	5144	Old Oklahoma Plains	60	Rex Allen, Slim Pickens, Elaine Edwards
Sept. 5th	5107	Woman Of The North Country (Trucolor)	90	Ruth Hussey, Rod Cameron, John Agar, Gale Storm
	5108	The Quiet Man (Tech.)	129	John Wayne, Maureen O'Hara, Barry Fitzgerald
Oct. 1st	5126	Tropical Heat Wave	74	Estelita, Robert Hutton, Grant Withers
Oct. 8th	5174	Desperadoes' Outpost	54	Allan "Rocky" Lane, Eddy Waller
Oct. 10th	5123	The Wac From Walla Walla	83	Judy Canova, Stephen Dunne, Grant Withers
Oct. 10th	5109	Toughest Man In Arizona	90	Vaughn Monroe, Joan Leslie
Oct. 20th		South Pacific Trail		Rex Allen, Koko, Estelita, Slim Pickens
Oct.		Ride The Man Down		Brian Donlevy, Forrest Tucker, Rod Cameron, Ella Raines

TWENTIETH CENTURY-FOX

1952

Jan.	205	Decision Before Dawn	119	Gary Merrill, Richard Basehart
Jan.	201	Model and the Marriage Broker	105	Jeanne Crain, Scott Brady, Thelma Ritter
Jan.	202	Japanese War Bride	91	Don Taylor, Shirley Yamaguchi
Feb.	203	David and Bathsheba (Technicolor)	116	Gregory Peck, Susan Hayward
Feb.	204	Phone Call From a Stranger	96	Shelly Winters, Bette Davis, Gary Merrill
Feb.	207	Red Skies of Montana (Technicolor)	98	Richard Widmark, Constance Smith, Jeffrey Hunter
Mar.	208	5 Fingers	108	James Mason, Danielle Darrieux
Mar.	209	Return of the Texan	88	Dale Robertson, Joanne Dru
Mar.	206	Viva, Zapata!	110	Marlon Brando, Jean Peters
Apr.	210	With a Song in My Heart (Technicolor)	117	Susan Hayward, Rory Calhoun, David Wayne, Thelma Ritter
Apr.	211	The Pride of St. Louis	93	Dan Dailey, Joanne Dru
Apr.	212	Rose of Cimarron (Natural Color)	72	Jack Buetel, Mala Powers, Bill Williams
May	213	Belles on Their Toes (Technicolor)	89	Myrna Loy, Jeanne Crain, Jeffrey Hunter
May	215	Deadline—U.S.A.	87	Humphrey Boaart, Kim Hunter, Ethel Barrymore
May	216	Outcasts of Poker Flat	81	Dale Robertson, Anne Baxter
June	135	Kangaroo (Technicolor)	84	Maureen O'Hara, Peter Lawford
June	219	Lydia Bailey (Technicolor)	89	Dale Robertson, Anne Francis, Charles Korvin
June	218	Lady in the Iron Mask (Natural Color)	78	Louis Hayward, Patricia Medina
May	252	Laura (Re-Release)	88	Gene Tierney, Dana Andrews, Clifton Webb
May	253	This Above All (Re-Release)	110	Tyrone Power, Joan Fontaine, Thomas Mitchell

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
June	256	The Rains Came (Re-release)	95	Tyrone Power, Myrna Loy
June	255	Leave Her To Heaven (Tech. Re-release)	110	Gene Tierney, Jeanne Crain
July	220	Wait 'Til The Sun Shines, Nellie (Technicolor)	108	Jean Peters, David Wayne
July	222	Diplomatic Courier	97	Tyrone Power, Patricia Neal
July	221	We're Not Married	85	Ginger Rogers, Victor Moore, Fred Allen, Paul Douglas, Jan Sterling
July	258	The Black Swan (Tech. Re-release)	85	Tyrone Power, Maureen O'Hara
July	257	To The Shores of Tripoli (Tech. Re-release)	86	John Payne, Maureen O'Hara, Randolph Scott
Aug.	223	Dreamboat	83	Clifton Webb, Ginger Rogers
Aug.	224	Don't Bother to Knock	76	Richard Widmark, Marilyn Monroe
Aug.	225	Les Miserables	104	Michael Rennie, Debra Paget
Aug.	226	What Price Glory (Tech.)	111	James Cagney, Corinne Calvet, Dan Dailey
Sept.	227	Lure of the Wilderness (Technicolor)	92	Jean Peters, Jeffrey Hunter, Constance Smith
Sept.	228	O. Henry's Full House	117	Fred Allen, Marilyn Monroe, Jeanne Crain, Farley Granger
Sept.	230	Monkey Business	97	Cary Grant, Ginger Rogers, Marilyn Monroe
Oct.	231	My Wife's Best Friend	101	Anne Baxter, Macdonald Carey
Oct.	229	Way of a Gaucho (Technicolor)		Rory Calhoun, Gene Tierney
Oct.	238	Something for the Birds	81	Victor Mature, Patricia Neal
Nov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
Nov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
Nov.	236	Bloodhounds of Broadway (Technicolor)		Mitzi Gaynor, Scott Brady
Nov.	237	Pony Soldier (Technicolor)		Tyrone Power, Cameron Mitchell

UNITED ARTISTS

Jan. 11th	NO RELEASE NUMBERS	The Lady Says No	80	Joan Caulfield, David Niven, Lenore Lonergan
Jan. 4th		Chicago Calling	74	Dan Duryea, Mary Anderson
Jan. 16th		Another Man's Poison	89	Gary Merrill, Bette Davis, Anthony Steele, Barbara Murray
Jan. 31st		Cloudburst	83	Robert Preston, Elizabeth Sellars
Feb. 8th		Bpffalo Bill in Tomahawk Territory	64	Clayton Moore, Slim Andrews, Sharon Dexter
Feb. 15th		The River (Technicolor)	99	American, English, India
Feb. 22nd		One Big Affair	80	Evelyn Keyes, Dennis O'Keefe, Mary Anderson
Feb. 28th		The Green Glove	86	Glenn Ford, Geraldine Brooks, Sir Cedric Hardwicke
Mar. 7th		A Tale of Five Women	86	Bonar Colleano, Anne Vernon, Lane Morris
Mar. 14		Mutiny (Technicolor)	76	Mark Stevens, Angela Lansbury, Patric Knowles
Mar. 15		Royal Journey (Color)	50	Queen Elizabeth, Duke of Edinburgh
Mar. 21st		The African Queen (Technicolor)	104	Humphrey Bogart, Katharine Hepburn, Robert Morley
Mar. 28		Strange World	80	Angelica Hauff, Alexander Carlos
Apr. 11th		Captive City	91	John Forsythe, Joan Camden
May 8th		Without Warning	75	Adam Williams, Meg Randall
May 15th		Red Planet Mars	87	Peter Graves, Andrea King
May 23rd		The Fighter	78	Richard Conte, Vanessa Brown, Lee J. Cobb
June 6th		Red River (Re-release)	125	John Wayne, Montgomery Clift, Joanne Dru
June 6th		Tulsa (Re-release) (Tech.)	88	Susan Hayward, Robert Preston, Pedro Armendariz
June 13th		Tales of Hoffman (Tech.)	111	Moira, Shearer, Leonide Massine, Robert Helpman
June 20th		Confidence Girl	81	Tom Conway, Hillary Brooke
July 11th		Outcast of the Islands	92	Kerima, Ralph Richardson, Trevor Howard
July 18th		Actors and Sin	85	Edward G. Robinson, Eddie Albert, Marsha Hunt, Jeny Hecht
July 30th		High Noon	85	Gary Cooper, Grace Kelly, Thomas Mitchell, Lloyd Bridges
Aug. 4th		Island of Desire (Tech.)	103	Linda Darnell, Tab Hunter, Donald Gray
Aug. 12th		Park Row	83	Gene Evans, Mary Welch
Aug. 22nd		Cry the Beloved Country	105	Canada Lee, Charles Garson, Sidney Poitier
Sept. 5th		It's in The Bag (Re-release)	87	Fred Allen, Jack Benny
Sept. 5th		Guest Wife (Re-release)	90	Claudette Colbert, Don Ameche
Sept. 12th		Untamed Women	70	
Sept. 19th		The Lady Vanishes (Re-release)	85	Michael Redgrave, Margaret Lockwood, Paul Lukas
Sept. 26th		The Ring	78	Gerald Mohr, Rita Moreno

UNIVERSAL

Release Date	Release No.	Production	Time min.)	Cast
Jan.	207	Flame of Araby (Technicolor)	77	Maureen O'Hara, Jeff Chandler
Jan.	208	Bright Victory	97	Arthur Kennedy,
Jan.	211	Finders Keepers	74	Tom Ewell, Julia Adams
Jan.	213	The Cimarron Kid (Technicolor)	84	Audie Murphy, Beverly Tyler
Feb.	205	Meet Danny Wilson	88	Frank Sinatra, Shelly Winters, Alex Nicol
Feb.	210	Here Come The Nelsons	73	Ozzie, Harriet, David and Ricky Nelson
Feb.	212	Bend of the River (Technicolor)	91	James Stewart, Arthur Kennedy, Julia Adams
Mar.	209	The Treasure of Lost Canyon) (Technicolor)	81	William Powell, Charles Drake, Julia Adams
Mar.	214	Flesh and Fury	83	Tony Curtis, Dan Stelling, Mona Freeman
Mar.	215	Steel Town (Tech.)	84	Ann Sheridan, John Lun, Howard Duff
Apr.	216	Ma and Pa Kettle At the Fair	78	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	217	The Battle at Apache Pass (Technicolor)	85	John Lund, Jeff Chandler, Susan Cabot
May	219	Bronco Buster (Technicolor)	80	John Lund, Scott Brady, Joyce Holden
May	220	No Room For The Groom	82	Tony Curtis, Piper Laurie, Don Defore
May	218	Red Ball Express	83	Jeff Chandler, Alex Nicol
June	221	Ivory Hunter (Technicolor)	97	Anthony Steel, Dinah Sheridan
June	222	Scarlet Angel (Technicolor)	80½	Yvonne DeCarlo, Rock Hudson, Richard Denning
June	223	Just Across the Street	78	Ann Sheridan, John Lund
July	224	Frances Goes to West Point	81	Donald O'Connor, Lori Nelson
July	225	Sally and Saint Anne	90	Ann Blyth, Edmund Gwenn
July	226	Has Anybody Seen My Gal (Tech.)	89	Piper Laurie, Charles Coburn, Rock Hudson
Aug.	227	The World in His Arms (Technicolor)	104	Gregory Peck, Ann Blyth
Aug.	228	The Duel at Silver Creek (Technicolor)	77	Audie Murphy, Faith Domergue, Stephen McNally
Aug.	229	Lost in Alaska	76	Abbott and Costello, Mitzi Green
Sept.	230	Untamed Frontier (Technicolor)	75	Joseph Cotton, Shelley Winters, Scott Brady
Sept.	231	Son of Ali Baba	75	Tony Curtis, Piper Laurie, Susan Cabot
Sept.	232	Bonzo Goes to College	79½	Maureen O'Sullivan, Edmund Gween, Gigi Perreau
Oct.	233	Willie and Joe in Back at the Front	87	Tom Ewell, Harvey Lembeck, Mari Blanchard
Oct.	234	Yankee Buccaneer (Technicolor)	86	Jeff Chandler, Scott Brady, Suzan Ball
Oct.	235	Horizons West (Technicolor)	81	Robert Ryan, Julia Adams, Rock Hudson

WARNER BROS.-FIRST NATIONAL

Jan. 12th	112	I'll See You in My Dreams	110	Doris Day, Danny Thomas, Frank Lovejoy, Patrice Wymore
Jan. 26th	113	Room For One More	95	Cary Grant, Betsy Drake
Feb. 9th	114	This Woman Is Dangerous	97	Joan Crawford, Dennis Morgan, David Brian
Feb. 23rd	115	Retreat, Hell	95	Frank Lovejoy, Richard Carlson, Anita Louise
Mar. 8th	116	Bugles in the Afternoon (Technicolor)	85	Ray Milland, Helena Carter.
Mar. 22nd	104	A Streetcar Named Desire	122	Vivien Leigh, Marlon Brando
Mar. 29th	117	The Big Trees (Tech.)	89	Kirk Douglas, Eve Miller
Apr. 12th	118	Jack & the Beanstalk (Super Cinecolor)	78	Abbott & Costello, Buddy Baer
Apr. 19th	119	Lion & the Horse (Warnercolor)	83	Steve Cochran, Wildfire, the Wonder Horse
May 3rd	120	Mara Maru	98	Errol Flynn, Ruth Roman
May 17th	121	The San Francisco Story	80	Joel McCrea, Yvonne DeCarlo
May 24th	126	High Sierra (re-release)	95	Ida Lupino, Humphrey Bogart
May 24th	127	To Have & Have Not (re-release)	100	Humphrey Bogart, L. Bacall
May 31st	122	About Face (Technicolor)	94	Gordon McRae, Eddie Bracken, V. Gibson
June 14th	123	Carson City (Warnercolor)	87	Randolph Scott, Lucille Norman
June 21st	124	3 For Bedroom C (Naturalcolor)	74	Gloria Swanson, James Warren
June 28th	125	The Winning Team	98	Doris Day, Ronald Reagan, Frank Lovejoy
July 12th	128	She's Working Her Way Through College (Technicolor)	101	Virginia Mayo, Ronald Reagan, Gene Nelson
July 26th	129	The Story of Will Rogers (Technicolor)	109	Will Rogers, Jr., Jane Wyman
Aug. 16th	130	Where's Charley? (Technicolor)	97	Ray Bolger, Allyn McLerie
		1952-53		
Aug. 30th	201	Big Jim McLain	90	John Wayne, Nancy Olson
Sept. 27th	202	The Crimson Pirate (Technicolor)	104	Burt Lancaster, Nick Cravat, Torin Thatcher, Eva Bartok
Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark



with SANDRO GIGLIO Screen Play by WILLIAM BOWERS · Story by PAULINE GALLICO and PAUL GALLICO

Produced by SAMUEL MARX and JERRY BRESLER · Directed by ROBERT PARRISH

TOP EXHIBITORATINGS of 1951-1952

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

...O MAKES TOP-LEVEL CHANGES

...OLE CALLS FOR ...AWAL OF ALLIED ...ERS FROM INDUSTRY WORK

...RATION DRAFT NEEDS ...UTINY: MYERS

... ACTION VS. DISTRIBS ...LIED MEET PROMISED

... PACT EXPANDS BO ...PROACHES

..."TIME" CELEBRATES ...ST ANNIVERSARY

...RATION IS HERE" SAYS LEVY

REVIEWS pages 11,12,53

... No. 7 October 18, 1952

... atter October 25, 1946, at the ... N. Y., under the act of March ... by The ITOA Independent, ... York 36, New York. Sub- ... Year, Single copy 10 cents.

GET IT NOW!

WE ARE coming down the home stretch of a heated national election campaign. Apparently too many of us in the industry are losing sight of the fact that there will be at least 450 new Congressmen when the campaign smoke lifts.

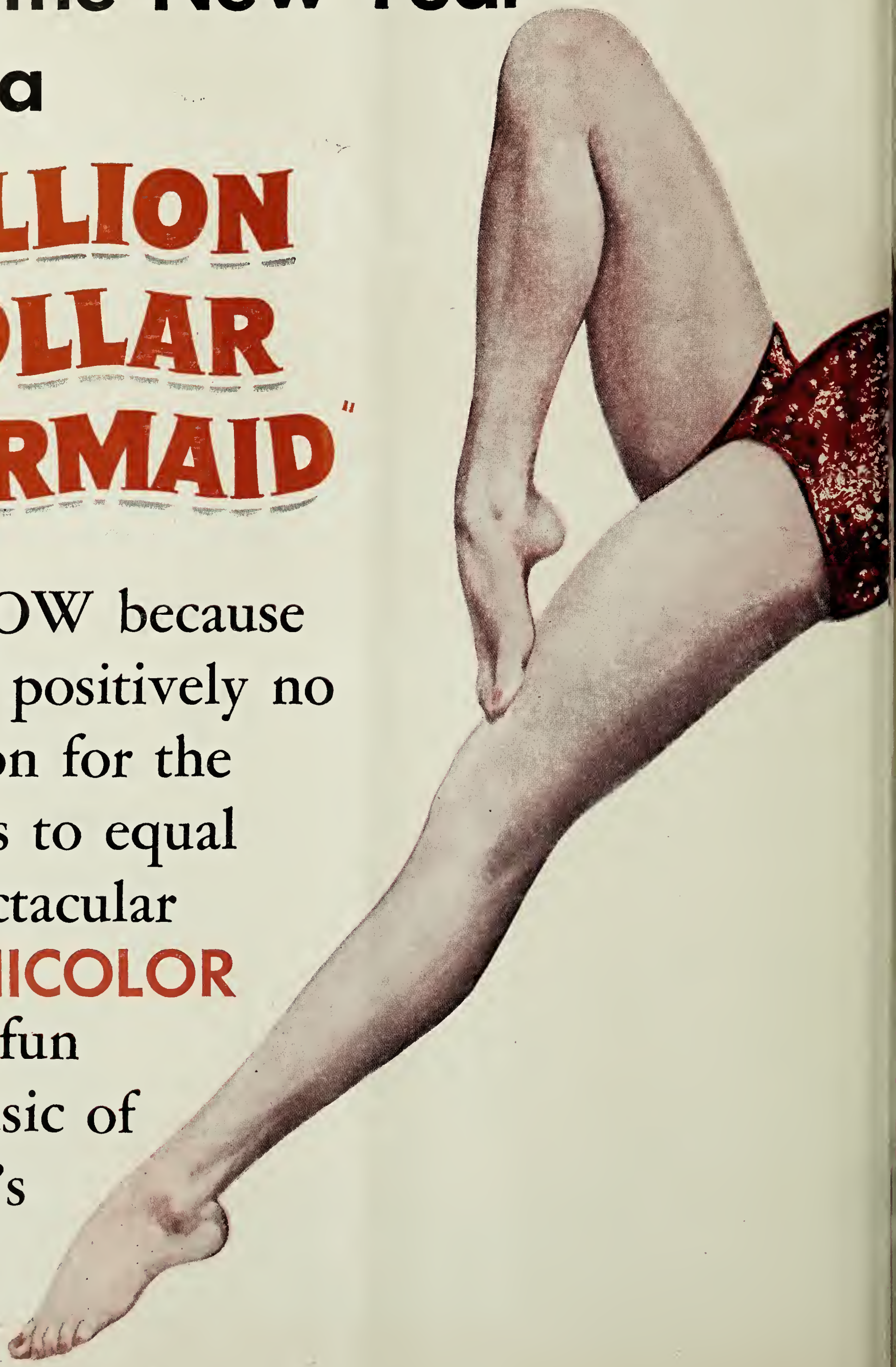
COMPO has done everything in its power to alert exhibitors all over the country to the fact that the industry is not taking advantage of its opportunity to present the facts and secure pre-election commitments from all the Congressional candidates that they will support a measure to eliminate the discriminatory 20% Federal tax on motion picture admissions.

The job cannot be done on the national level. These candidates are now at home engaged in feverish last-minute campaigning. It requires a grass roots

(See Page 5)

Start the New Year with a

"MILLION DOLLAR MERMAID"



Plan NOW because there is positively no attraction for the holidays to equal the spectacular **TECHNICOLOR** beauty, fun and music of M-G-M's Gala Show!



TRADE SHOWS OCT. 30

M-G-M's MIRACLE MUSICAL Starrin

ESTHER WILLIAMS
VICTOR MATURE
WALTER PIDGEON
DAVID BRIAN

win

DINNA CORCORAN • Screen Play by EVERETT FREEMAN • Directed by MERVYN LeROY • Produced by ARTHUR HORNBLOW, JR.

ALBANY	20th-Fox Screen Room	1052 Broadway	10/30	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	10/30	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	10/30	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	10/30	2 P M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	10/30	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	10/30	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	10/30	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	10/30	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	10/30	10:30 A.M.
DENVER	Paramount Screen Room	2100 Stout Street	10/30	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	10/30	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2311 Cass Avenue	10/30	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	10/30	10:30 A.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth St.	10/30	2 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	10/30	1:30 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	10/30	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	10/30	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	10/30	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	10/30	8 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	10/30	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	10/30	1:30 P.M.
NEW YORK	M-G-M Screen Room	630 Ninth Avenue	10/30	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	10/30	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	10/30	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	10/30	2 P.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	10/30	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	10/30	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	10/30	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	10/30	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	10/30	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	10/30	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	10/30	2 P.M.

PARAMOUNT KEEPS THE CROWDS COMING TO YOUR BOX-OFFICE WITH THIS STAR-POWERED...ACTION-PACKED BIG AND DIFFERENT STORY OF THE WEST!

Savage in Battle...
Savage in Love!

In his arms...a woman forgot everything...
remembered only that
he was a man!

COLOR BY Technicolor

THE SAVAGE



CHARLTON HESTON

Now starring as Warbonnet, bravest of the Braves, straight from his triumph in "The Greatest Show on Earth"!

SUSAN MORROW
PETER HANSON
JOAN TAYLOR

Produced by MEL EPSTEIN · Directed by GEORGE MARSHALL · Screenplay by SYDNEY BOEHM · Based on a novel by L. L. Foreman

Vol. 30 No. 7
October 18, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

effort and we are advising theatre owners all over the country not to expect somebody else to do this job for them. If they do, it won't be done at all.

Certain points should be emphasized at this time. In the first place, the industry has a splendid chance to eliminate the tax and any overtones of defeatism are unwarranted. Secondly, many candidates have not yet been approached. We certainly cannot expect their understanding of the acuteness of this situation unless they are made fully aware of it.

Again, it should be stressed that political wire-pulling will not do the job. It requires factual business meetings and intelligent talks with these candidates. And in securing the commitments, exhibitors should not be content with oral assurances, generalities or ambiguous statements indicating a sympathetic viewpoint. They should firmly request a definite, written commitment and a copy of the information should be forwarded to COMPO headquarters by the regional tax committee.

Manpower At RKO

Just about a year ago, THE INDEPENDENT carried an editorial congratulating United Artists for selecting Arnold Picker to head its foreign sales department. We can now congratulate RKO Radio for handing him an even more imposing assignment as executive vice-president in charge of the operations of that company. We are confident that the soundness of this appointment will be amply demonstrated in the days and years ahead.

In a series of important promotions from the ranks (see page 6), Charles Boasberg was made general sales manager of the company. He is respected and well-liked by exhibitors and has already demonstrated a spark of executive genius that should add considerably to the building of the company.

Richard Condon, who becomes director of advertising, publicity and exploitation, likewise has a solid background of experience. Under Condon's imaginative guidance, his department can be expected to make a solid contribution to the over-all effort.

We extend to each of them our best wishes for a successful future.

A Salute

We would like to pull a switch and give a salute to Salute to Italian Films Week. This week-long celebration by the Italian industry's U. S. arm, Italian Film Export, has generated excitement and interest in product from that country which couldn't help spilling over into the consciousness of the general public. And, in addition it has shown exhibitors that there is a source of new and fresh films which they can play in their theatres with the confidence that the Italian moviemakers are aware of the needs and requirements of the American market.

As a direct consequence of the screening of seven new Italian productions, one each night during the last week at the Little Carnegie Theatre, N. Y., for an audience of invited guests and the ticket-buying public, word has begun to spread about the quality of these entertaining features.

The enlargement of the market in this country for Italian-made motion pictures, as with the greater circulation of foreign films in all countries, not only creates financial profit, but, as Metro's Dore Schary told an Italian delegation, "it has brought profit in terms of ideas in terms of talent and in terms of mutual understanding between the peoples of the world."

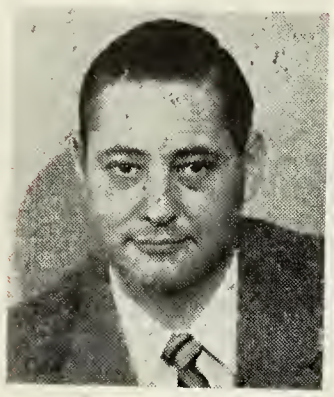
Exhibitoratings

As in the past at this time of year, when exhibitors are looking at releasing schedules with high hopes —and this year there is every reason for strong optimism—we give them a chance to cast an eye backward to honor those productions and artists whose combined talents accounted for the sales of tickets at box offices. THE INDEPENDENT's top money awards to these pictures, performers, producers and directors (see Special Section) are based on a recognition of the source of the votes. We have polled unaffiliated theatremen, whose years of experience in buying, booking and operating motion picture houses permits them to evaluate product constructively, with the public's receptivity and box office receipts as their primary consideration.

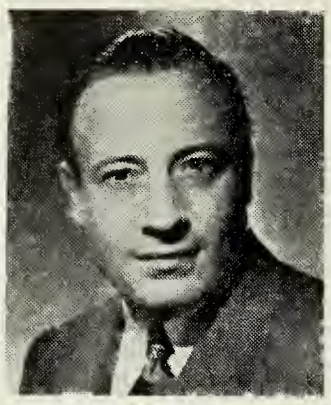
To the winners, we say, "Congratulations" — to the exhibitors, a deeply-felt, "Thank you."

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

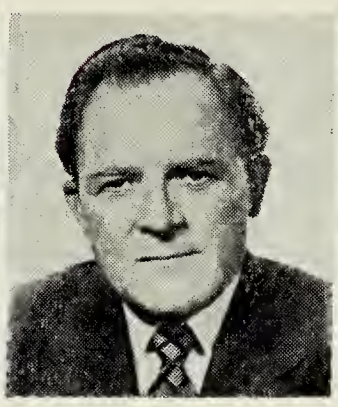
RKO Makes Changes At Top Level



ARNOLD PICKER



CHARLES BOASBERG



WALTER BRANSON



RICHARD CONDON



WM. ZIMMERMAN



HARRY PIMSTEIN

Reorganization of RKO Pictures under the five-man syndicate headed by Ralph E. Stolkin was made sweeping through a number of top level changes instituted during the past two weeks.

Of major significance were changes which placed Stolkin in the presidency, succeeding Ned E. Depinet; Sherrill Corwin, Los Angeles exhibitor and syndicate member, into the slot of vice-president and supervisor of studio operations, and Arnold Picker, vice-president in charge of United Artists foreign distribution, as executive vice-president in charge of all sales and distribution operations.

New board chairman to succeed Noah Dietrich is Arnold Grant, syndicate attorney. Grant is also general counsel of the company. Other board members are Corwin, Stolkin, Edward Burke and A. L. Koolish, syndicate members; Gordon Youngman, member of the New York and Los Angeles law firm of Bautzer, Grant, Youngman and Silbert, and William Gorman, an associate of Stolkin's.

Condon Ad-Pub Chief

Additional changes in management personnel at the home office, as announced by the new board, include the promotion of Charles Boasberg to general sales manager; appointment of Walter Branson to assistant general sales manager. Both will reorganize the domestic sales department in accordance with their own thoughts and ideas, it was stated.

Richard Condon, former publicity manager for 20th Century-Fox and Walt Disney Productions was named director of advertising, publicity and exploitation and is scheduled to assume his new post next week. Don Prince, publicity manager, has resigned.

Other changes in the executive realignment included William Zimmerman as head of the legal department succeeding J. Miller Walker, resigned. Harry Pimstein of the home office legal staff was named assistant to board chairman Grant.

Boasberg has been with RKO since 1930 having joined the company as a salesman in the Buffalo exchange. He has served as North-South division manager since 1947. Branson has been with the company for many years, having served as Western division manager for the last five years.

Changes in the foreign department were expected to be announced at the end of a conference still in session at press time. A story, which RKO did not deny, had Alfred Crown serving as foreign sales manager under Picker.

Only member of the old RKO board re-elected was W. H. Clark, treasurer. Persons no longer on the board, in addition to Depinet and Dietrich, are Robert Mochrie, vice-president and general sales manager; J. Miller Walker, secretary and former general counsel, Francis O'Hara and Howard Hughes.

Plan Studio Changes

Following the election of Stolkin, the new board stated that "of necessity, a number of executive changes will be made to bring in and promote youth with its vitality, fresh approach and aggressive thinking." The Picker appointment was the first to be made under the new policy.

The new owners, in line with their announced policy, began screening executives in distribution and planned to follow suit at the studio. It is expected that one result would lead to the appointment of an executive to head production.

Mentioned for the post have been William Dozier, CBS-TV executive-producer of dramatic shows, and Jerry Wald, who headed a production unit under Hughes at RKO. Overtures to both men have been made by the Stolkin group.

Since production is not now in progress at the studio, the reorganized company will rely on either new and unreleased films or reissues for its product, it was indicated by the management. Group expects to have the studio in function again within three months.



NEW BOARD OF DIRECTORS—Part of the new board of directors guiding RKO Radio Pictures: (l. to r.) A. L. Koolish, Ralph E. Stolkin, president; Arnold Grant, chairman of the board and Sherrill Corwin, vice president and representative of the board at the Studio. Gregson Bautzer (right) is of the law firm of Bautzer, Grant, Youngman and Silbert which will act as counsel in California. Other members of the board include William H. Clarke, Gordon Youngman, Edward Burke and William Gorman.

Regarding television, the syndicate said in a statement that its policy will be determined "with unprejudiced minds which will seek solutions looking to the future unbound by any dedication to the past."

The statement continued: "Solutions which seem the best answer for the benefit of the corporation will be adopted. Speculation as to the ultimate results of such approach is futile. There has been no predetermination thereof."

Earlier Statement

An earlier statement, released after finalization of the purchase from Hughes, noted that the syndicate had "no intention of releasing any of the studio's stock of films for the use of television."

The company will meanwhile retain Depinet's services as adviser and consultant. He joined the RKO organization in 1934, becoming president in 1942 of what is now the picture company.

Picker becomes the company's executive vice-president Nov. 15. He will be entirely responsible for decisions affecting executive personnel in the company's distribution organization, both domestic and foreign.

Representing the new organization as special counsel will be the firm of Cravath, Swaine & Moore in its Stock Exchange, Securities Exchange Commission, corporate and financial matters.

Arthur Willi, Leda Bauer and Harold Hendee will no longer act for the corporation since the affairs of their departments, talent scout, story and research, respectively, will be assigned to California.

In Hollywood, the following left to go to Hughes Enterprises: C. J. Tevlin, J. K. Noonan, Charles Guest and Henry DeRoma. Joe Rivkin and William Feeder were dismissed along with some secretarial help in the publicity department.

From The Ranks

A subsequent statement was released by management: "It is regretted that a thorough consideration of the company's affairs requires the elimination of persons who have served the company faithfully. It is a source of satisfaction, however, that the board has been able to promote many employees from within the ranks.

"The board has been required to meet the problem of the company and it has done so squarely. It is the board's firm belief that those who have been advanced will prove the soundness of the judgment exercised and will inspire all personnel to a realization of the oportunity that exists for them. It is anticipated that over the coming months additional promotions may be made of persons to whom it is not possible to give immediate recognition."

Arbitration Draft 'Mishmash;' Needs Scrutiny—Myers

Hope that the distributors' revised draft of a system for industry-wide arbitration will "be found worthy" after perusal by National Allied's arbitration committee and board of directors was expressed this week in Washingotn by Abram F. Myers, Allied general counsel and board chairman.

The revised draft was completed last week by distributor attorneys, approved by company presidents, other top executives and counsel, and promptly submitted to exhibitor organization representatives for action.

Besides Allied, other organizations to which the draft was submitted this week were Theatre Owners of America, Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association of New York and Western Theatre Owners. Each will act on the draft at forthcoming meetings.

Myers'hope was contained in a statement drawn up in response to inquiries concerning Allied's attitude toward the approved draft. The statement shaped up as a matter-of-fact acceptance of the draft from distribution and promised no definite approval from Alliedfl.

Text of the statement follows: "Allied cannot act on the plan until the middle of November. There has been so much delay that a special session of the Allied board is out of the question. A call for the regular fall meeting, to be held in Chicago on Nov. 15 and 16, already has been issued. I hope Allied's arbitration committee will be prepared to make suitable recommendation to the board at that time.

Door Open For Change

"It goes without saything that a mishmash of the Aug. 20 draft contrived by film company attorneys behind closed doors and issued under Eric Johnston's imprimatur will be carefully scrutinized by Allied's committee and the board of directors before they reach a conclusion.

"I hope it will be found worthy."

According to Eric Johnston, MPAA prexy, "the door is open for changes in the draft which may be requested by exhibitors." Any changes, he added, will be fully considered by the distributors so that an arbitration system can be estabished "as speedily as possible."

At the meeting which saw distributor approval of the revised draft, both Monogram and Republic, in view of some of the draft provisions, came out in favor of Justice Department assurance that they will not be bound by the industry anti-trust suit decrees if they sign an arbitration system.

If and when aproval is given by exhibition, the draft must be approved by the Statutory Court and the Justice Department before an arbitration system can be set up.

Vie For Showmanship Crown

INDIANAPOLIS.—Allied Theatre Owners of Indiana has laid claim to the Showmanship Crown for 1952 on the basis of the display put on at the recent state fair and the handling of the area Movietime tour. Instruction was given ATOI officers by the board to notify Texas COMPO and the Allied Theatre Owners of Texas of the claim.

Allied Leaders Should Withdraw From All-Industry Activity: Cole

A call for Allied's "best personnel" and "best brains" to withdraw from intra-industry posts because "other elements in our industry have taken advantage of our preoccupation and . . . are short sightedly doing the industry a disservice," was made by Col. H. A. Cole this week in a personal letter to Wilbur Snaper, president of National Allied. It has been indicated by Col. Cole's office that this action will be requested at the Allied convention next month in Chicago.

The Colonel pointed up that his recommendation "is made with the greatest of reluctance because those jobs have not been completed and, while others probably can and will take over, the causes themselves will inevitably suffer."

Col. Cole cited the work of Abram F. Myers, Allied general counsel, who undertook "the long, tedions job of formulating a plan for arbitration," and Trueman Rembusch, former Allied president, who, as co-head of COMPO, "for the first time . . . put over a finance campaign . . . really has put that organization on its feet." Col. Cole, himself, under instructions from Allied's board of directors, took the co-chairmanship of the COMPO drive to repeal the 20% Federal admission tax, he added.

"I think the time has come," Col. Cole's letter read, "that we in Allied must recognize the fact that we stand almost alone in an unselfish attempt to do an all-industry job and that in doing this we have sacrificed the interests of thousands of exhibitors. . . ."

Selling policies of "practically all companies are forcing thousands of exhibitors out of business and have shown a stupid and shortsighted reasoning along the line of 'get the dollar now and the hell with tomorrow,' doing irreparable harm to the infdustry as a whole," the letter said.

None of the "10,000 smaller theatre operations over the country can profitably show such pictures as Paramount's 'Greatest Show on Earth.' 'Son of Paleface' and 'Jumping Jacks,'" the Colonel wrote. He added that the same situation existed for Metro's "Quo Vadis" and "Ivanhoe" and that "to a greater or lesser extent this goes for practically all the companies in the business."

As chairman of the Tax Repeal Drive, Col. Cole wrote, "I have had comments from many exhibitors to the general effect: 'What the hell! If we get it, the film companies will take it away from us almost immediately. What's the use?'"

Following the Government's successful monopoly suit against the companies, the Colonel recalled, "Allied to some extent abandoned its traditional militant leadership" to build rather than tear down and "gave its heartiest support to COMPO. . . ."

Col. Cole called the results of the Government's monopoly case "indecisive and inadequate." "The film companies and their lawyers," the Colonel said, have introduced bidding and "forced up terms and prices for their film, they have evaded the rules as to clearance and through various stupid and shortsighted means have made almost intolerable competitive condiitons throughout the entire country. With a declining box office they have arbitrarily set terms impossible for the exhibitor to live under and thus deprived our industry of the showing of many worthwhile films."

Col. Cole recalled that Allied States Association had been formed 25 years ago for "the urgent necessity of attempting to cure many evils in our industry brought about through the basic cause of monopoly."

Warn RKO On Sale Of Film Backlog To TV

Allied Theatre Owners of Indiana warned RKO and its new president, Ralph Stolkin, of exhibitor resentment if the company sold its feature backlog to TV, while at the same time pointing out the economic disadvantages of such a policy. The Allied unit's bulletin read: "Mr. Stolkin . . . will find that such action will ruin his company's good exhibitor relationship and that exhibitors will not want to buy RKO's current releases if they must compete with RKO's old product, which investment was amortized by exhibition, on free TV." The financial bonanza of reissuing "King Kong" was pointed out to show that "the reissue route could be much more profitable for the company than to practically give the pictures away to TV."

Bulletin cited the additional costs for prepping films for video. "They must be cut, rescored, etc., and many producers who have sold to TV at what they thought a profit, then rescored and cut the pictures to fit into the peculiar TV time requirement, found the costs reduced their profits on the venture to nil. In fact, when these producers totaled up the loss of playoff on their current product plus the exhibitor ill-will created, the TV interlude was anything but a profitable venture."

ITOA Sets Exhib Meeting To Honor RKO Execs

The Independent Theatre Owners Association has set aside its next regular luncheon meeting, Oct. 30, at the Astor Hotel, to honor a group of RKO Radio Pictures newly-appointed executives, according to an announcement this week by Harry Brandt, president.

Honor guests will be Arnold Picker, executive vice-president in charge of operations; Charles Boasberg, general sales manager; and Walter Branson, assistant general sales manager. A record attendance is anticipated, with exhibitors from all over the United States expected.

"Mirror" Directory Begun

Establishment of a classified motion picture theatre directory in the New York "Daily Mirror" was accomplished this week as a result of a series of conferences between repreentatives of the Independent Theatre Owners Association business promotions committee and advertising representatives of the newspaper. At the outset, more than 40 theatres are expected to participate in the directory, which will enable local houses advertise on a daily basis at special rates.

Strong Action Vs. Distribs At Allied Convention Promised By Snaper

"A wide-open convention," with exhibitors taking strong action against the "unsound practices being employed today by distributors," was promised for the National Allied meet in Chicago, Nov. 17-19, by Wilbur Snaper, president, at a press conference last week. Convention will be run in conjunction with TESMA-TEDA.

Declaring that he has "been overwhelmed by complaints of every type from all over the country," the Allied prexy said that the "national offices of Allied have tried to ease the friction between buyer and seller" but he wasn't sure of the true results of the effort.

He said that exhibs at the convention would determine what courses of action to take to alleviate the many faults being found with distrib practices. Going to the government for help has been suggested by many exhibitors, he said, and that might be a solution, but, Snaper emphasized, this was not an Allied proposal.

Alternate Course

Another course, according to Snaper, would be the creation of a stronger set-up for the interchange of information on distributor policies among theatremen. Basically Snaper saw this as an expansion of the present limits of Allied's Caravan.

Snaper was particularly incensed by what he called, "the arbitrary actions of branches in the field." Situation is such, he added, that he "will name salesman, branch manager and company if nothing is done soon."

"The home office disavows the policy practiced," Snaper said, "but it goes on." Snaper declared he "no longer cares who is responsible," the condition must be corrected.

The Allied head hit the practice of selling pictures on percentage deals, claiming that in the present economic condition of the market it is detrimental to exhibitors. "Distributors believe that this archaic procedure is the only way to operate," he said. He believes in an incentive plan, so that exhibs would benefit more from their efforts.

Because of percentage deals, Snaper alleged, the distributing companies "don't want us to play good pictures during the week."

Schedule Listed

Important on the Allied convention agenda will be discussions on the government's anti-trust suit to compel producers to release their 16mm. prints to television, the efforts to formulate an all-industry arbitration system and a report on the campaign to eliminate the Federal tax on admissions.

Snaper explained that the one-day meeting held this week by National Allied of New Jersey was a substitute conference for the usual local state convention.

Exhibs Should Advise Producers

Wilbur Snaper, national president of Allied, suggested last week that the production end of the motion picture business should consult with exhibitors about their product. It's a good practice, he said, to talk with the customers from time to time. "They've been telling us how to run our theatres," Snaper said.

He indicated that the appointment of Sherrill Corwin as executive of studio operation at RKO might prove to be the answer. "At least it's a step in that direction," Snaper said.

OMPI-NBC Pact Expands New BO Approaches

Expanded activity via the alliance between the Organization of the Motion Picture Industry, exhib business booster group in New York, and the National Broadcasting Company has introduced an approach angled specifically toward children and films suitable for them.

One-minute spot announcements on the Saturday morning radio show, "Howdy Doody," direct the attention of the listening youngsters to motion pictures currently in metropolitan area theatres.

NBC's "First Nighter" program, heard Tuesday evening, also has been added to the ever-increasing list of important air shows which regularly include time devoted to plugging current attractions in New York film houses.

Schwartz Reports

Fred Schwartz, president of OMPI, earlier made a report to the organization's membership, composed of New York exhibs, and representatives of the Motion Picture Association of America on the work that is being accomplished.

At the head of the list, according to Schwartz, is the achievement of changing the attitude of the press, which previously had been unfriendly. This situation, he explained, was primarily "because they didn't know the true facts." Through OMPI, he added, this has been rectified and "we have been brought together."

Schwartz stressed the fact that OMPI never tries to change the facts for a better press, it just explains their true meanings, and that "now the press checks its facts with us."

OMPI's range of activities, Schwartz reported, has also included newspaper campaigns and the active tie-up with NBC on radio and television reciprocal plugging. Latter project involves daily recommendations of current pictures on the radio and video shows of Skitch Henderson, Conrad Nagel and Herb Sheldon, as well as a half-hour air program, "Hollywood USA," on Sundays.

Keeps COMPO Posted

The OMPI president expressed the hope that these successful public relations and business boosting activities would spread "to the rest of the country." He added that OMPI keeps the Council of Motion Picture Organizations posted on its activities and their developments.

Schwartz admitted that the exposition, long-planned by OMPI to show the many facets of the motion picture industry, was still a possibility. Grand Central Palace, he said, has been booked tentatively for the event in December, 1953.

Myers Warns Allied Leaders Against Repeating "Fiasco" Of TOA Confab

WASHINGTON.—Allied leaders in various parts of the country were warned against falling into pitfalls which allegedly contributed to "failure" of the recent Theatre Owners of America Washington convention by a special bulletin sent out by Abram F. Myers, Allied board chairman and general counsel. Bulletin also set forth Allied's plans for the forthcoming national convention in Chicago.

Calling the TOA conclave a "fiasco" in which "the whole advertised program blew up," Myers placed blame on "TOA's weak and vacillating performance" in handling "the larger issues—arbitration, the 16mm. case and the tax campaign."

Sympathize With Indie Exhibs

Myers wrote: "We do not gloat over the failure of TOA's 'national' convention, nor do we delight in its present difficulties. On the contrary, we sincerely sympathize with those independent exhibitors who joined TOA in good fatih and relied on its for protection."

Earlier, Myers commented on the proposal made by Alfred Starr, TOA prexy, in favor of a single unified exhibitor organization. Myers said that exhibitor organizations should continue to work on common problems through COMPO, rather than attempt to set up new exhibitor groups.

Said Myers: "COMPO was created as the medium of co-operation among all elements in the industry on those matters in which all had an interest. . . ."

State Department Pledges Mexican Quota Protests

Vigorous representatives in behalf of the MPAA to the Mexican government against the latter's moves to set up a screen quota which would cut showings of U. S. pictures in that country have been promised by the U. S. State Department.

Currently being considered by the Mexican Senate is a quota bill which, if passed, would put the restriction into effect. The Mexican Congress already passed the measure.

A subsequent and later Mexican move was to boost the duty imposed upon U. S. films imported into the country. Hike, which went into effect over the weekend, was from 25 to 40 pesos per kilo, plus an additional 10 percent.

Resume Building May 1

WASHINGTON.—Limited theatre construction can resume May 1 under National Production Authority terms, NPA has disclosed. Prospective theatre builders and those who wish to construct other amusement buildings can order now for delivery after May 1, and after that date will be able to buy without government approval up to five tons of carbon steel, 500 pounds of copper and 300 pounds of aluminum each quarter.

there's big dough in

WHY ARE SO MANY HOLLYWOOD PRODUCERS ASKING TO SEE IT IN ADVANCE?

—because preview reports are simply sensational — because it's different, with a brand new twist in mystery stories! See it immediately for yourself and come prepared to jump out of your seat!



— — — take it from 20th!

Branch Managers' Testimonial Sept. 28—Dec. 27

SMPTE Confab Sets New Record

WASHINGTON.—The 72nd semi-annual convention of the Society of Motion Picture and Television Engineers, which concluded late last week at the Hotel Statler, has been heralded as a success in many ways.

Nearly 900 members and guests attended to surpass records of all previous conventions; 17 sessions were held during the week, and a total of 94 technical papers and reports were presented, SMPTE has pointed out.

Top honors were awarded to Dr. Herbert T. Kalmus, president of Technicolor, Inc., by Peter Mole, president of SMPTE. Dr. Kalmus received the Samuel L. Warner Memorial Award for motion picture engineering.

New Officers Elected

New officers elected included Herbert Barnett, assistant to the president, General Precision Equipment Corp., as president; Dr. Norwood L. Simons, motion picture engineer, Eastman Kodak Co., Hollywood, as editorial vice-president; and John W. Servies, vice-president, National Theatre Supply Co., as convention vice-president.

SMPTE screen brightness committee told the last day of the convention about two instruments developed to enable exhibitors to test the effective brightness of theatre screens, and called for the manufacture of these instruments.

Theatre Comeback Cited By Newspaper Editorial

Hartford.—A "strong comeback" is being made by motion picture trade in Connecticut, according to a survey of key cities in the state which has been taken by the "Bridgeport Herald." Editorially, the newspaper said: ". . . the boom has most noticeably occurred during the last four heat-ridden months—which are traditionally bad in movie houses. Connecticut movie exhibitors believe that the television bugaboo is fading."

The paper added that the "next few weeks will prove the acid test, determining whether the movies really succeeded in winning back those who have been sitting home and viewing those advertising blurb-spliced TV shows for free." It was noted also that better-than-average grade of feature films recently "has been a major factor in coaxing people out of their homes into movie houses."

American Weekly Runs Contest On "Snows" Bally

An American Weekly Showmanship Award, consisting of six cash prizes totalling $1,000.00 wil be awarded by the nationally circulated supplement to exhibitors for the best jobs of retail cooperative tie-in advertising of 20th Century-Fox's "The Snows of Kilimanjaro."

Prizes are broken down to $500 for first place, $100 apiece to the next five places. All entrants will receive an American Weekly citation.

Exhibitors are being given the opportunity to work with their local newspaper or newspapers carrying the American Weekly in its Sunday editions. Entries must be postmarked not later than Jan. 1, 1953.

Spyros S. Skouras Heads Theatre Chain

Board of directors of Skouras Theatres Corporation has elected Spyros S. Skouras president of the organization. Skouras is 28 years old, a graduate of Yale University. In 1943 he joined the United States Armed forces and served here and abroad until 1946. He joined Skouras Theatres Corporation in 1948. For the past year-and-a-half he has served the corporation in the capacity of executive vice-president. As president of Skouras Theatres he will guide and direct the operation of 52 theatres located within a fifty-mile radius of the New York Metropolitan area.



SPYROS S. SKOURAS

Salute To Rogers Hospital Set For November Start

The annual National Christmas Salute to the Will Rogers Memorial Hospital, Saranac Lake, will run from Nov. 1 through Jan. 1, 1953, it has been announced by Abe Montague and Robert J. O'Donnell, president and chairman of the hospital board, respectively. Goal for scroll signers and contributions is $150,000 and $200,000, respectively.

National distributor chairman of the drive is Charles Feldman and national exhibitor chairman is Sam J. Switow. Participating also is the IATSE membership under the direction of Richard Walsh, president.

TOA Meet Nets $10,000

Theatre Owners of America made approximately $10,000 on its recent national convention and trade show as against a $20,000 profit on the 1951 convention-trade show, it was learned last week. Fewer number of booths, resulting in smaller profits, were erected for this year's event.



Twentieth Century-Fox has appointed Edward E. Sullivan (sitting) publicity manager, with Meyer Hutner to serve with him as associate publicity manager. Sullivan succeeds Stirling Silliphant, who resigned. Hutner moves up from special events director into Sullivan's previous post.

NEW APPOINTMENTS

Edward E. Sullivan became publicity manager of 20th Century-Fox, replacing Stirling Silliphant, who resigned to enter independent production. Sullivan has been with the company since 1946. For the past three years he had been assistant publicity manager. Silliphant will remain until January in an advisory capacity.

Meyer Hutner was elevated from special events director to associate publicity manager of 20th-Fox, succeeding Sullivan. Hutner joined the firm four years ago as newspaper contact. He previously had been publicity manager for Billy Rose, Kate Smith and Mickey Rooney.

* * *

Larry Goodman, former "Film Daily" staff writer, joined Filmack Trailer Co., Chicago, as promotion manager. Goodman will assist Lou Kravitz, advertising manager, in the company's advertising-sales division.

* * *

M. R. (Duke) Clark, formerly division manager for Paramount Pictures for central south and southwest, was made special representative for COMPO. He will headquarter in Dallas and cover the south and west in connection with COMPO activities, including "Movietime tours and the 20 percent admission tax repeal drive.

* * *

Charles H. Dand replaces Mrs. Katharine Noel Parker as director of the British information Services films and publications division. Mrs. Parker was re-assigned by the Foreign Officer in London.

* * *

Alberto Walker, Robert Schmitt, Wolfgang and Bernard Blair all were promoted in the M-G-M foregin field on the heels of Luis Sarmiento's retirement as Peru manager. Walker moved from Colombia to assume the Peruvian post. Schmitt moved from Austria to become Colombia manager. Wolf was transferred from Venezuela to Austria. Blair went from Brazil to Venezuela.

* * *

Francis A. Gibbons, treasurer, was elected vice-president and treasurer of the General Aniline & Film Corp. at a meeting of the company's board of directors. John Hilldring, general manager of foreign operations, became vice-president in charge of foreign operations as a result of another vote taken at the meeting.

AMPA's Showman Class Finds Permanent Home

The Associated Motion Picture Advertisers class in showmanship has found a permanent home in the Century Room of the Hotel Woodstock, where Seymour Morris, Ernest Emerling, Walter Brooks and Al Floersheimer appeared at this week's lecture.

Scheduled for the Nov. 6 meeting are Sid Mesibov and Edgar Goth. Maurice Bergman will speak at the last meeting on Dec. 18 with Arthur De Bra and Gordon White. On the permanent faculty in addition to Mesibov, Morris and Bergman is Dan S. Terrell.

Staff Reviews

"The Stooge"

(Paramount) 100 Min.

Cast: Dean Martin, Jerry Lewis, Polly Bergen, Marion Marshall, Eddie Mayehoff, Richard Erdman, Frances Bavier, Mary Treen, Percy Helton, Charles Evans, Donald MacBride.

Credits: A Hal Wallis Production; Produced by Hal Wallis; Directed by Norman Taurog; Screen play by Fred F. Finklehoffe and Martin Rackin; Additional dialogue by Ellwood Ullman; From a story by Finklehoffe and Sid Silvers.

''The Stooge'' is a hilarious comedy with a solid story line which should give Martin & Lewis fans the best time they've ever had. This film has terrific heart appeal as well as humor. Martin & Lewis will add a whole new audience to their already large following with this, their top effort yet. Norman Taurog deserves a lot of praise for his sensitive direction, while Martin is in excellent voice and handles his acting chores admirably. Lewis is socko all the way, handling both serious and comedy scenes skillfully. Eddie Mayehoff, Polly Bergen and Marion Marshall all turn in fine performances. Here is a theatre-packing attraction that is tuneful and entertaining. The laughs come thick and fast and the appeal here is to all age levels.

STORY: Dean Martin is a vaudeville headliner who believes that he can be a single. He ditches his partner, Richard Erdman, and marries Polly Bergen. After his wedding, he goes out as a solo and is a horrible failure. His agent, Eddie Mayehoff, convinces Martin that he needs a stooge in the box out front. He produces Jerry Lewis, who aids Martin, and the act becomes a smash. This is followed by a triumphant tour with Martin still keeping Lewis unbilled as a performer. This attitude almost loses him everything. Martin is given a top spot in a revue and after firing Lewis goes on alone and once again is a flop. He apologizes to the audience, openly admitting that he is half an act without Lewis. Lewis appears in the box, jumps onstage and together, Martin & Lewis turn the act into a sensation and hit of the revue.

●

"Limelight"

(United Artists) 141 Min.

Cast: Charles Chaplin, Claire Bloom, Sydney Chaplin, Andre Eglevsky, Melissa Hayden, Charles Chaplin, Jr., Wheeler Dryden, Nigel Bruce, Norman Lloyd, Buster Keaton, Marjorie Bennett.

Credits: Produced, directed and written by Charles Chaplin.

Charles Chaplin's first picture in six years is likely to be the most-talked about film of the season, with the box office benefitting accordingly. ''Limelight'' contains the engrossing and humane story of an aging British vaudeville performer's endeavors to help a young woman surmount despair and a psychological impasse to become a competent ballet dancer. As such, it is a tale that deals with human feeling in other realms than the backstage environment in which ''Limelight'' takes place. It is loaded with sentiment, romance, pathos, ballet dancing and philosophy about life. And because it has the inimitable Chaplin in the leading role, ''Limelight'' is blessed with the kind of humor that has delighted millions the world over for the past 35 years. The draw of a Chaplin film has always been phenomenal.

Audiences who expect amusement alone from Chaplin will derive much pleasure from his several pantomines and music hall routines. His sole slapstick sequence, played in clown's costume with an able assist from Buster Keaton, is one of the most hilarious five minutes ever projected onto a screen. Heart-rending and touching are the moments in which Chaplin, as the old-timer, faces up to the realization that music hall audiences no longer appreciate his once-hilarious routines. Provocative and penetrating are his many comments on these realizations, in particular, and on life and people, in general.

In Claire Bloom as his co-star, Chaplin is presenting a young personality who is pleasant to watch. Her part includes participation in a youthful romance with Sydney Chaplin, the comedian's son. Their scenes together are interspersed with ballet dancing, including one complete number starring Melissa Hayden and Andre Eglevsky.

STORY: In London, 1915, Charles Chaplin, an aging and once-great music hall comedian, saves Claire Bloom, a young ballet dancer, from suicide. Chaplin tries to convince her of the need to live but his efforts seem wasted until Claire has an opportunity to help him. This occurs when Chaplin returns from a failure at a vaudeville comback. Claire, in giving him encouragement, discovers that her illness, which was psychological, is cured. She secures a dancer's position and is cast in a ballet written by Sydney Chaplin, who falls in love with her. Chaplin, discerning the younger man's feelings, leaves Claire and becomes a street entertainer. Later, Claire arranges for the staging of a benefit performance for Chaplin. On stage, Chaplin, who has regained his confidence, scores tremendously but suffers an injury. He dies while Claire, now a star, dances onto the stage.

●

"The Prisoner of Zenda"

(M-G-M) Technicolor 101 Min.

Cast: Stewart Granger, Deborah Kerr, Louis Calhern, Jane Greer, Lewis Stone, Robert Douglas, Robert Coote, Peter Brocco, Francis Pierlot and James Mason.

Credits: Produced by Pandro S. Berman; Directed by Richard Thorpe; Screen play by John L. Balderston and Noel Langley Adaptation by Wells Root; From the novel by Anthony Hope and the dramatization by Edward Rose.

Metro has another star-filled cast romping through a romantic adventure for a large presold audience in ''The Prisoner of Zenda.'' The lines should be long and steady in all dates. While lacking the dash and swashbuckling of the previous re-make, which starred Ronald Colman, this ''Zenda'' spins its tale with swiftness and incident which rivets attention throughout. The climax to the experiences of an Englishman who doubles for the kidnapped king of a mythical kingdom is a breath-taking duel, staged for the maximum dramatic values. The vivid Technicolor captures the colorful uniforms of the resplendent court, as well as the beauty of Deborah Kerr. James Mason as the villainous antogonist of Stewart Granger, who plays both king and imposter, adds sharp humor with his perfect performance and utterances of a cynical opportunist.

STORY: Stewart Granger, an Englishman on vacation in a foreign land, discovers that he is a double for the King, also Granger, who is to be crowned the following day. When the King is drugged by his half-brother, Robert Douglas, who seeks the throne, Granger takes his place for the day. He falls in love with the queen-to-be, Deborah Kerr, who finds him very changed from the man she didn't care for. When James Mason, accomplice to Douglas, kidnaps the real King, Granger is forced to continue the impersonation, as much to be near Deborah as because he feels it is his duty. With the help of Jane Greer, who loves Douglas but fears she will lose him if he gains the throne, Granger rescues the King. Mason escapes. Learning the truth, Deborah still maintains her love, but stays with the King as her duty. Granger returns to England.

See Your Congressman On Tax Repeal

"The Iron Mistress"

(Warner Bros.) Technicolor 110 Min.

Cast: Alan Ladd, Virginia Mayo, Joseph Calleia, Phyllis Kirk, Alf Kjellin, Douglas Dick, Tony Caruso, Ned Young, George Voskovec, Richard Carlyle, Robert Emhardt, Donald Beddoe, Harold Gordon, Gordon Nelson, Jay Novello, Nick Dennis.

Credits: Produced by Henry Blanke; Directed by Gordon Douglas; Screen play by James R. Webb; From the novel by Paul I. Wellman.

Action-packed and wrapped in a romantic framework, this colorful historical fiction provides fascinating entertainment against an appealing Technicolor background of the early American south. Box office value is assured with the names of Alan Ladd, who plays the famous James Bowie, inventor of a throwing-knife, and Virginia Mayo. Their scenes together are separated by exciting interludes of action which take the form of savage knife battles, duelling contests and ambushes. An involved story treats the rise of Bowie from a backwoodsman to a wealthy and feared citizen of early Louisiana.

STORY: Alan Ladd, backwoodsman, arrives in New Orleans to sell lumber. He meets and becomes infatuated with Virginia Mayo, an aristocratic Creole. Competition with Joseph Calleia, Alf Kjellin and Ned Young for Virginia's affections leads him into a duel with Young, whom he kills. Then Ladd teams with Tony Caruso, a gambler, to raise money to marry Virginia. Ladd's plot infuriates Calleia, who tries to ambush Ladd, now grown wealthy. Ladd, sensing trouble, has an unusual knife forged for self-protection. With it, he kills Calleia. Realizing that Virginia has married Kjellin, Ladd goes to Texas. But, as a last favor to Virginia, he bulldozes Caruso, who has been blackmailing Kjellin. In Texas, Ladd falls in love with Phyllis Kirk. When he returns to Louisiana on business, Caruso is waiting in ambush. Caruso mistakes Kjellin for Ladd and both men die, leaving Virginia free to marry Ladd. He, however, rejects her for Phyllis.

●

"The Four Poster"

(Columbia) 103 Min.

Cast: Rex Harrison, Lilli Palmer.

Credits: A Stanley Kramer Production; Produced by Stanley Kramer; Directed by Irving Reis; Screen play by Allan Scott; Based on the play by Jan de Hartog; Interscenes created by United Productions of America; Directed by John Hubley; Produced by Stephen Bosustow, United Productions of America.

Stanley Kramer has come up with a winner again. This film should be one of Columbia's top grossers. This time, he has a moving, human tale of the married life of two people, a writer and his understanding wife. The story encompasses the early youthful days of the couple through the middle years to the end, when the two are reunited by death. This is a sensitive, moving masterpiece, which drew an ovation from the preview audience at the Hollywood Pantages Theatre. It was certainly a stroke of genius to use cartoon interscenes to help tell the story. These clever scenes, animated to perfection, blend ingeniously with the live action portions of the film. United Productions of America deserves a lot of credit for their fine work. Allan Scott's screen play is superb, filled with countless lines of sparkling dialogue. Irving Reis' direction left nothing to be desired. Music composed and directed by Dimitri Tiomkin helped greatly in setting the mood for the various sequences and had great lyrical quality. As for the two performers, Rex Harrison and Lilli Palmer, this is an acting achievement for both of them.

STORY: Rex Harrison, a teacher, marries Lilli Palmer in 1897. A year or so later, he gives up teaching and tries unsuccessfully to write poetry. Lilli urges him to write books about real people. She gives birth to a son that night. A decade later, Harrison, a roaring success as a writer and lecturer, tells his wife that he has found someone else and wishes to leave her. Ten years of married wisdom help them solve this. In 1916, their only son enters the army

(Continued on next page)

and is killed, leaving them with a daughter. In 1923 at the daughter's wedding reception, Lilli tells Harrison that she wants to leave him. His charm and a second honeymoon correct this. Lilli becomes ill and Harrison, knowing that she is to die, plans a joint suicide, but they finally decide to live what time she has left together. At the end, Harrison is speeding his last work, when the spirit of Lilli comes for him so that they can be together again.

●

"Something For The Birds"

(20th-Fox) 81 Min.

Cast: Victor Mature Patricia Neal, Edmund Gwenn, Larry Keating, Gladys Hurlbut, Hugh Sanders, Christian Rub, Wilton Graff, Walter Baldwin, Archer MacDonald, Richard Garrick, Ian Wolfe, Russell Gaige, Louise Lorimer, John Brown.

Credits: Produced by Samuel G. Engel; Directed by Robert Wise; Screen play by I. A. L. Diamond and Boris Ingster; Based on stories by Alvin M. Josephy, Joseph Petracca and Ingster.

A comedy, with a contemporary Washington setting, about a male lobbyist's attempts to woo a girl who represents the interests his firm opposes, comes off as frequently amusing and capable of generating laughs. Mixed with this topical romance is a whimsical tale of a lovable old gate-crasher, played by Edmund Gwenn, and a sequence dealing with a Congressional probe. All the elements combine to hold the attention throughout. Marquee value is apparent with the cast names of Victor Mature and Patricia Neal, while the picture's theme is readily exploitable.

STORY: In Washington to prevent a gas company from drilling in a sanctuary for condor birds supervised by a society employing her, Patricia Neal rebuffs the romantic advances made by Victor Mature and teams with Edmund Gwenn to lobby for her cause. Soon she learns of Mature's job as a lobbyist for the gas company and of Gwenn's acceptance of a "gift" from him. When a Congressional committee begins a probe, it is brought out that Gwenn has been masquerading for years as a retired admiral in order to crash cocktail parties. But Gwenn is cleared of graft charges. Mature, suffering a change of heart, secretly begins lobying against the gas company's bill. It is defeated and Patricia proposes marriage.

●

"Operation Secret"

(Warner Bros.) 108 Min.

Cast: Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden, Paul Picerni, Lester Matthews, Dan O'Herlihy, Jay Novello, Wilton Graff, Dan Riss, Harlan Warde, Kenneth Patterson, William Leicester, Gayle Kellog, Wayne Taylor, Tom Browne Henry, Philip Rush, Claude Dunkin, William Slack.

Credits: Produced by Henry Blanke; Directed by Lewis Seiler; Screen play by James R. Webb and Harold Medford; Story by Alvin Josephy and John Twist.

Plenty of action and incident have been crammed into "Operation Secret," a spy melodrama with good box office names. Action fans should love it. Detailing, through flashback, the adventures of a secret agent during the last war who is charged with murdering a member of the underground, this film offers in rapid succession exciting and suspenseful developments. The artificiality of the plot and many of the characters is overcome by the pace, which is always aggressively moving forward.

STORY: The French secret police are holding a hearing on charges that Cornel Wilde killed an underground fighter during the war while serving as an Allied spy. Through testimony of Steve Cochran, former French resistance leader; Karl Malden, French buddy of Wilde; Lester Matthews, British Intelligence head, and Phyllis Thaxter, member of the French underground, Wilde's story is put together. He and Malden were Foreign Legionnaires when France fell and became Nazi prisoners. Wilde escaped to England where he joined the Marines and was sent on a special spy mission into Germany. His companion was captured, but with the help of Phyllis Thaxter, a French underground member posing as a nun, he escaped and joined Malden and Cochran. They captured very important film from the Nazis, but then Cochran revealed that he was a Communist and wanted to give the film to Russia instead of to Allied headquarters. Cochran turned on his fellow workers and killed one. But Wilde got back the film and completed the mission. Back in the present, Cochran denies the story, claims they have no proof. Wilde appears to confirm the story and Cochran is led away. Wilde and Phyllis embrace.

●

"Way Of A Gaucho"

(20th-Fox) Technicolor 91 Min.

Cast: Rory Calhoun, Gene Tierney, Richard Boone, Hugh Marlowe, Everett Sloane, Enrique Chaico, Jorge Villoldo, Roland Dumas, Lidia Campos, Hugo Mancini, Nester Yoan, John Paris, Alex Peters.

Credits: Produced by Philip Dunne; Directed by Jacques Tourneur; Screen play by Dunne; Based on the novel by Herbert Childs.

A galaxy of visual splendor, captured by the Technicolor cameras on actual location along the grassy pampas and upon the red mountains of Argentina, is the main attraction in this outdoor romantic drama. Patrons will be fascinated also by sequences depicting the life and habits of the gaucho, the cowboy of the Argentine. The apparent production values of this film alone are worth the price of admission, and many of the action scenes, climazed by a cattle stampede, are highly exploitable. Star value is present in the names of Gene Tierney and Rory Calhoun, teamed as a civilized city girl and a hot-headed and almost savage gaucho. Calhoun's battle to maintain his wild way of life in the face of law and order makes for the action and conflict of the film.

STORY: At the turn of the century in Argentina, when the barbaric life of the gauchos was giving way to the more civilized life of constitutional government, Rory Calhoun, an untamed gaucho, kills a man in a knife duel. Saved from execution by the intervention of a politician, Calhoun is sent into the army. There he rebels under the discipline of Richard Boone, the commander, and deserts. But after apprenhension and subsequent torture, Calhoun again flees. With the aid of other gauchos, he organizes an outlaw band. He meanwhile pursues a romance with Gene Tierney, a city girl. Prevented from marrying her by troops of Boone, Calhoun flees the country, taking Gene with him. But when he learns she is pregnant, they return and are married in church while Boone waits outside to arrest Calhoun.

●

"Because Of You"

(Universal-International) 95 Min.

Cast: Loretta Young, Jeff Chandler, Alex Nicol, Francis Dee, Alexander Scourby, Lynne Roberts, Mae Clark, Gayle Reed Billy Wayne Frances Karath.

Credits: Produced by Albert J. Cohen; Directed by Joseph Pevney; Screen play by Ketti Frings; Story by Thelma Robinson.

The story of a mother's estrangement from and subsequent reconciliation with her child and her husband is told romantically and with compelling sentiment in this film. Calculated to unleash tears and play on the heart strings, the plot unfolds at an even pace, devoting ample footage to character development. Dignified portrayals are given the leading roles by Loretta Young and Jeff Chandler, names that should figure importantly at the box office.

STORY: Sent to prison for being involved with Alex Nicol in a crime, Loretta Young soon begins studying nursing and, upon her release, takes a job at an Army hospital where she meets and falls in love with Jeff Chandler, a wounded pilot. Although they marry, Loretta keeps her past from Chandler. After a child is born, Nicol shows up and, while attempting to blackmail Loretta, is killed. Chandler thus learns of her past, gets an annulment and the custody of the child. Loretta makes a living on her own for years, then goes to see the child. When Chandler shows up, Loretta leaves and the child becomes unhappy. Only when Chandler realizes that both he and the child need her love does he reconcile with Loretta.

●

"Battle Zone"

(Allied Artists) 81 Min.

Cast: John Hodiak, Linda Christian, Stephen McNally, Martin Milner, Dave Willock, Jack Larson, Richard Emory, Philip Ahn, Carleton Young, John Fontaine, Todd Karnes, Gil Stratton, Jr.

Credits: A Walter Wanger Production; Produced by Walter Wanger; Directed by Lesley Selander; Screen play by Steve Fisher.

"Battle Zone" is an interesting war film that should do okay at the box office. Film has strong marquee power in the names of John Hodiak, Linda Christian and Stephen McNally Picture also has a fresh story line dealing with the duties of Marine Corps. combat cameramen and boasts some exciting actual war footage. Script by Steve Fisher keeps the action going at a fast pace and Hodiak, McNally and Miss Christian all turn in well-shaded performances with Jack Larson a standout in the supporting cast.

STORY: John Hodiak re-enlists as a Master Sgt. in the Marine Corps combat photography division. Here he meets his old rival, Stephen McNally, who is also a Sgt. Reliable McNally has always frowned on Hodiak's devil-may-care attitude. The rivalry becomes white hot when Hodiak learns that Linda Christian, an Italian Red Cross nurse and his former girl friend, is going to marry McNally. Hodiak persistently tries to win her back even when the trio goes over to Korea. McNally and Hodiak join forces to go behind the enemy lines and photograph their position as an aid to a UN counter-offensive. Hodiak is wounded and sent back to his unit. He realizes that he has lost Linda to McNally and despite his wound, he returns to join McNally as the big offensive starts.

●

"The Raiders"

(Universal-International) Technicolor 80 Min.

Cast: Richard Conte, Viveca Lindfors, Barbara Britton, Hugh O'Brian, Richard Martin, Palmer Lee, William Reynolds, William Bishop, Morris Ankrum, Dennis Weaver, Margaret Field, John Kellogg, Lane Bradford, Riley Hill, Neyle Morrow, Carlos Rivero, George Lewis, Francis MacDonald.

Credits: Produced by William Alland; Directed by Lesley Selander; Screen play by Polly James and Lillie Hayward; Story by Lyn Crost Kennedy.

"The Raiders" is an engrossing and exciting outdoor action film that boasts an unusually compact plot, beautiful Technicolor scenery, and enough wild action to satisfy western fans. Film should have wide appeal since the story, besides being suspenseful, is intelligently contrived and does not overplay melodrama to achieve effects. Plot deals with the desperate fight waged by miners to regain land stolen from them by a martinet in control of much of California during the Gold Rush of 1849.

STORY: After claim jumpers kill and rob miner Richard Conte's wife and brother, a group of miners enlist Conte in a fight to defeat Morris Ankrum, land owner and boss of the jumpers in California in 1849. The miners steal Ankrum's gold and give it to survivors of murdered miners. Conte soon discovers the killers of his loved ones and leads his group into full-scale war with Ankrum's men. When one of Conte's men is killed, Viveca Lindfors, the surviving sister who is in love with Conte, leaves him. Conte then forces Ankrum to confess his thefts and kills him in self-defense. Although a jury orders Conte executed, California joins the Union and he is set free under an amnesty to ride off with Viveca.

(*Continued on page* 53)

"Where's Charley?"



WATCH
CHARLEY
RUN
TO
THE

1952 NATIONAL ALLIED CONVENTION

COMBINED WITH

GIANT TESMA TRADE SHOW

MORRISON HOTEL · CHICAGO · NOVEMBER 17-18-19, 1952

FOR RESERVATIONS — Write or wire **JACK KIRSCH,** General Convention Chairman,
1325 So. Wabash Ave., Chicago 5, Ill., Telephone: HArrison 7-7425

TELEVIEWS

By AARON SLOAN

Fight Echoes Resound

Although Marciano's kayo of Walcott occurred Sept. 23, echoes of the success that was garnered by big screen TV coverage to the closed circuit of theatres for the bout still resounded this week. Sports writers in daily newspapers throughout the country commented on the telecast with one columnist going so far to say that "this theatre TV is no longer an experiment"

Bob Stirrat, who wrote the above in the Nassau, L. I., "Review-Star," devoted an entire column to his experience at the Queens Theatre, where it was telecast. He praised the telecast in almost every way and predicted that the closed circuit pattern "will be more widely copied for major sports events of the future." The same paper commented editorially that it may be that "restricted TV would be welcomed by a lot of people."

The L. I. "Newsday" sports columnnist, Bob Zellner, said that from his first big screen TV experience at the bout, "one couldn't ask for much more. . . . We're afraid the idea is going to become pretty popular—afraid, that is, for the home TV owners." Owners . . . Someday, we think, most big fights will be presented that way, with not 49 theatres but 490 or more joining in."

In the Omaha "World-Herald," Floyd Olds, sports editor, noted that although "fewer than 60 outlets were available for the bout, "the figure could jump into the thousands in a few years. . . . It isn't far fetched to vision more than a million fans watching title bouts in theatres in a few years."

UPT-ABC Merger Doings

FCC's Broadcast Bureau reported that Paramount Pictures and United Paramount Theatres have been operating their radio and TV stations illegaly and said that if their licenses were not surrended FCC may have to seek injunctive relief. The Bureau asked also that FCC not approve the American Broadcasting Co.-UPT merger on grounds that a grant might lead to monopolistic patterns within the TV industry. Final action on the merger, so far as the FCC is concerned, is still to be determined via the initial decision as handed down by hearing examiner Leo Resnick.

Channel Hearings Begin

At long last, FCC hearings for video channel allocations by theatre interests will begin. The date is Oct. 20. The first subject will be engineering and accounting phases of corporate interests involved. Subject will cover AT&T "price quotations," technical requirements and standards for theatre TV; sample theatre TV microwave distribution systems. Phase of the hearings is expected to last only one week, with the major portion of the industry's case scheduled to be presented beginning Jan. 12.

A meeting was held this week in Washington to discuss procedure and order of subjects for the week-long hearings. It is understood that industry witnesses at hearings will be Earl Sponable, Paul Raibourn, Herbert Barnett, Andrew Inglis, Frank H. McIntosh, Stuart I. Bailey and Manfred K. Toeppen.

New Station News

Walter Reade, Jr., was granted FFC authorization to build an UHF station through his Atlantic Video Corp. in Asbury Park, N. J. Station would be called the "Walter Reade Theatre of the Air" and feature local events, both studio and remote, as well as work with theatres in pushing films. . . . Schine Theatres plans to enter video with a Rochester, N. Y., channel. . . . Little Rock's first station will go into operation about April 15. . . . FCC grants for new stations went to Lake Huron Broadcasting Co., Saginaw, Mich.; Louis G. Baltimore, Wilkes-Barre, Pa.; Wyoming Valley Broadcasting Co., Wilkes-Barre, and Cornhusker Radio and TV Corp., Lincoln, Nebr.

Random Notes

Commander E. F. McDonald, Jr., president of Zenith Radio Corp., owner of the Phonevision box office TV system, said that since home video is a "world's champion wrecker of box office attendance, home TV will not reverse the trend until it can compete with theatres on a pay-per-viewer basis utilizing subscription TV." . . . August home TV receiver production was 171 percent higher than August 1951 production, RTMA reported. . . . Subscribers to the NARTB Code were told to tighten their programing and commercial operations, especially in the realm of mystery programs and advertising. . . . RCA will make and sell TV receivers in Italy. . . . Oliver A. Unger resigned as vice-prexy of Snader Telescriptions Sales in order to go ahead with his own TV distribution plans.

Closings Foreseen

Exhibitor Ted R. Gamble told the FCC that since 1949 he had brought his investments in theatres down from $2,500,000 to $400,000 and would liquidate the rest because he believes TV will shutter between 6,500 and 10,000 of the nation's current 18,000 film theatres. He said that marginal, subsequent-run, and some multiple first-run theatres in small towns would be darkened. Gamble, entering video, testified as an applicant for a new station.

New Color System?

Venturing that Eidophor theatre TV may provide the best theatre-size color, A. V. Loughgren of the National Television System Committee told the SMPTE semi-annual convention that his committee predicted that a compatible color TV system would be ready for demonstration to the FCC by mid-1953.

Extend Answer Deadline

HOLLYWOOD. — Distributor defendants in the government's features-for-television suit have been given until Nov. 15 to file answers.

'Movietime U.S.A.' Ends First Year; Plans For Next

While COMPO's "Movietime U.S.A." celebrated its first anniversary, plans for a second year of activity by the industry-boosting division shaped up at New York headquarters and in the field this week, with Texas COMPO Showmen taking the lead by staging a new pace-setting publicity tie-up.

Five tours are scheduled for October and November with the first of these slated to begin for Florida for the week of Oct. 19, it was pointed out by Robert J. O'Donnell, national Movietime chairman.

"We have at least 20 requests now from various sections of the U. S. and by the first of the year no doubt another ten or more will be added to that," O'Donnell stated.

Forthcoming Tours

In paving the way for forthcoming tours, Lou Smith, Movietime secretary, journeyed to Jacksonville, Fla., and Charlotte, N. C., for meetings with exhibitors. The North and South Carolina tour is due to start Nov. 9.

Smith followed up his southern visits with a stopover in Dallas for conferences with Texas COMPO Showmen. In that city, a public relations tie-up was arranged with the Adolphus Hotel ice show extravaganza by the COMPO unit.

The hotel will spend approximately $50,000 in the deal. It will feature the theme of Movietime during the show, scheduled to run for eight consecutive weeks beginning late November.

O'Donnell has been requested to select a picture from each of the studios and a scene will be depicted from each production in the extravaganza. A running commentary selling each picture will interpret a particular scene.

Collections Breakdown

Also in Texas, it was announced by Don Douglas, chairman of Texas COMPO finance committee, that the state substantially exceeded its quota in COMPO dues collections during the recent fund-rasing drive conducted by salesmen from the local exchanges.

More than $15,000 has been forwarded to national COMPO headquarters, which represents approximately $2,000 over the quota set up at the start of the drive.

A breakdown of the collections reveals that circuit operations paid more than $6,500 with independents adding more than $8,500.

Meanwhile, Col. H. A. Cole, national co-chairman of the COMPO tax repeal campaign, told a meeting of Texas exhibitor chairmen that defeatism and neglect of the national pattern must be guarded against in the conduct of the tax repeal drive.

File Treble Damage Suit

A treble damage anti-trust suit, seeking $1,800,000, has been filed in U.S. District Court, Southern New York, by John J. and Agnes Gillooly, operators of the Capital Theatres, St. Petersburg, Fla., against eight majors and Florida Coastal Theatres.

Complaint asks an injunction to stop defendants from "allocating first and subsequent runs to affiliated theatres," and to enjoin defendants from granting any clearance to affiliated theatres competing with the Capital.

"Arbitration Is Here," Levy Tells St. Louis MPTO; Re-elect Bloomer



At the annual convention of M.P.T.O. of Eastern Missouri and Southern Illinois, (Standing l. to r.): Tom Edward, past president; William Waring, Illinois vice-president; Bill Powell, Midwest Theatres; Leon J. Bamberger, RKO sales promotion manager. (Seated l. to r.): Joseph Ansell, tresurer; Tom Bloomer, president; Herman Levy, national counsel.

ST. LOUIS. — Motion Picture Theatre Owners of St. Louis, eastern Missouri and southern Illinois re-elected Tom Bloomer of Belleville, Ill. president at conclusing sessions of the group annual convention last week.

Other officers named were Louis K. Ansell, board chairman; Thomas James, vice-prexy; Joseph C. Ansell, treasurer, Lester R. Kropp, secretary, and L. J. Williams, William E. Waring, Jr., and Paul Krenger, regional vice-presidents.

The following board of directors was re-elected: Russ Bovim, Christ Efthim, Charles Goldman, William S. Kaimann, Bess Schulter, Spero Karides, Phil Uanos, William T. Powell, Frank Speros, Ed Clark, Toren Cluster, Bill Griffin, Bob Johnson, Al Magarian, John Meinardi, Forrest Pirtle, Carson Rodgers, Regina Steinberg, Russ Armentrout, Dean Davis, Ed Long Bob Marchbank, T. D. Medley, L. A. Mercier, Harry Miller, Frank Plumlee and Charles H. Weeks.

Myra Stroud remains as managing secretary for the organization.

Belief that "arbitration is here" was expressed by Herman M. Levy, Theatre Owners of America general counsel, in a convention speech. Levy said the arbitration plan "needs only the finishing touches. There are no suggested changes important enough to become roadblocks to completion."

Among other speakers were Jack Keiler, Columbia Amusement Co.; Al Reynolds, Claude Ezell & Associates; Pat McGhee, L. W. Davee Century Projector Corp.; Senn Lawler, Fox Midwest Amusement Corp.; Ray Colvin, TEDA; Leon Bamberger, RKO Pictures, and Herb Bennin, M-G-M St. Louis Manager.

In his speech, Bamberger told of the efforts being made in various parts of the country to eliminate discrimination by papers against the motion picture theatre in the matter of ad rates charged.

He said that "the idea of newspapers charging a higher rate for amusement advertising than commercial advertising is out of tune with the times and we must all seek to eradicate it. The higher rate stems from the time, long before the movies were born, when shows were provided only by traveling troupes."

The convention passed a resolution favoring protests to Attorney General McGranery and members of Congress against the government's features-for-television suit, contending that the action, if successful, would put thousands of film theatres out of business.

Unity Vs. Attacks Appeal Made At KMTA Confab

KANSAS CITY.—Year-round unity against all attacks from without must replace strife within the industry, Kansas-Missouri Theatre Association members were told at their 34th annual convention which was held here reecntly.

The unity appeal was contained in reports by KMTA officials and speeches by Alfred Starr, new Theatre Owners of America president, and Pat McGee, general manager of the Cooper Foundation in Denver and co-chairman of COMPO's tax repeal campaign committee.

More than 200 registered delegates attend the conclave to make a fair showing despite the current polio outbreak in the area. They elected C. E. "Doc" Cook of Maryville, Mo., for a second term as president; H. B. Doering, vice president, and George Baker, secretary.

Board Members Named

Re-elected treasurer was Homer Strowig. The following new board members were named; Don Burnett, Glen Hall and Stanley Durwood.

Starr spoke mainly on the Justice Department 16-mm. film suit, commenting that the federal government cannot ignore the numerous protests it has and will continue to receive.

He also discussed the tax situation as regards movie admissions, stating: "How illogical it is to let local government tax admission . . . how monstrous it is to let the federal government tax admission . . ." in the light of a Supreme Court ruling in which motion pictures were included in the free speech and press guarantee.

McGee also decried the 20 percent federal tax and said it is keeping theatre operators from raising their prices in proportion to the increases they face in their costs.

"For many of the 9,000 small theatres in the country, the tax is threatening profits," he said.

A recommendation towards establishment of a six-point industry public relations program was made by Senn Lawler, advertising and publicity executive of Fox Midwest, at a business session.

Public Relations Program

William Powell of the Philip Smith Drive-In Circuit, Boston, told the conclave that the nation's drive-in theatre operators are approaching danger with their tremendous expansion and competitive promotions.

Powell told exhibitors attending the Kansas-Missouri Theatre Association convention earlier this month that although the 1952 season has been successful, several danger signs were evident.

Overbuilding, he explained, has resulted in numerous promotions as "buck nights," multiple bills, and other giveaways which are evidence of panic in the field.

He said drive-ins cannot replace indoor first run theatres.

Barraco Named Chairman Of Houston Exhib Group

HOUSTON, TEX.—Vic Barraco has been named chairman of the Houston Independent Theatre Owners and Managers Association. He succeeds Jack A. Farr, who resigned to devote more time to duties as vice-president of Texas Drive-In Theatres Association and to Horowitz Theatres. Barraco is associated with the Bellaire and Roxy Theatres here.

At the regular HITOMA meeting, it was disclosed by Paul Short, National Screen division manager, that plans are in the offing for establishment of a shipping office here to provide more propmt service to area exhibitors.

Production, Distribution Payrolls Up

WASHINGTON.—Production and distribution payrolls were up sharply in the first 1952 quarter, compared with the same 1951 period, to reflect greater production activity, while exhibition payrolls declined, the Labor Department has announcer.

First 1952 quarter payrolls totaled $79,487,000 in production and distribution, compared to $71,811,000 for the first 1951 quarter. Theatre payrolls, which include vaudeville, dropped from $75,239,000 in the first 1951 quarter to $73,847,000 in the comparable 1952 quarter.

NT Board Meeting Set

LOS ANGELES. — National Theatres will hold its first board of directors meeting, subsequent to its divorcement from 20th Century-Fox, on Oct. 23 at company offices here.

FILMS TELEVISED OCT. 4 to OCT. 17

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Baron of Arizona	Vincent Price	Lippert Pic. 2-14-50
Cannonball Express		World Wide Pic. 2-28-32
The Courtney Affair	Anna Neagle	
Gay Love	Sophie Tucker	Marcy Exch. 6-30-36
Gentleman Joe Palooka	Joe Kirkwood	Monog. 10-1-46
Hells House	Bette Davis	Capitol Prod. 2-14-32
Hi-Jacked	Jim Davis	Lippert Pic. 6-21-50
His Grace Gives Notice	Arthur Margeston	
Intrique In Paris		
Jazz Junction	Tina Thayer	
One Year Later	Mary Brian	Allied Pic. 11-16-33
Protect Your Daughter	Doris Eaton	
Rolling Home	Jean Parker	Screen Guild 11-1-46
Salute The Toff	John Bentley	
Santa Fe Saddlemates	Sunset Carson	Rep. 6-27-45
Sleep My Love	Claudette Colbert	UA 1-13-48

News Briefs

DENVER.—Kar-Vue Theatres, headed by Lem Lee, has filed a $100,000 damage suit against United Artists and theatre companies headed by Harris and John Wolfberg, alleging inability to buy a proper run at proper prices for the Monaco Drive-In here.

M-G-M's "Ivanhoe" was a winner of the Christopher awards for the month of October in the films division, as announced this week by Father James Keller, M.M., founder and director of the Christophers.

DETROIT.—Allied Theatres of Michigan has arranged a special drive-in theatre program for its annual convention Oct. 20-22 at the Tuller Hotel. Confab will have addresses by Wilbur Snaper, national Allied prexy; Leon Bamberger, RKO public relations director; Abram Myers, Allied general counsel, and Sam Pinanski COMPO co-chairman.

A trial date within three months for the $15,000,000 triple-damage anti-trust action which Chesapeake Industries (formerly Pathe Industries) has filed in U. S. District Court, Southern New York, against Loew's and RKO Theatres is expected by William C. MacMillen, Jr., Chesapeake prexy, it was learned last week. Action was filed over year ago. It charges the defendants with conspiracy to exclude independent pictures from the Metropolitan New York market.

Dr. Alfred N. Goldsmith, well-known engineer and inventor in the motion picture and television fields, was engaged by RKO Theatres as a consultant. In co-operation with the members of the coporation, he will undertake detailed studies of possible technical and industrial improvements and additions in motion picture and TV exhibition in theatres.

Eric Johnston, MPAA prexy, presided this week at a New York MPAA meeting geared to reach agreement on a division of the Japanese film imports permits for the six months which began Oct. 1.

Idea to produce color newsreels has been abandoned by the major distributors, it has been reported in New York. Reasons given were: 1) color would be too costly in view of what newsreels earn; 2) mechanical problems are too great.

Preem 7 Pix In "Italian Films Week"

New York City played host to Italian film industry executives and luminaries last week, which Italian Film Export, Inc., termed "Salute to Italian Films Week." In town were Dr. Eitel Monaco, president of the National Association of Motion Picture and Allied Industries of Italy, and Dr. Renato Gualino, general director of IFE in Rome and president of the International Federation of Motion Picture Producers Association.

Main feature of the week was the premiere festival presentation at the Little Carnegie Theatre of seven new Italian motion pictures. One was shown each evening. Films were "The Overcoat," "Times Gone By," "Umberto D.," "Anna," "The Little World of Don Camillo," "Europe '51" and "The Girls of Piazza Spagna."

Arising from other developments was news that IFE's new sound recording corporation, to dub Italian films with "Americanized" voices, will begin mass production operations within the next few weeks.

Industry Dividends Drop $2,000,000 During Sept.

WASHINGTON.—Film company publicly reported cash dividends for September dropped more than $2 million, according to the Department of Commerce, but a large share of the drop was caused by a shift from September to October of the 20th Century-Fox dividend payments.

Total for industry for September was $2,371,000. Dividend payments by film companies in the same month during 1952 reached $4,545,000. Loew's Inc., this September paid out only $1,029,000 in dividends, compared to $1,929,000 in September, 1951.

AT&T To Offer Data

WASHINGTON.—AT&T has again told the film industry that it "will make every effort" to have available by the end of the year cost estimates covering theatre television.

Zukor Expresses Belief In Future

CHICAGO.—Highlight of the week-long conclave here of Paramount Pictures' top sales executives, held to discuss sales and merchandising of current and forthcoming product, was a speech of Adolph Zukor, Paramount board chairman.

The industry veteran told the conclave that they must properly sell and exploit their product if they are to continue to have pictures of the size and quality they expect.

He said that "there is not much to disturb me in the condition of the picture business today." Zukor added his belief that the future of the industry was as bright as ever.

Host of the meetings was James Donohue, central division manager. Welcoming remarks and introduction were given by A. W. Schwalberg, president of Paramount Film Distributing Corp. A wire from Barney Balaban, president, was read by Schwalberg.

Others Present

Others present were E. K. (Ted) O'Shea, vice president and general sales manager; Jerome Pickman, vice president, advertising, publicity and exploitation; Sid Blumenstock, assistant to Pickman, and Oscar Morgan, short subjects and newsreel sales manager.

Also, Joseph A. Walsh, branch operations manager; Hugh Owen, eastern and southern division manager; Howard Minsky, mid-western division manager; A. M. Kane, south-central division manager, and George Smith, western division manager.

"Limelight" Banned In Two Tenn. Counties

MEMPHIS. — United Artists' release of Charles Chaplin's "Limelight" has been refused a permit for any type of screening here by the Memphis and Shelby County Board of Censors. Neither the general public nor exhibitors can see the new film under the ban.

The ruling was administered by Lloyd T. Binford, censor board chairman. He excoriated Chaplin personally in his decision. Binford in 1947 and 1951 placed respective bans on Chaplin's "Monsieur Verdoux" and "City Lights," a revival, for the area.

Columbia Nets $803,000

Columbia Pictures this week reported a net profit of $803,000 for the 52-week period ended June 30, 1952, a drop of $695,000 from the similar period last year. Earnings per share of common stock are 80 cents, as against $1.81 in 1951. Comparative earnings per share of common stock after preferred stock dividends are calculated on the increased amount of 670,669 shares of common which were outstanding on June 30, 1952. These figures are subject to final check by Columbia's Certified Public Accountants.

Mono Profits $589,259

HOLLYWOOD.—Monogram has reported a consolidated net profit of $589,259 for the fiscal year ended June 28, 1952, as compared with a net profit of $1,061,648 for the preceding fiscal year. Net profit is equal to 76 cents per share. Gross income for 1952 was $9,223,700 as compared with $9,311,900 in 1951.



TOP EXHIBITORATINGS

of

1951-1952

ten money



1

THE GREATEST SHOW ON EARTH
(Paramount)



3

AFRICAN QUEEN (United Artists)



4

SAILOR BEWARE (Paramount)



7

A STREETCAR NAMED DESIRE
(Warner Bros.)



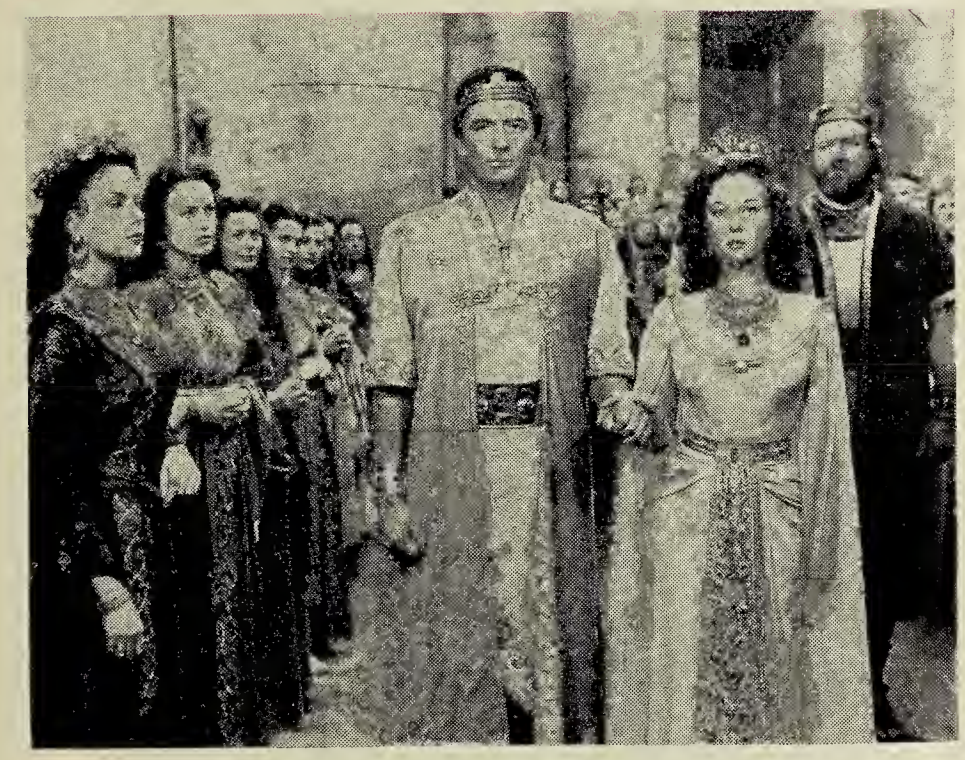
8

A PLACE IN THE SUN (Paramount)

top pictures



2 QUO VADIS (M-G-M)



5 DAVID AND BATHSHEBA (20th-Fox)



6 DETECTIVE STORY (Paramount)



9 SHOW BOAT (M-G-M)



10 THE BLUE VEIL (RKO)

ten money



1

Dean Martin & Jerry Lewis



3

Mario Lanza



4

Gregory Peck



7

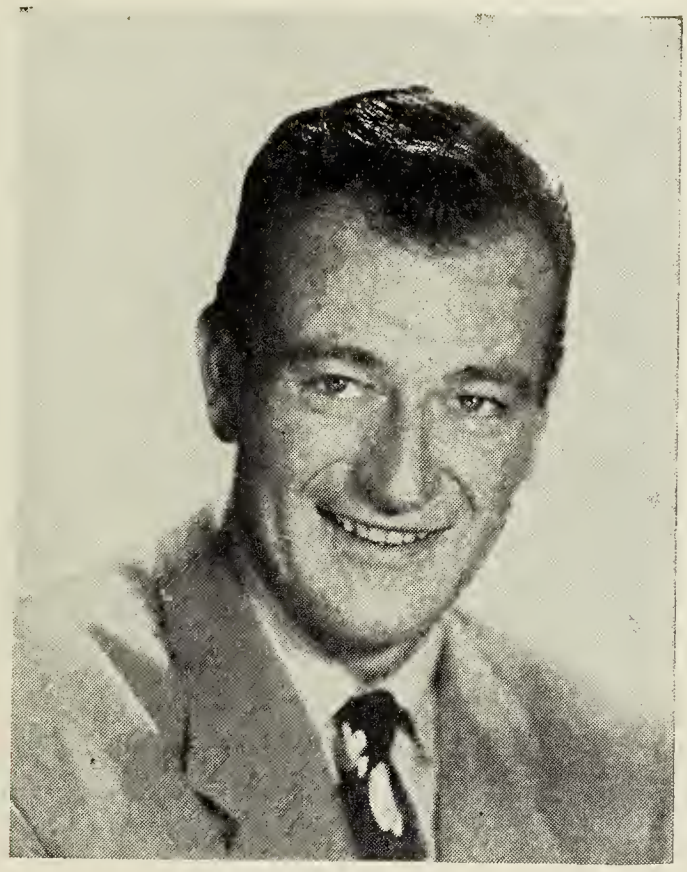
Gary Cooper



8

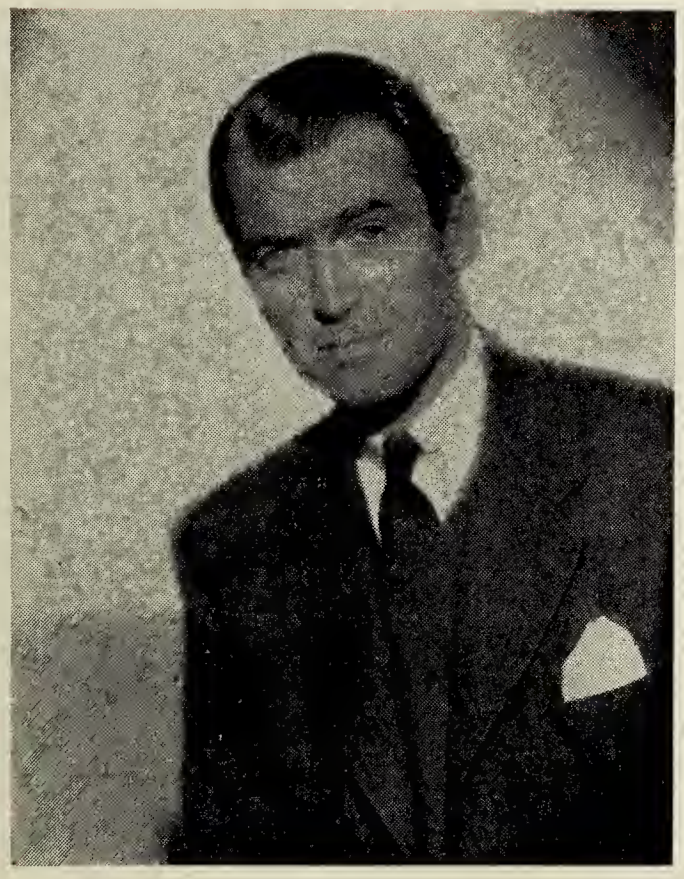
Cary Grant

top actors



2

John Wayne



5

James Stewart



6

Gene Kelly



9

Humphrey Bogart



10

Bud Abbott & Lou Costello

ten money



1

Doris Day



3

Jane Wyman



4

Betty Hutton



7

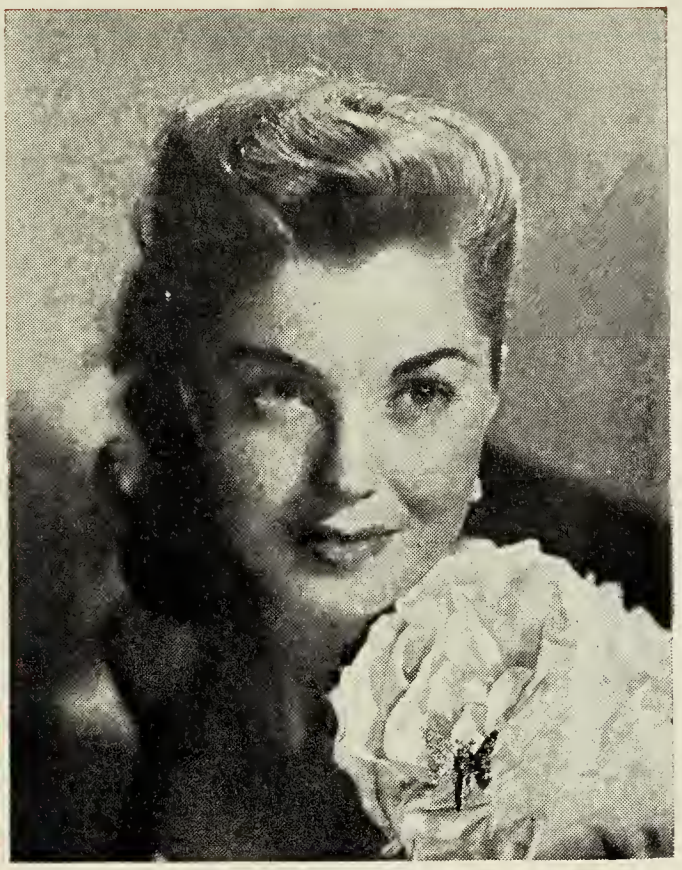
Katharine Hepburn



8

Susan Hayward

top actresses



2 Esther Williams



5 Betty Grable



6 Elizabeth Taylor



9 Jeanne Crain



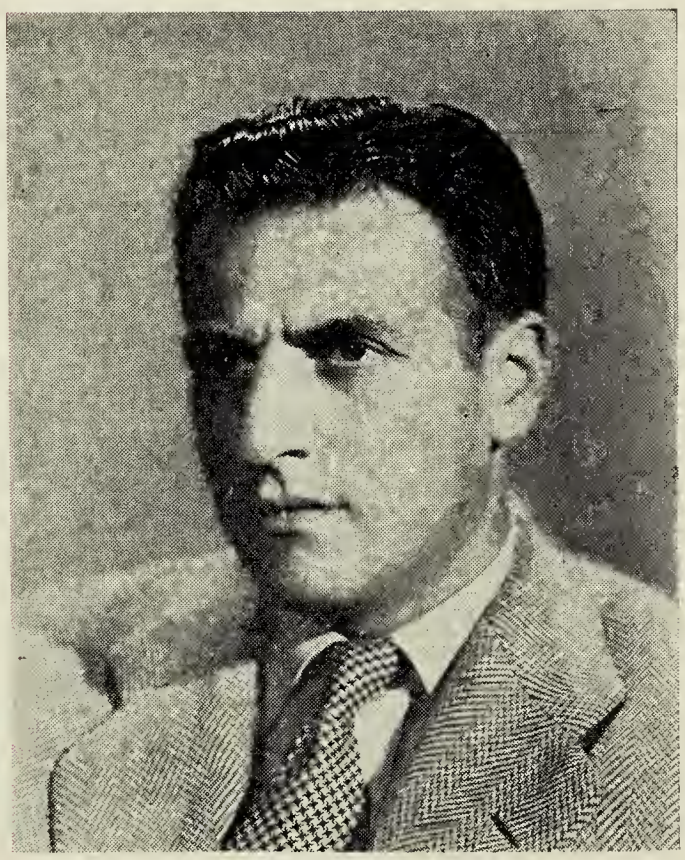
10 June Allyson

ten money



1

Hal Wallis



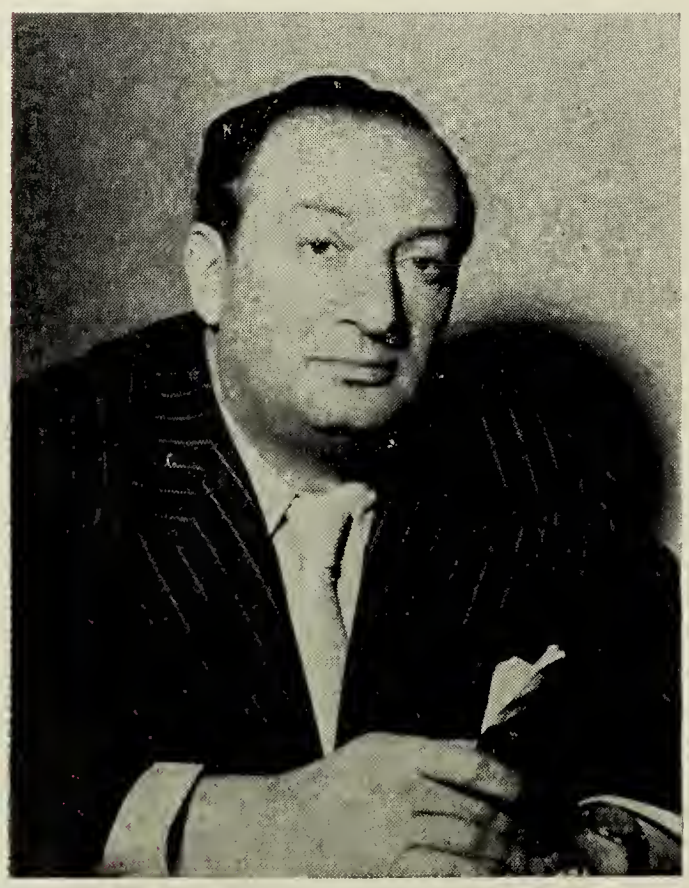
3

Stanley Kramer



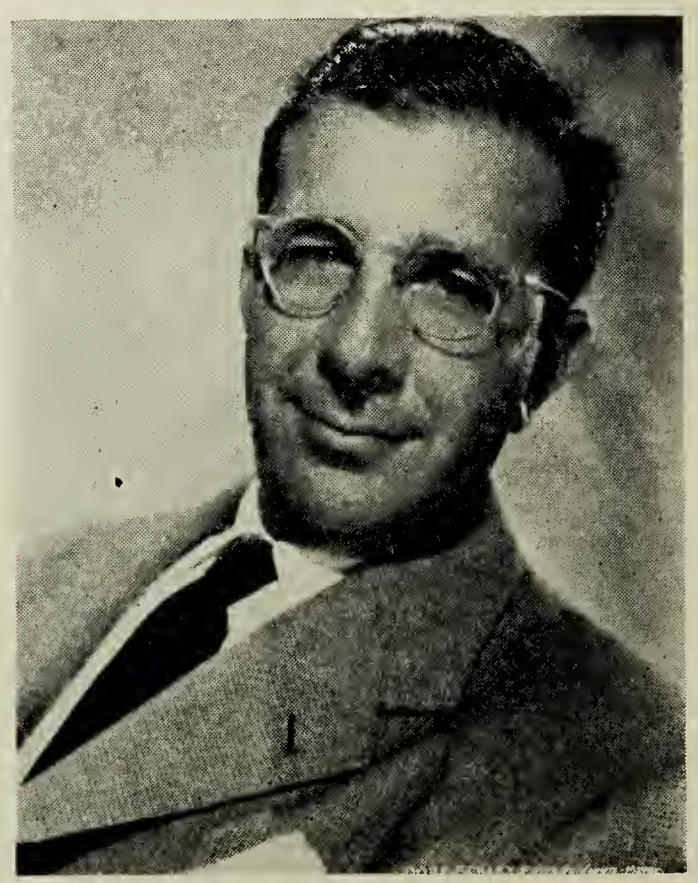
4

Walt Disney



7

Sam Spiegel



8

Dore Schary

top producers



2

Arthur Freed



5

Leonard Goldstein



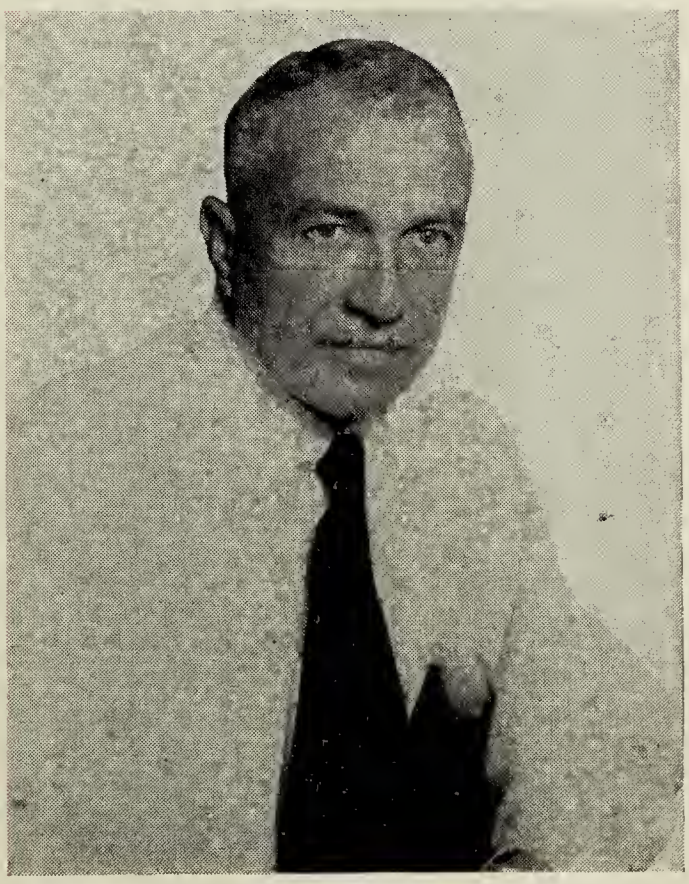
6

Darryl F. Zanuck



9

Jerry Wald



10

Henry Blanke

ten money



1

John Huston



3

Elia Kazan



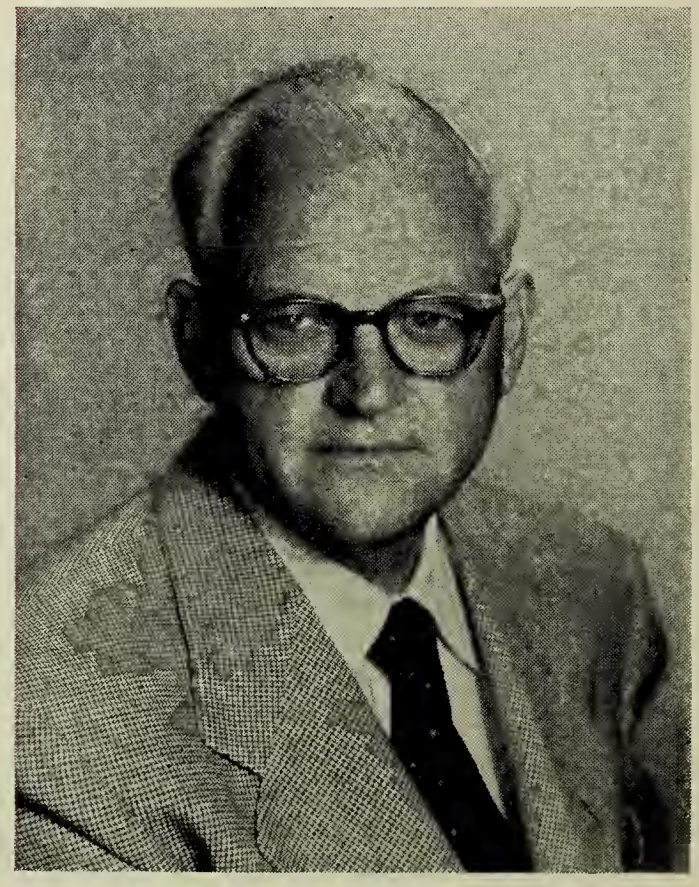
4

George Sidney



7

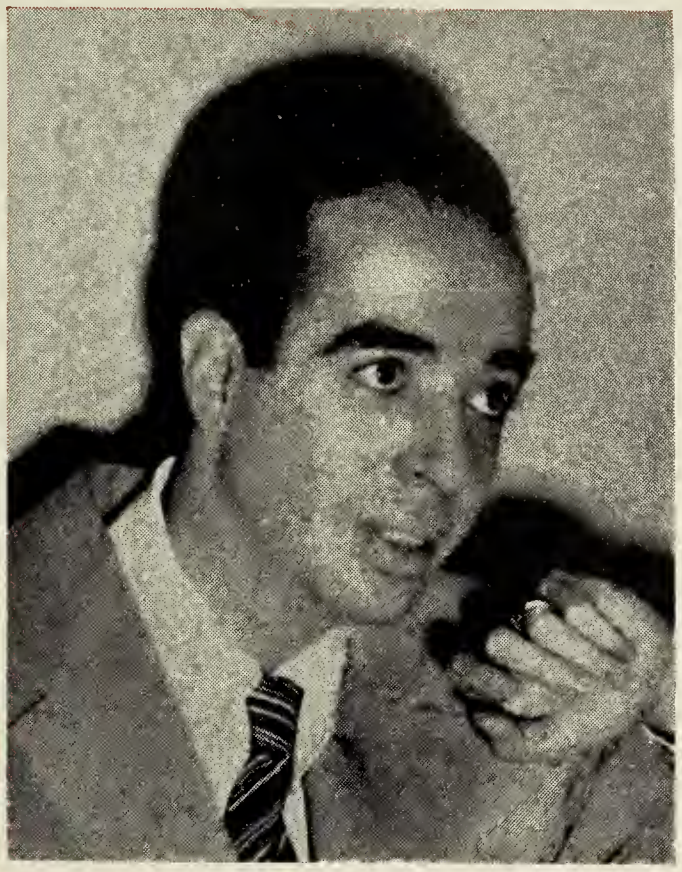
Mervyn LeRoy



8

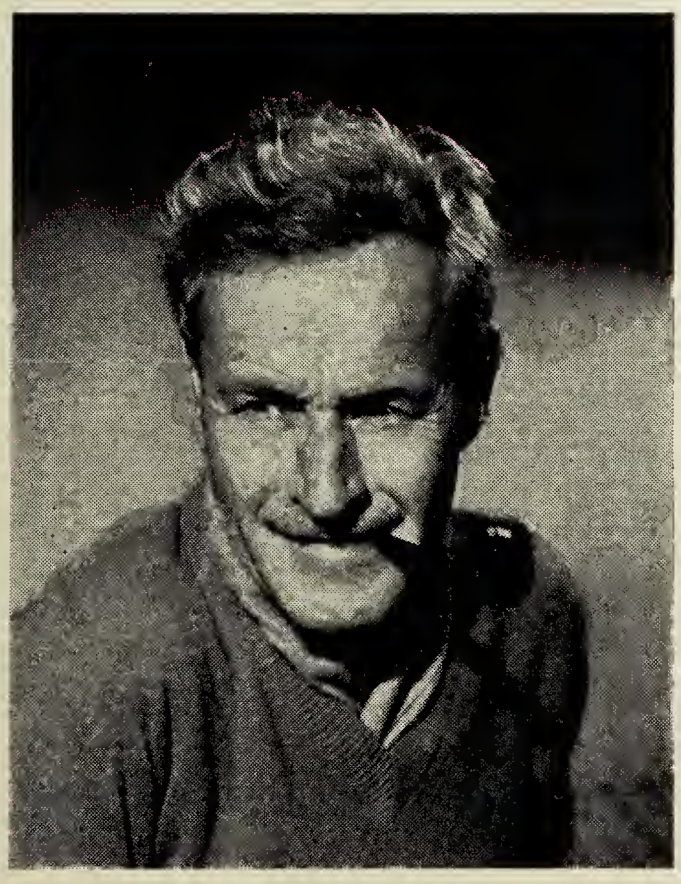
Roy Del Ruth

top directors



2

Vincent Minnelli



5

William Wellman



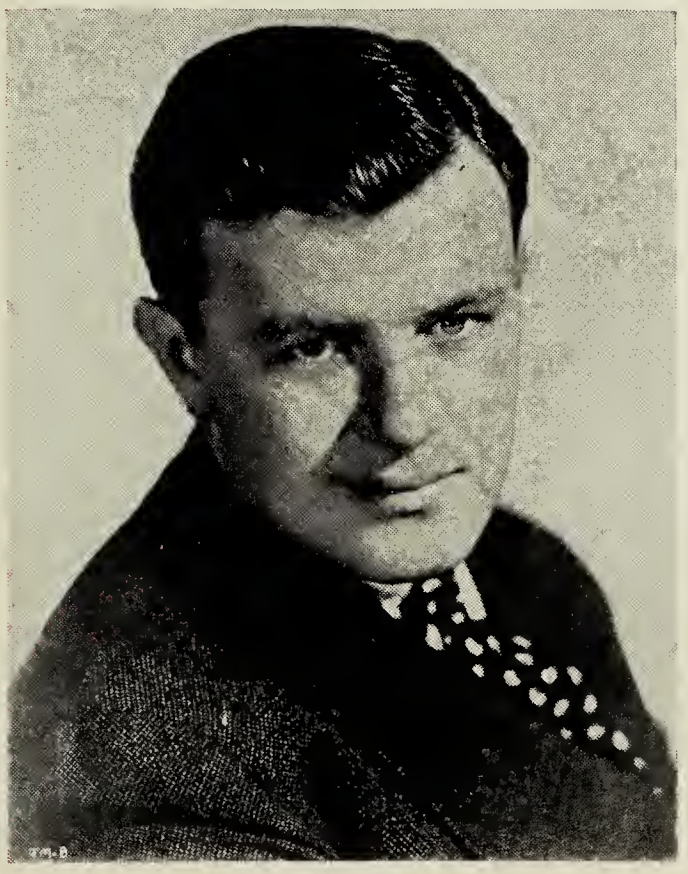
6

Michael Curtiz



9

Mark Robson



10

Joseph L. Mankiewicz

ten money



1

Roy Rogers



3

Charles Starrett



4

William Elliott



7

Smiley Burnette



8

Allan "Rocky" Lane

top cowboy stars



2

Gene Autry



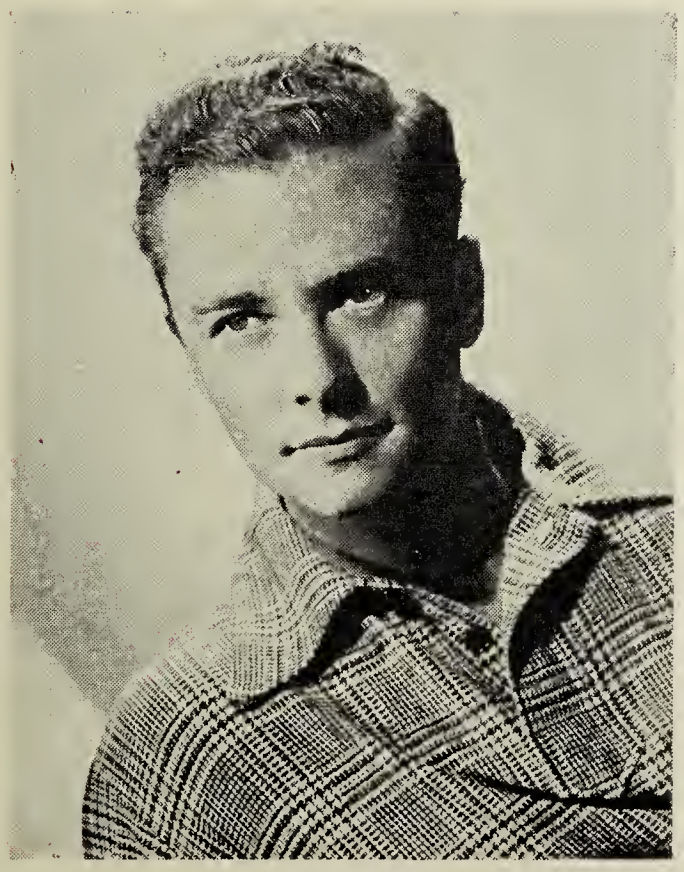
5

Rex Allen



6

William (Hopalong) Boyd



9

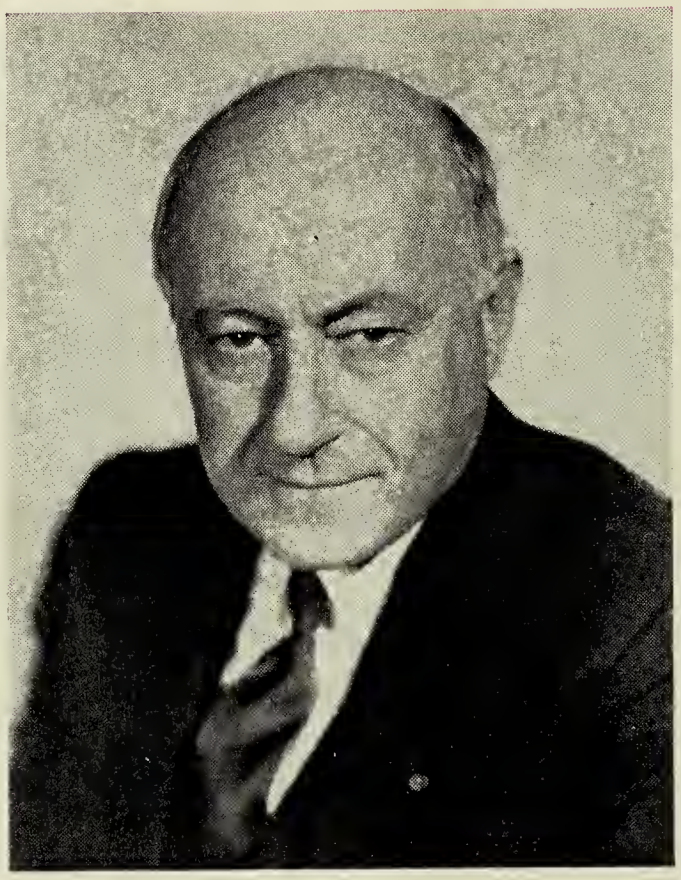
Tim Holt



10

Johnny Mack Brown

top money producer–directors



Cecil B. DeMille



William Wyler



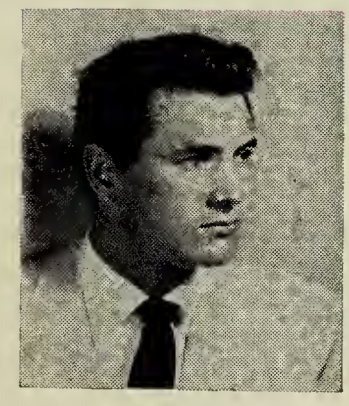
George Stevens

most promising personalities

MALE



Charlton Heston



Rock Hudson



Dale Robertson



Gower Champion



Aldo Ray

FEMALE



Marilyn Monroe



Pier Angeli



Mitzi Gaynor



Marge Champion

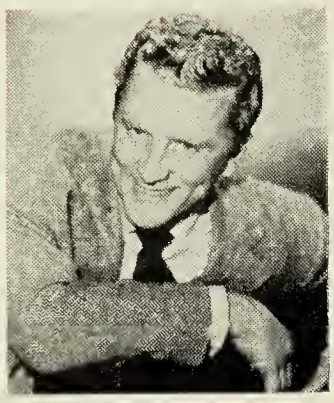


Jean Peters

Honor List

Top Dramatic Performance

Actor


Kirk Douglas


Humphrey Bogart


Fredric March


Arthur Kennedy


Marlon Brando

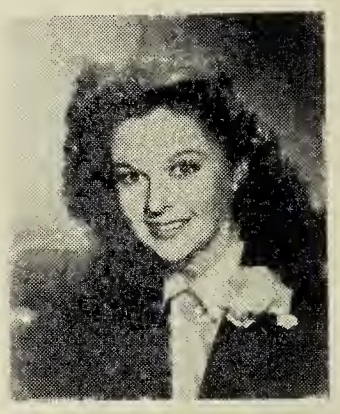
Actress


Katharine Hepburn


Vivien Leigh


Shelley Winters


Jane Wyman


Susan Hayward

Top Comedy Performance

Actor


Martin & Lewis


Donald O'Connor


Aldo Ray


Red Skelton


Cary Grant

Actress


Judy Holliday


Katharine Hepburn


Jane Wyman


Thelma Ritter


Betsy Drake

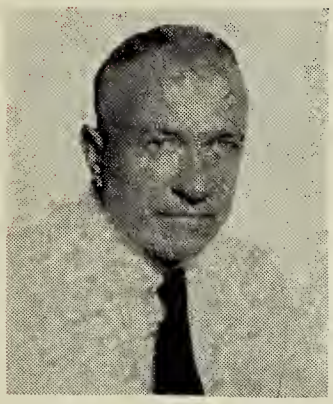
Top Money Shorts

1. Tom & Jerry 2. Disney Cartoons 3. Bugs Bunny 4. Pete Smith 5. Mr. Magoo

Top Imported Films

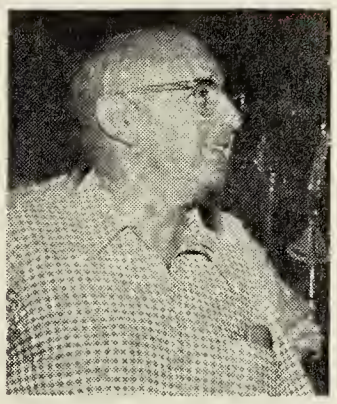
1. Lavender Hill Mob 2. Bitter Rice 3. The Man in the White Suit

Special Editors' Awards



HENRY BLANKE and NORMAN TAUROG

Who created laughs and a warm feeling in "Room For One More," which gave many patrons in all parts of the country a sense of well-being.





JULIAN BLAUSTEIN and ROBERT WISE

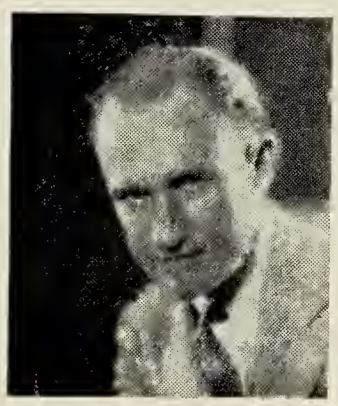
For "The Day the Earth Stood Still," an ingenious science-fiction picture which kept its feet on the ground while giving flight to its imagination.





LOUIS DE ROCHEMONT and
ALFRED WERKER

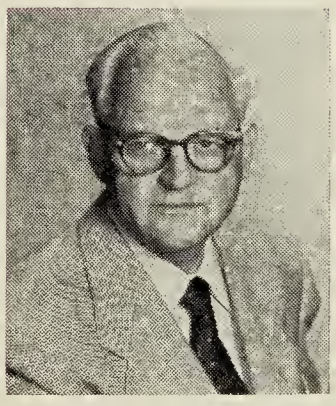
Who proved in "Walk East on Beacon" that an awareness of the dangers of our time can be presented in a logical, exciting and suspenseful manner.





WILLIAM JACOBS and ROY DEL RUTH

For their efforts as producer and director, respeetively, of "On Moonlight Bay," an exceptional tieket-selling family entertainment eombining humor with music.

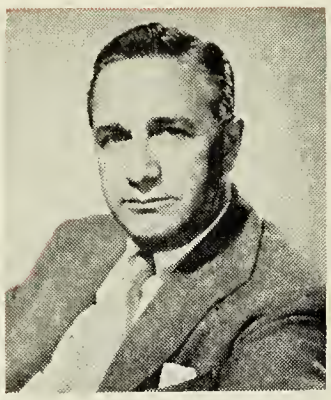




DARRYL F. ZANUCK and
JOSEPH L. MANKIEWICZ

For their eourage in making "People Will Talk," a picture which raised the adultness and intelligence of screen entertainment, while at the same time offering satisfying entertainment.





Mervyn LeRoy and Sam Zimbalist

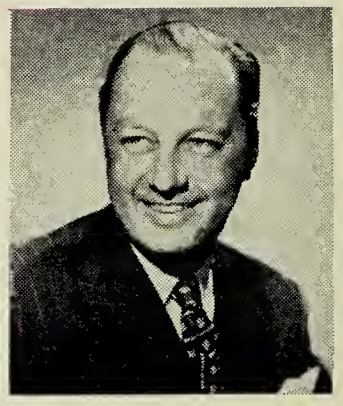
Who are responsible for the spectacular motion picture, "Quo Vadis," a monumental achievement.





William Pine and William Thomas

For being the most exploitation-minded producers with a consistent record for money-making pictures.





Marge and Gower Champion

For being the most outstanding dance team to grace the motion picture screen in many years and for presenting original, unusual dance routines.



Paramount Pictures

For providing the theatres of the country with outstanding box office pictures.

United Artists

For its miraculous re-birth under the present management, which means a continuing channel between exhibitors and independent producers.



Bing Crosby

A tribute to a talented performer, whose vocal talent, acting ability and personality have kept him among the top attractions in the motion picture industry for many years.



Cecil B. DeMille

For "The Greatest Show On Earth," an outstanding mammoth package of film entertainment.



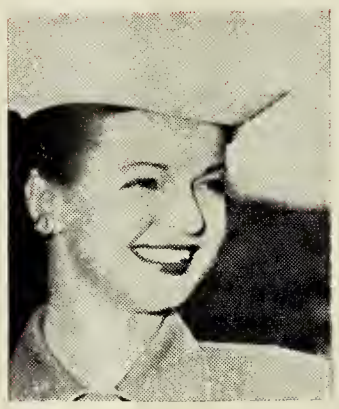
Walt Disney

For supplying exhibitors with novel motion pictures, carefully and thoughtfully produced for the entertainment of the entire family.



Mildred Dunnock

For her magnificent portrayal of the long-suffering and understanding wife and mother in "Death of A Salesman."



Dale Evans

For again being the outstanding actress in the Western field, and whose great popularity attests to her title, "Queen of the West."



Alec Guinness

For creating interest and attracting more patrons for the better-type British-made comedy film.



Bob Hope

For his unselfish efforts as a goodwill ambassador for the motion picture industry.



Gene Kelly

For "Singin' In The Rain," in which his many and varied talents showed him to be a vital creative force in the creating of motion pictures.



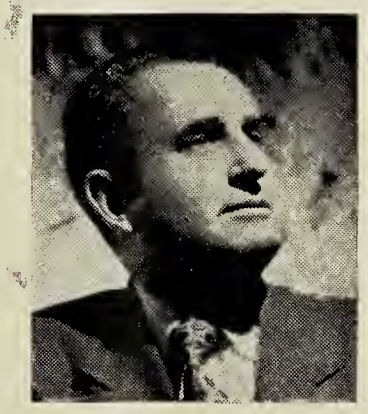
Arthur Kennedy

Whose consistent conviction in his varied portrayals add a feeling of reality to whatever picture he appears in.



Robert L. Lippert

A Showmanship Award for his brilliant work on exploiting and selling the motion picture, "Valley of the Eagles."



Arthur Lubin

For the high standard he has maintained in directing motion pictures, and for his ability to uncover novel screen stories and to transform them into entertaining pictures.



Marilyn Monroe

An exciting new personality who has rekindled the public's interest in the glamour and sex of the screen's actresses.



George Pal

Who has been foremost in the discovery of a potent box office star, "Special Effects," in the making of science-fiction pictures.



Arch Oboler

For his courage in making the first three-dimensional feature-length motion picture in color, "Bwana Devil," using Natural Vision Corp. equipment.



Thelma Ritter

A comedienne whose naturalness projects strongly from the screen and who, because of her seemingly off-handed personality, "steals" every scene in which she is present.



Gilbert Roland

For his many colorful and warm-feeling roles, whether minor or featured parts, and the range of emotions conveyed by his acting.



Danny Thomas

A new star, whose potentialities, as revealed in his first screen appearance in "I'll See You In My Dreams," promises a vital and honest personality for movie patrons and a box office attraction for exhibitors.



Hal Walker

An unsung but talented director who has consistently turned out top money-making pictures for many years.



Hal B. Wallis

For his versatility in turning out powerful box office films on a wide variety of subjects and for his alertness in discovering dramatic and comedy star material and guiding these figures to stardom.



Robert L. Welch

For his success in bringing new, fresh comedy ideas to the screen in his productions.



Plenty of Action—

. . . in "The Greatest Show On Earth"

. . . and A Big Kick in

the Exhibitorating Award

Cecil B. DeMille

Bob Hope

Bing

Thank You Mr. Exhibitor!



ROY ROGERS

"King of the Cowboys"

and TRIGGER

"Smartest Horse in the Movies"

In Release at Paramount
Co-starring with Bob Hope and
Jane Russell in "Son of Paleface" a
Technicolor picture

RCA Victor Recording Artist

Rodeos & Personal Appearances

2025 Roy Rogers Riders Clubs

Roy Rogers Annual School Safety Awards

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
1418 N. HIGHLAND AVE.
Hollywood 28, Cal.

Exclusive Management
ART RUSH, INC.
1418 N. HIGHLAND AVE.
Hollywood 28, Cal.

Public Relations
A. L. RACKIN
1418 N. HIGHLAND AVE.
Hollywood 28, Cal.

Thank You Mr. Exhibitor!



DALE EVANS

"Queen of the West"

RCA Victor Recording Artist

Dale Evans Comic Books

Rodeos & Personal Appearances

Commercial Tie-Ups

DALE EVANS ENTERPRISES

1418 N. HIGHLAND AVE.

Hollywood 28, Cal.

Exclusive Management

ART RUSH, INC.

1418 N. HIGHLAND AVE.

Hollywood 28, Cal.

Public Relations

A. L. RACKIN

1418 N. HIGHLAND AVE.

Hollywood 28, Cal.

THANKS AGAIN,

EXHIBITORS

FOR

THIS HONOR

DEAN MARTIN and JERRY LEWIS

ALLIED ARTISTS
Congratulates

WILD BILL ELLIOTT

On Being Voted One Of The Top Money-Making Western Stars By The Independent Theatre Owners.

Now In Release

Coming Soon

"THE MAVERICK"
"JOPLIN"
"THE HOMESTEADERS"
"MOJAVE PASS"



Thank You,

Exhibitors

HAL WALLIS

Thank you for the Editor's Showmanship Award

ROBERT L. LIPPERT

"VALLEY OF THE EAGLES"

Ready Now

"HELLGATE"

"OUTLAW WOMEN"

"THE JUNGLE"

"SECRET PEOPLE"

Coming Soon

"THE TALL TEXAN"

Thank You,

INDEPENDENT THEATRE OWNERS

FOR THIS HONOR



BUD ABBOTT *and* LOU COSTELLO


Our sincere thanks
Marge and Gower
Champion

My deep appreciation for your recognition

ARTHUR LUBIN

"FRANCIS GOES TO WEST POINT"

and

IRENE DUNNE

in

"IT GROWS ON TREES"

Universal-International

Preparing: "SULU SEA"—Warner Bros.

MY DEAREST APPRECIATION FOR THIS AWARD

HAL WALKER

JUST COMPLETED:

"ROAD TO BALI"
starring BING CROSBY and BOB HOPE
A Paramount Picture

IN RELEASE:

"THAT'S MY BOY"
starring DEAN MARTIN and JERRY LEWIS
A Paramount Picture

"SAILOR BEWARE"
starring DEAN MARTIN and JERRY LEWIS
A Paramount Picture

"AT WAR WITH THE ARMY"
starring DEAN MARTIN and JERRY LEWIS
A Paramount Picture

"ROAD TO UTOPIA"
starring BING CROSBY and BOB HOPE
A Paramount Picture

Thanks Fellows For Voting Us . . .

"The Most Exploitation Minded Producers
With A Consistent Record For
Money Making Pictures."

— The Bills
PINE and THOMAS

Thank You For This Fine Award.

George Pal

PARAMOUNT PICTURES

In Release:
"WHEN WORLDS COLLIDE"

Completed:
"THE WAR OF THE WORLDS"

Shooting:
"HOUDINI"

Arch Oboler's

"BWANA DEVIL"

World's first Natural Vision Three Dimension feature length motion picture

With Thanks to M. L. Gunzburg

ARCH OBOLER PRODUCTIONS

1309 No. Wilcox **Hollywood, California**

Thank You, Exhibitors . . .

JEAN PETERS

I WISH TO THANK

ALL THE INDEPENDENT THEATRE OWNERS FOR THIS GREAT HONOR—AND I ALSO WANT TO THANK WARNER BROS.—IT'S THE WARNER PRODUCT WHICH MADE THIS AWARD POSSIBLE.

SINCERELY,

Doris Day

THANK YOU, EXHIBITORS

ROY DEL RUTH

who directed

"ABOUT FACE"
WARNER BROTHERS

"STOP YOUR KILLING ME"
WARNER BROTHERS

"ON MOONLIGHT BAY"
WARNER BROTHERS

Thanks to the EXHIBITORS

CHARLTON HESTON

NOW IN RELEASE

"BATTLES OF CHIEF PONTIAC"

JACK BRODER
PRODUCTIONS, INC.

Executive Producer
HERMAN COHEN

Released thru
REALART PICTURES

SMILEY BURNETTE

Under Contract to Columbia Pictures

6 GENE AUTRY WESTERNS

2 COLOR WESTERNS

RADIOZARK TRANSCRIPTIONS

ON CAPITOL CHILDREN'S RECORDS

I. T. JORGENSEN, BUSINESS MANAGEMENT

MITCHELL HAMILBURG AGENCY

KURTZE & FERGUSON
1230 Washington Blvd., Chicago, Illinois
FAIRS, CELEBRATIONS, RODEOS, THEATRES

ROBERTS & BRADBURY, PUBLICITY

W. R. ALEXANDER, PONY PIX

Staff Reviews

(Continued from page 12)

"My Wife's Best Friend"

(20th-Fox) 81 Min.

Cast: Anne Baxter, Macdonald Carey, Cecil Kellway, Casey Adams, Catherine McLeod, Leif Erickson, Frances Bavier, Mary Sullivan, Martin Milner, Billie Bird, John Hedloe, John McKee.

Credits: Produced by Robert Bassler Directed by Richard Sale; Screen play by Isobel Lennart; Based on a story by John Briard Harding.

An entertaining farce about a wife's revenge against a husband who she thinks was once unfaithful is unfolded with numerous gags in "My Wife's Best Friend." Picture should have appeal for adult audiences since the story is treated in a sophisticated manner, spoofing many habits of married couples. Anne Baxter and Macdonald Carey add box office weight to the leading roles of the married couple who are bedeviled by a mutual misunderstanding.

STORY: Anne Baxter and Macdonald Carey, happily married, are frightened by a near-accident into confessing their faults to each other. Because Carey hints that he once was involved with Catherine McLeod, Anne's best friend, Anne seeks a divorce. Instead, Anne decides to revenge herself by acting overly noble in front of Carey. He pleads for her to be an ordinary wife. Accepting his cue, Anne dresses sloppily and almost ruins a business deal Carey is negotiating with Leif Erickson. Suspecting that Carey and Catherine have renewed their affair, Anne makes a play for Erickson. But, unable to go through with her flirtation, she returns to Carey, who has disappeared. Anne finds and forgives him.

●

"Strange Fascination"

(Columbia) 81 Min.

Cast: Cleo Moore, Hugo Haas, Mona Barrie, Rick Vallin, Karen Sharpe, Marc Krah, Genevieve Aumont. Patrick Holmes, Maura Murphy, Brian O'Hara, Anthony Joachim, Dr. Ross Tompson, Maria Bibikoff, Gayne Whitman, Roy Engel, Robert Knapp

Credits: A Hugo Haas Production; Produced, directed and written by Hugo Haas.

Hugo Haas has come up with an entertaining dramatic and adult film in "Strange Fascination," the story of a middle-aged concert pianist's love for a young, sexy blonde hoofer. As in his previous efforts, Haas stars in this film, which he wrote, produced and directed. The film has an excellent concert background. The nocturnes Haas plays were composed and played by Jacob Gimpel. Haas' leading lady, Cleo Moore, is impressive in this film and is slated to have a very bright screen future judging from her efforts here. Mona Barrie turns in an outstanding bit of thesping as Haas' concert tour sponsor, while Rick Vallin, Karen Sharpe and Genevieve Aumont all turn in good performances. "Strange Fascination" has numerous exploitation angles which will help the film rack up tidy grosses.

STORY: Hugo Haas, a celebrated European concert pianist, is brought to the United States by Mona Barrie, a wealthy woman, who wishes to sponsor his career in America. While on the road touring, Haas meets a dancer, Cleo Moore. Cleo, using her wiles gradually inveigles him into marrying her. When the remainder of his tour is cancelled out due to a flood, Haas finds that he has lost Mona and his concert manager and that Cleo and himself are rapidly running out of money. As he sees his career go into a decline, he grows desperate. Knowing that his hands are insured heavily, Haas purposely injures his hand in a press at a music publishing house. The insurance company denies the claim after finding out that it was not an accident. Then, Cleo leaves him for Rick Vallin and Haas ends up in the Bowery playing the piano with his one good hand at a Salvation Army auditorium.

"Toughest Man In Arizona"

(Republic) Trucolor 91 Min.

Cast: Vaughn Monroe, Joan Leslie, Edgar Buchanan, Victory Jory, Jean Parker, Henry Morgan, Ian MacDonald, Lee MacGregor, Diana Christian, Bobby Hyatt, Charlita, Nadene Ashdown, Francis Ford, Paul Hurst.

Credits: Associate producer, Sidney Picker; Directed by R. G. Springsteen; Screen play by John K. Butler.

This Vaughn Monroe vehicle is a strong outdoor entry, that should find good business wherever it plays. Monroe is a definite screen personality, both in the singing and acting departments. He also has looks and carries himself impressively. The screen play by John K. Butler is a strong story effort with lots of plot twists and some good dramatic sequences. Along with Monroe's top-grade performance in this tale of a U.S. Marshal and his conflict with a gunrunner and his family, Joan Leslie, Victor Jory and Henry Morgan all turn in particularly effective performances with Jean Parker turning in an especially outstanding performance as Jory's girl friend. Trucolor is a decided asset to the picture, which also has a great many exploitable assets.

STORY: Vaughn Monroe, a U.S. Marshal, hunts down gunrunner Victory Jory. who has sold 200 rifles to the Apaches, who are on the warpath. Bringing Jory back, Monroe spots a small wagon train which has been attacked by Apaches. He picks up the three survivors, Joan Leslie, who was traveling with her husband, Henry Morgan; and two small children. Monroe takes them into his home, and Jory to jail. Morgan, supposedly dead, shows up to aid Jory's two outlaw brothers, Ian MacDonald and Lee MacGregor, in the freeing of Jory. The plan works and Jory escapes and joins his brothers. They plot a big holdup and are forced to cut Morgan in. The job is successful. Sheriff Edgar Buchanan and Monroe ride to the Jory hide-out to recover the loot. In a gun duel, Jory and MacGregor are killed with MacDonald wounded. Morgan, bent on getting the loot for himself, shoots Buchanan. Monroe brings Morgan in for trial and hopes that when it is all over, he and Joan may make a duet.

●

"Desperadoes' Outpost"

(Republic) 53 Min.

Cast: Allan "Rocky" Lane, Black Jack, Eddy Waller, Roy Barcroft, Myron Healey, Lyle Talbot, Claudia Barrett, Lane Bradford, Lee Roberts, Edward Cassidy, Charles Evans, Zon Murray, Slim Duncan.

Credits: Associate producer, Rudy Ralston; Directed by Philip Ford; Screen play by Arthur Orloff and Albert DeMond.

This entry is another action-packed Allan "Rocky" Lane oater that keeps up with the high level of the previous Lane sagebrushers. Lane carries the action, riding hard, shooting hard and outthinking the heavies, who this time are stealing mercury from a mine. Eddy Waller, Roy Barcroft and Myron Healey all turn in good performances. Western fans and juvenie audiences will find this one much to their liking.

STORY: Allan "Rocky" Lane is a federal investigator who has been sent to find out why Eddie Waller's stagecoachs, which carry U.S. mail, are being waylaid and smashed. Lane's detective work leads him to a mercury mine. Foreman is Roy Barcroft, who has been running off the mercury and sending it to Mexico for reshipment to Spain, despite the fact that the Government needs the mercury in its 1898 war with Spain. Lane with the aid of Lt. Myron Healey uncovers the operations of Barcroft and his henchmen and after a pitch battle, the law gets the evildoers and Lane rides on to his next assignment. Healey gets Claudia Barrett as his bride.

Foreign Films

"Flowers of St. Francis"

(Burstyn) ITALIAN 84 Min.

Cast: The monks of Nocere Inefriore Monastery, Aldo Fabrizi.

Credits: Produced by Angelo Rizzoli; Directed by Roberto Rossellini; Written for the screen by Rossellini, Federico Fellini, Father Felix Morlion, O. P., Father Antonio Lisandrini, O. P. M.; English titles by Herman G. Weinberg.

This is a strongly religious and spiritual picture which lacks cohesion and a dramatic entity. But bearing the name of Roberto Rossellini as director, and Aldo Fabrizi, who appears but briefly, "Flowers of St. Francis" should get a satisfactory play from art house regulars. The picture is composed of a series of vignettes concerning the humble and compassionate St. Francis and his devout followers, played by anonymous monks. A sequence involving Fabrizi as a tyrant and one of St. Francis' brothers contains some terrifying and hearty action, in strong contrast to the rest of the film's simple and pristine approach. An excellent musical score adds to the picture's charm. English titles are complete.

STORY: St. Francis and his band of followers, who believe in peace and kindness, build a chapel in the country. They spend their time doing good deeds. One of the brothers goes to the camp of a tyrant, Aldo Fabrizi, who is at war, to preach peace. The brother so impresses Fabrizi that he calls off the war. St. Francis directs his brothers to go out into the world in different directions to preach peace.

Jesse L. Lasky Lecture Envisions Future Profits ViaPositiveShowmanship

HOLLYWOOD.—Jesse L. Lasky teed-off the first of the Screen Producers' Guild series of six lectures, which are being permanently recorded on sound film, before the Cinema Department of the University of Southern California, last week on the note of continued prosperity for motion pictures makers if the industry continues to put as much showmanship as possible into its creative efforts.

Lasky stated that regardless of technological development—and these he traced from learning to photograph light through television and the various three—dimensional processes—it will be "showmanship" that will take advantage of all these elements and make them successful.

Lasky noted that the development of television was being watched carefully by the industry, and particularly by the members of the Screen Producers Guild. He prophesied that with the fullest development of the medium, the motion picture industry will be revealed not as a luck survivor but will undoubtedly enter into the biggest era of prosperity since its inception.

Three Trust Suits Settled

CHICAGO.—Out-of-court settlements have been reached among parties involved in three anti-trust suits. Suits had been brought by the Wicker Park Amusement Co., operating the Royal Theatre, against the majors, Balaban & Katz Theatres, Warner Bros. Theatres and WB Circuit Management Corp.

Live Chimpanzee Plugs Campaign For New "Bonzo"

CHICAGO.—Highlighted by appearances by "Bonzo," Universal-International's chimpanzee star, on more than a dozen local and network television and radio shows and personal appearances at the theatre, the RKO Grand developed an all-out promotional campaign for the world premiere of "Bonzo Goes To College."

Manager Ansel Winston, aided by U-I exploitation representatives, also developed a series of contests with local and suburban newspapers, TV and radio shows to provide promotional impact and to focus attention on the presence of "Bonzo."

Among the contests arranged were one with a beverage firm wherein they distributed entry blanks in a coloring contest with 75 prizes including two savings bonds and guests tickets. The beverage company backed the contest through its delivery trucks and dealers, who used window signs.

Printed Wrappers Furnished

A candy company furnished imprinted bags of peanuts bearing the legend, "Don't feed the monkeys; for monkey shines and laughs don't miss 'Bonzo Goes To College' at the RKO Grand Theatre."

Suburban newspapers conducted a peanut-guessing contest through neighborhood merchants, with each merchant devoting window space and tying into a co-operative ad.

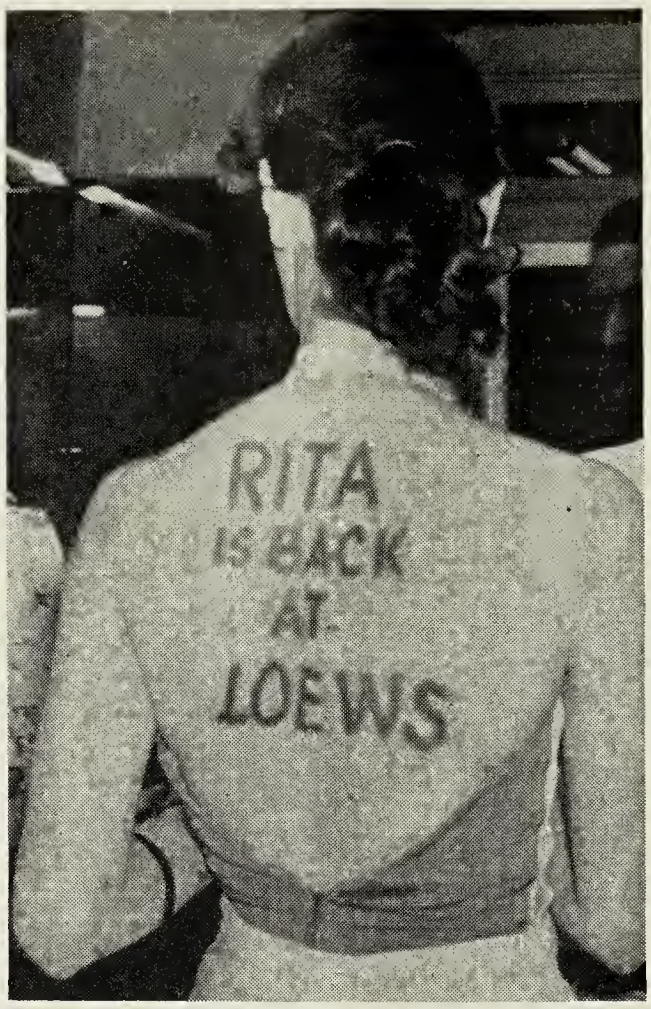
Other newspapers conducted a coloring contest featuring college banners of leading universities.

A dairy company promoted "Bonzo" through a Club of Champs with circulars.

"Pirate" Aides Prepared

Warner Bros. has made available through its press book on the picture, a series of special accessories on "The Crimson Pirate." Accessories, designed to sell action and romance of picture, include a set of full-color lobby door panels; four-page 9x12 litho herald in color; set of 10 full-color scene stills; sets of special flag-wall banners, ushers badges, pirates flags, auto bumpers, pennants and a sectional valance of fluerescent satin available in any desired length.

Stunts Bally "Affair"



Model with stenciled back walked streets to plug Loew's State, Syracuse, run of Columbia's "Affair in Trinidad."

A "beautiful legs" contest, pegged to runs of Columbia's "Affair in Trinidad," was exploited in many different ways by theatres to boost engagements of the Rita Hayworth starrer.

The Chicago Theatre, Chicago, had a special poster set up in the outer lobby calling feminine attention to the contest. In Fort Worth, the Worth Theatre arranged for a women's clothing store to supply a window to boost the contest. For the run at the Harris Theatre, Pittsburgh, a large department store co-operated with counter displays.

Street Stunt Sells 'My Gal'

HARTFORD.—For downtown street bally on Universal-International's "Has Anybody Seen My Gal?" Ray McNamara and John Patno, of the Allyn Theatre, had an aide dress in a large-size jacket, with copy: "I'm looking for my Gal . . . 'Has Anybody Seen My Gal?'"

Contests Arouse Popular Interest In "Rogers" Run

DETROIT.—Novel newspaper and radio contests highlighted the campaign for Warner Bros.' "The Story of Will Rogers," put on by Alice Gorham, advertising and publicity director for United Detroit Theatres, for the picture's engagement at the Madison Theatre.

For five days in advance of opening, the Detroit "Times" ran pictures in a "Lucky Lariat" contest consisting of local street scenes in which one person daily was encircled with a "lucky lariat," with passes to daily winners.

Two broadcasting contests were held. One, over station WXYZ, posed the question: "How I solved an unusual problem with (A) my girl friend, (B) my boy friend, (C) or my wife, (D) or my husband. Contest tied in with "Will Rogers," on the fact that Rogers took his horse along on his honeymoon.

Radio Contest Held

Other contest was held over WWJ—TV on its "Cinderella Week-End" program with this question: "Do you think a girl ever is justified in proposing?" Stunt also tied in with a sequence in the picture.

Miss Gorham also held contests on local disc jockey programs and quiz shows, with theatre passes as prizes.

On opening day, celebrities, members of the motion picture council, city council and Detroiters who were in Ziegfeld Follies were radio interviewed as they entered the theatre.

Dual Three-Sheet Made For "Bowl Story" Dates

For theatres playing "The Rose Bowl Story," the Monogram advertising department has turned out a special poster designed solely for cut-outs which will enable showmen to create a flash front at very little cost. The accessory is a double three-sheet, twice the height of a regular poster, which carries a giant-size action figure of a football player plus a mammoth illustration of a football with the title lettered across it. When mounted and cut out separately the player is 9½ ft. tall and the football is 5 ft. wide. Used atop the marquee, on the front or as standees, these will comand maximum attention for "The Rose Bowl Story." The displays can be used on marquees and serve as material for tie-ups with department stores, sport shops and schools.

Tunes Boost "Loves Me"

Paramount has launched a large-scale radio and television campaign for "Somebody Loves Me," keyed to the more than 20 songs which are heard in the musical. Albums have already been recorded by Betty Hutton, who stars in the picture, and Benny Fields and Blossom Seeley, whose show business careers inspired "Somebody Loves Me." In addition, the nation's top male and female vocalists have waxed individual tunes from the film, which will be plugged on network broadcasts as well as local disc jockey shows.

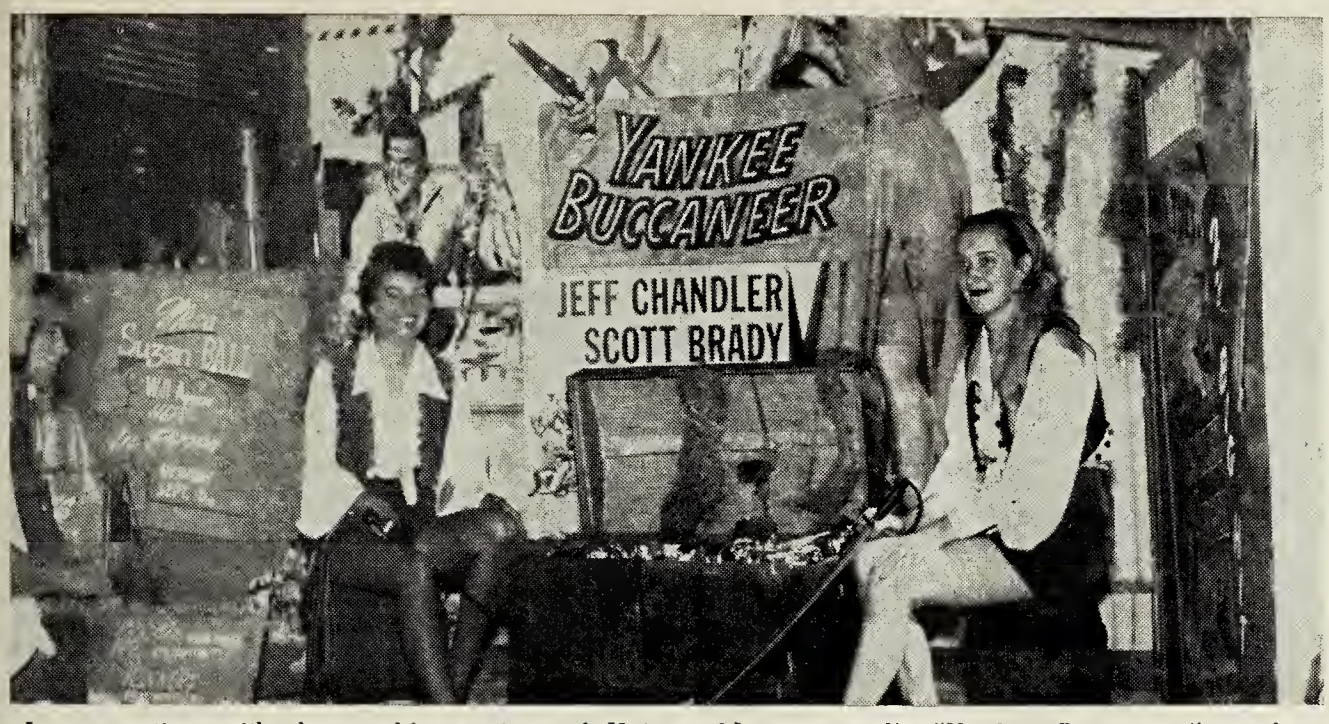
"Ivanhoe" Selling Suggestions Offered In New M-G-M Booklet

A handbook designed to simplify the selling job of the exhibitor booking "Ivanhoe" has been prepared by M-G-M in addition to the company's press books on the film. The booklet measures 4x6, has 32 pages, and contains a wealth of selling suggestions.

One section is devoted to an outline of "check points" for local campaigns. It is suggested that theatremen dress personnel in "Black Knight" costume to distribute special comic books at playgrounds; have costumed men tour streets in special Black Jaguar car; hold beauty contests to choose the local "Rowena" or "Rebecca."

In another stunt, it is suggested that all persons named "Black" or "Knight" be invited to opening night performances. An additional bally piece advises the dressing of girls in costume and the sending of them to critics with tea.

Other sections of the booklet list all national merchandise and book tie-ups; detail special accessories available; list quotes from reviews in both magazines and newspapers, and provide space for jottings of personal notes and reminders connected with the picture.



In connection with the world premiere of Universal-International's "Yankee Buccaneer" at the Paramount Theatre, Syracuse, Harry Untefort, manager, developed an unusual promotion with a local department store. Placing a large treasure chest in the window, and using two models attired in pirate costume, the display asked passers-by to guess the number of coins in the chest. Winners were awarded prizes by the store.

Fox Offers Exhibs Special Manual To Promote Seven Art Film Shorts

Detailed plans for advertising, publicizing and exploiting the seven Art Films Technicolor short subjects being released by 20th Century-Fox are packaged in a special eight-page manual being distributed to theatremen around the country.

The campaign guide opens with a series of publicity stories for newspaper planting, scene mats showing production planning as well as one of the many works of art the series presents.

A complete theatre campaign, pre-tested in Allentown, Pa., highlights the exploitation section, which also features tie-ups with schools, clubs, civic leaders and opinion makers.

Suggestions Offered

Contests and suggestions for bulletin board displays and special student showings are also provided.

Rounding out the Art Films manual are illustrations of the ad mats and accessories available from National Screen Service.

The Art Films are "Curtain Call"—Degas; "I Remember the Glory,"—Botticelli; "Light in the Window"—Vermeer; "Joy of Living"—Renoir; "The Young Immortal"—Raphael; "The Night Watch"—Rembrandt, and "Birth of Venus"—art of the Rennaissance.

Six Accessories Given For "Snows" Bookings

Twentieth Century-Fox is offering exhibitors six special accessories for "The Snows of Kilimanjaro," Darryl F. Zanuck production going into pre-release engagements in October. A series of four star-type door panels, in full color and measuring 20" x 60", are dominated by art of Gregory Peck, Susan Hayward, and Ava Gardner. Key scene photographs supplement the personality displays.

Accessories also include a die-cut counter card, in color, a jumbo-sized rotogravure herald, a de luxe fluorescent sectional valence display, a fluorescent satin auto bumper banner, and a fluorescent satin ushers' badge. Items are available from National Screen Service.

Cola Ads Boost "Lure"

Special off-the-movie-page publicity for 20th Century-Fox's "Lure of the Wilderness" is accruing as a result of a tie-up effected with the Royal Crown Cola Company, which is featuring a photograph of Constance Smith in a series of advertisements running in newspapers and magazines coast-to-coast. Extra plugs for the production are being gained by point-of-sale display material, billboards, and radio spots.

Stickers Ballyhoo 'Fagan'

HARTFORD.—Lou Cohen and Norm Levinson, Loew's Poli, pasted wall slips in neighboring restaurants for Metro's "Fearless Fagan." Copy read: " 'Fearless Fagan' was here!"

Models Publicize 'Desire'

HARTFORD. — Jim McCarthy, manager of the Strand, had two pretty models carry "Island of Desire" posters through downtown area for a day to plug the UA release.

Singing Contests For Youths Bally "You're Mine"

RICHMOND.—A "Youth Parade" contest in which young vocalists competed for prizes, was held by the Loew's Theatre in conjunction with a local radio station for three Saturday mornings as a major plank in the theatre's campaign to publicize the engagement of M-G-M's "Because You're Mine."

Contest enlisted youths between the ages of 12 and 18. They participated in presentations at the station under the guidance of Eddie Weaver, theatre organist. Winner received a $25 government bond on the theatre stage. Local playground directors helped recruit the youths.

The management, in another phase of the campaign, sent out postcards with personal messages calling attention to the playdate. Addresses were culled from a special mailing list furnished by a local opera group and musical association.

Phone Calls Made

All music teachers at public, private and parochial schools were telephoned by the management. Each was asked to tell students about the engagement.

In a tie-up with a couple of drug stores, the theatre had prescription envelopes imprinted with picture playdate copy for distribution one week in advance of opening day.

As lobby and front decorations, the theatre employed an 18-foot display piece in rear orchestra foyer; two sets of 11 x 14 full-color prints for use on 40 x 60 standing easels in outer lobby, and a 22-foot long display over main entrance doors using heads of the co-stars, Mario Lanza and Doretta Morrow, from a regular 6-sheet.

Windows Plug "Ivanhoe"

Radio City Music Hall, New York, arranged for window displays where various cut-outs and stills of "Ivanhoe" could be placed on view at Brentano's, a book store; Scribner's; TWA, Woolworth's; a perfume shop and a stationery store. An archery stunt was worked with the famed Rockettes who dance in the theatre's stage shows.



Girls donned hula skirts and other Hawaiian trimmings for tours of San Francisco streets to ballyhoo the opening of Warner Bros.' "Big Jim McLain" at the Golden Gate Theatre. The girls carried colorful playdate posters on their backs to generate interest in the engagement.

REGIONEWS

ALBANY

Malcolm Atterbury, who presented stock for five years at the Playhouse, has leased the recently dark uptown Colonial from Dr. Henry Brown of N. Y. C. Atterbury sold his Playhouse for demolition and conversion into a parking lot and will stage the first play at the Colonial on Nov. 11. . . . Clarence Dopp of Johnstown revealed he would reopen the Hollywood, Frankfort, on a part-time schedule. Dopp recently leased the Strand, Johnstown, to two newcomers. . . . Variety Club will elect a crew for the new year at a meeting in the Club quarters on Nov. 24. Nate Wing is present chief barker. Committees for the Albany Kennel Club show in the State Armory, Nov. 8, which Variety is co-sponsoring for its boys summer camp, have been set up, with Charles A. Smakwitz heading ticket sales. . . . Ten members of Variety Tent 9 and 46 exchange employees volunteered to donate blood to the Red Cross collection at Bender Laboratory. . . . Warners held "The Miracle of Fatima" for a second week at the Strand, at $1.10 top. Picture received strong Catholic support and Mgr. Al LaFlamme distributed 7,000 student tickets at 50¢ through 23 local parochial schools.

ATLANTA

An anti-trust suit for $1,800,000 treble damages was filed against eight major distributors by John J. and Agnes Gillooly, owners of the Capitol Theatre, St. Petersburg, Fla., charging inability to secure proper runs for their house. . . . In another anti-trust suit filed in Miami, Fla., Colony Theatre, Inc., Palm Beach, is asking $50,000 damages for alleged discrimination in bidding for first-runs with W. Palm Beach theatres, and naming 20th-Fox as defendant. . . . John Tassos, former Paramount publicist who went to Florida on a medical leave last Dec., was named director of public relations and publicity of the Roney Plaza and Gulf Stream Hotels in Maimi Beach, the McAlister in Miami, and the Boca Raton Hotel and Club, according to announcement by G. David Schine, pres. and g.m. of Schine Hotels and exec. v.p. of Schine Ents.

BOSTON

American Theas Corp. now has two radio programs plugging the films at its neighborhood houses, the Priscila Fortescue show on WEEI and the Christine Evans show on WHDH. . . Francis "Cal" Calahan, former mgr. of the Concord, N. H. Drive-In, has joined Smith Mgmt. as mgr. of the St. George and Gorman Theatres, Framingham. . . . The Colony, Dorchester, has reopened under lease to Colony Operating Corp., headed by Meyer Rubin, a Boston Attorney. Daytz Ents. is handling the buying and booking. . . . Interstate, under g.m. James F. Mahoney, started another Managers' Exploitation contest Sept. 28, to run thru Thanksgiving week. Sherburne Graves, mgr. of the Plymouth, N. H. theatre was winner of the previous contest. . . . Edward A. Cuddy, New Eng Theas. exec, has given up active participation in affairs of the circuit. . . . In a fire which demolished the Gem Theatre, E. Boston, Maurice London, lessee and operator, averted a panic by quietly announcing that there was a fire next door and asking patrons to file out slowly. A few moments later an explosion wrecked the building. . . . James H Doyle, 85, owner of the Broadway, S. Boston, and two theatres in Waltham, passed away.

The Palace, Lowell, owned by James Ganem, has been taken over by two newcomers from Nashau, N. H., Louis Voisard and Albert Blier, and will reopen in mid-Oct. with Daytz Ents. doing the buying and booking. . . . The Strand, Winooski, Vt., owned by George Valley, has been sold to Mrs. U T. Barrett of Burlington, who operates the Milton Drive-In there. Affiliated will handle buying and booking chores. . . . David Hodgdon, pres. of Princess Amuse Co. closed the Wakefield because of poor business, leaving Wakefield without a theatre. Hodgdon is still operating the Middleboro, Middleboro, now his only situation since leasing the Stoneham to Nat Hochberg in Sept. . . . Irving Mendelson, former UA and Lippert salesman, has joined Warners in Buffalo. . . .Redstone Drive-In Theatres moving to new and larger quarters at 260 Tremont St., 7th floor. V.P. Edward S. Redstone was recently married to Leila Warren of N. Y. and Westport, Conn.

Walter Brooks, former mgr for E. M. Loew at the Civic, Portsmouth, N. H., has taken a lease on the Star, Newmarket, N. H., and reopened it. . . . Independent Exhibitors report four applications for membership to be voted upon, namely, Felican LaCrois, Playhouse, Gorham, N. H.; George Nagel, Met, Lisbon Falls, Me.; Joseph Cronan, Community, Guilford, Me.; and E. Robert Gorton, Playhouse, Newport, Me. Membership application of Lewis Packard, Yarmouth, Me., and Russell Martin, Sanford, Me., have been received by the Drive-In Theatre Assn. . . . "Hans Christian Andersen" has been booked into the Astor for a pre-release engagement starting Dec. 26. Jordan Marsh Co. is considering a store tie-up with the film for its huge Christmas exploitation project. . . . Loew's Poli Circuit has leased the Elm St. Theatre, Worcester, to Sam Wasserman for occasional stage attractions. . . . The Sundown Drive-In on Route 202 between Holyoke and Westfield, is now operating on a Thursday to Sunday policy. . . . Court Square Theatre, Springfield, is offering a combination vaude-film policy Friday to Sunday. . . . Charles Repec, R. I. salesman for Metro, is in Hahnemann Hospital, Brighton, after a heart attack. . . . Frank Flanagan, 60, projectionist at the Pilgrim Theatre, passed away.



Universal's sales and ad-pub executives hold a joint meeting in New York to discuss promotional plans on U-I releases for the coming months. Shown here (clockwise): Ray Moon, asst. gen. sales; Foster M. Blake,western sales; James J. Jordan, circuit sales; P. T. Dana, eastern sales; F. J. A. McCarthy, southern and Canadian sales; Alfred E. Daff, exec. v.p.; Charles J. Feldman, gen. sales; David A. Lipton, ad-pub chief; Charles A. Simonelli, eastern ad-pub mgr.; Jeff Livingston, eastern ad mgr.; Henry A. Linet, sales promotion mgr., and Philip Gerard, eastern pub. mgr.

BUFFALO

Elmart Theatres, Inc. have taken over operation and management of the Lazar Circuit in N Y., Ohio, Va., Ky. and Md., with Elmer Lux, former v.p. and gen. mgr. of Lazar, as president and gen. mgr. of the new corporation. Lux will continue to maintain his headquarters in the Walbridge Bldg. Other officers are Howard Antevill of Gloversville, v.p., and George Kubick of Albany, secy.-treas. . . . Irving Mendelson has been appointed salesman with the local Warner branch office. . . . MPTO of Western N. Y. has gone on record in support of COMPO's fight against the 20% Federal admission tax, and as opposed to the Government's 16mm anti-trust suit. Gorge Gammel continues as pres. of MPTO until Jan. election. . . . National trade premiere of Charlie Chaplin's "Limelight" was held at the newly reopened Cinema Theatre here. New York will have its public premiere on Oct. 23.

A performance of "Carmen" by the London Opera Co. will be given from the stage of Shea's Buffalo Theatre on Oct. 22, according to announcement by Vincent R. McFaul, gen. mgr. The same evening, for a one-night engagement only, the Yiddish musical comedy film, "Catskill Honeymoon," and a short on Israel, will be shown at recently remodeled Allendale Theatre. All seats will be sold in advance. . . . Delgato's, Buffalo radio, TV and appliance dealer, is cooperating with Basil's Lafayette and Universal in promoting a caption writing contest for pictures of Bonzo in connection with the showing of "Bonzo Goes to College," in a series of six quarter-page newspaper ads. The prize is a free trip to Harvard or Columbia with tickets to a football game. . . . Sympathy is extended to the family of Harry F. Yette, 48, who died of a stroke while returning

BUFFALO (cont'd.)

home from his post as mgr. of the Riverside. He had been associated with Schine for 25 years.

CHICAGO

The Pauline Theatre, Banner Theatre and Wicker Park anti-trust suits against the major film companies have been settled. Details withheld. . . . Winston Theatre Co., operating loop Grand, was given two weeks by Judge Michael Igoe to prove house no longer controlled by RKO. Attorney George Siegel is asking that Grand be allowed longer runs than permitted by Jackson Park decree. . . . More than 100 Chicago theatres played Paramount pictures as a salute to company execs., headed by Adolph Zukor, Al Schwalberg, Ted O'Shea and Jerome Pickman, who were in town for division mgrs. meeting. . . . Herb Ellisburg, former mgr. of the Oriental, named mgr. of Schoenstadt's Picadilly and will also oversee the Rosewood Theatre. . . . Philip Lamansky, Republic booker, will be married to Byrne Wittert on Nov. 11. Phillip is the son of Sam Lamansky, union business agent. . . . Henry Newell, 83, former partner in Newell Retchin Circuit, passed away.

B&K's Stake Lake awarded "Snows of Kilimanjro" for eight-week run. . . H&E Balaban's northside Esquire gets first run of "O'Henry's Full House," first 20th-Fox run outside loop in some time. . . . Homewood Theatre, under management of Homewood business men, has had such success with kiddie shows, it has started Saturday morning performances to take care of overflow. . . . Abe Teitel, owner of World Playhouse and Teitel Film exchange, was in N. Y. for the Italian Film Festival, at which seven outstanding Italian pictures were shown. . . . M-G-M attorneys asking Judge Sam Perry to request depositions from Morris Zimmerman and his wife, Eagle Theatre Owners, who are suing film companies under anti-trust laws. . . . Dick Felix, ad. mgr., and Howard Lambert, booking supervisor, retiring from Essaness to manage Vogue Theatre, on which Essaness gave up lease after 20 years operation. Charles Shapiro succeeds Lambert.

Ben Eisenberg, former Monogram mgr., and M. C. Zimmerman reopened the Davis Theatre with a policy of first runs after loop and popular prices. . . . B&K's Valencia Theatre, Evanston, has been equipped with RCA Synchro screen, the first in that territory. . . . Wm. A. Foust, dean of Chicago Censor Board, retired after some 30 years service. . . . C. J. Jovan, son of the owner of the loop Monroe, back from two years in Korea, is now asst. mgr. at the Monroe. . . . Fred Baldasti joined the Palace Theatre as asst. mgr. . . . 20th-Fox exchange salesmen keyed up for the Tom Gilliam, Chicago Managers Sales Drive, which ends Dec. 27. . . . Republic reports 47 prints of "The Quiet Man" will be used in subsequent runs in this territory, the largest number in circulation at one time in many years.

Irving Lang retired from Lippert and will make his home in Dallas, Tex. Albert Dezel is now operating the exchange, with Sam Kaplan as booker and office mgr. and Jack Rubin added to the sales staff. Harris Dudelson remains as Midwest dist. mgr. and will also have charge of the Chicago exchange. . . . Jones, Linick and Schaefer, operators of the McVickers Theatre, recently celebrated their 47th anniversary. Aaron J. Jones, Jr. and Johnny, sons of the founder, head of the company. . . . Sept. amusement



Andy Sette (left), manager of the Capitol Theatre, Springfield, Mass., welcomes stars Phyllis Kirk and David Brien, on arrival for premiere of Warner's "Springfield Rifle."

tax $93,939 as against $104,668 last Sept. Nine months' tax $758,000, a 10% drop from last year. . . . Globe Film Co. has taken on country-wide distribution for 'Marihuana," "Pinup Girl" and "Honky Tonk Girl." . . . Marian Shannon retires on Nov. 1 as cashier of the UA exchange after 25 years service. . . . The Stadium Theatre, Evanston, formerly operated by Sam Meyers Circuit, will be turned into a legit theatre this winter. . . . Nate Platt, B&K stage chief to Hollywood for talent signups.

CINCINNATI

New drive-ins are being built by J. Hank Davidson of Lynchburg and by Al Sugarman and Lee Hofheimer of Columbus in the vicinity of the contemplated Atomic Plant location in Pike County, O. . . . Frank Weitzel resigned as booker for Monogram to devote his time to buying and booking for the following theatres: Happy Hour, Williamsburg, O.; Liberty, Whitsville, W. Va.; Mt. Lookout, Cincinnati, O.; Monte Vista, Cincinnati, and Emery, Reading, O. Weitzel has been replaced at Monogram by Walter Watson, formerly in the Warner booking dept. . . . Charles Palmer, Columbia's W. Va. salesman, is driving a new company-owned Chevrolet. . . . Louise Brown of the M-G-M booking dept., received a beautiful sparkler from Bud Buehren.

Charles A. Midelburg, operator of the first-run Capitol Theatre, Charleston, W. Va., which he owned in partnership with Abe Hyman and Julian Silberstein, passed away at 72. The latter two will take over until Midelburg's son Jack, who has been living in Florida, can arrange to assume operation. . . . Richard L. Rosenfeld, new owner of Standard Vendors, Inc., is now operating under the new trade name of Standard Concessions. . . . To keep pace with the increased tempo of checking and survey activities, the central division office of Jack H. Levin Associates, managed by H. H. Daniels, has moved into larger quarters at 2430 Central Pkway.

CLEVELAND

Sam Fritz, mgr. of the Hilliard Square Theatre, has come up with a gimmick to keep kids off the streets on Hallowe'en. In cooperation with a group of merchants, the Lakewood school board and PTA, he has arranged for a "Fun vs. Vndalism" show, with free doughnuts, cider and prizes for contests provided by the merchants, and school board bulletins carrying announcements of the special show. . . . The Liberty Theatre, Akron, which has been dark for the past year, will reopen shortly with Ray Brown as managing director. Brown formerly managed the State in Cuyahoga Falls.

DENVER

Hearings under way in Washington, D. C. will decide who gets two of the TV channels assigned to Denver. Asking for channel 4 are Metropolitan Television (KOA and KMYR); Bob Hope is one of the owners of KOA. Asking for channel 7 are Denver Television and Aladdin Radio & Television (KLZ). Backers of Denver Television include theatre owners Harris and John Wolfberg, and owners of Aladdin include Harry Huffman, retired dist. mgr. of Fox-Intermountain; Frank H. Ricketson, Jr., pres. of F-I, and Ted Gamble, who said before the FCC examiner that he was disposing of his theatres because of the TV impact. A decision on either case is not expectde for some time.

The Paramount was packed for the large-screen TV showing of the Walcott-Marciano fight, at $1.80. Theatre was likewise filled for the televised world series, put on free of charge, with the day's opening for films delayed as long as necessary. . . . Don Hammer has sold his interests in Realart franchises for here and Salt Lake City, and after a vacation trip to Indiana, will return and open an independent exchange here. . . . Albuquerque Exhibitors Inc. have bought the El Rey and La Sambea from Marlin Butler, who retained the Ernie Pyle and Sunset Drive-In. AE are closing the Yucca, Chief and Rio, small and outdated theatres. . . . Tom Bailey returned from Los Angeles, where he signed a long-term contract for continuation of the Lippert Pictures franchises for this area and Salt Lake City. While on the coast, Bailey looked at the new three-dimensional films and hopes to arrange for a Denver showing in the near future.

DETROIT

Mrs. Ethel Kilmark is taking over buying and booking for the Ritz at Watervliet and the Loma at Coloma. Raymond Russell will do likewise for the Lake at Lakeview. . . . George Bremen, now inactive managerially, retains an active interest in the business through his partnership in the Down River Circuit. . . . James Easson has managed the Woods in Grosse Pointe for UDT since the house opened five years ago. . . . Robert Rebh has been upped to asst. mgr., succeeding Anthony Pnakovich, who went with the Hudson Motor Co. . . . Buddy Schweig, mgr. of the Bagley, is doing very well with his sideline activity of running a general store in the same neighborhood. . . . Wade Allen, partner in the Fine Arts, is starting construction of a new drive-in in Phoenix, Ariz. . . . Saul Saxon, former Joy mgr., has moved to Park Ave. near the Film Bldg. . . . Joseph Ellul, owner of the downtown Empress, returned to Hollywood, Fla., where he will remain until June.

Bernard L. Kilbride has moved his circuit headquarters to the sixth floor of the Mutual Bldg. . . . Kouis Kempa of the Columbia at Essexvile is planning a big Hallowe'en party for youngsters of his community. . . . Peter Kavel, mgr. of the Duke, watches newspa-

DETROIT (cont'd.)

pers from other major cities for promotion ideas. . . . Mrs. Ethel Gibbs installed new Northwest Studios drapes and stage equipment in the Ideal at Ithaca. . . . Phil Zanders, owner of the Southlawn in Grand Rapids and the Gem in Saginaw, has taken over the 550-seat Wealthy at Grand Rapids from Allen Johnson and Butterfield to operate weekends with Mexican films only. . . . Charles J. Miller, mgr. of the Rivola and 22 years with the Ritter Theatre interests in Detroit, is holidaying in Sarasota with his wife.

Leon Robbe opened his new North Side Drive-In near Lansing with Mrs. Robbe running the Elsie Theatre. . . . Dillon Wolverton of the Sylvan at Chelsea is busy raising several thousand evergreens in his nursery. . . . Lois Davis closed the Empire Theatre Agency established by her husband and the late Jack Davis and is reported moving to Cleveland to undergo medical treatment. . . . E. N. Karay reports that plans for the Alpha Amusement Co. have been dropped.



When television and movies join in promotion activities, the results add up to the advantage of both. In Cleveland, the Hippodrome and WNBK worked out a contest on Stanley Kramer's "High Noon," a United Artists release, which brought in over 500 entries. Looking them over (l to r) are Jack Silverthorne, Hipp manager; Bob Aleman, assistant manager, and Charles Hutaff, WNBK promotion director.

INDIANAPOLIS

R. C. Brashear, Smith Grove, Ky., is building a 200-seat conventional type movie house. . . . Oral Ledbetter, operator of the Howard, Monon, was awarded first prize of $500 on the exploitation campaign conducted by Radio WLW on parade of movie stars. . . . Clay Burnett acquired the Amusu at Jasonville from W. L. Passen. . . . The State, Crothersville, operated by R. L. Richards, has reopened to two changes a week. . . . Frank D. Walters, who formerly owned the Orpheum and Jefferson at Hartford City, and another theatre in Montpelier, Ind., passed away. . . . Walter Weil and wife, who operate the Weil and Riley theatres, Greenfield, are touring Europe.

Mrs. Ralph Schnader, pres. of Anstead, Pearson and Schilling theatres, Connersville, Ind., and J. R. Pell of Connersville Theatre Co. have renewed leases on the aforementioned houses. Roy E. Harrold and Pell, who for several years have operated the Connersville drive-in west of the city, will operate the three theatres for the new corporation. Kathryn Fettig is being retained as city mgr. Remodeling and redecorating have taken place at the Auditorium. . . . Frank Warren, U-I salesman, is confined to his home by illness. . . . Maurice DeSwert is the new student booker at U-I. . . . Modern Talking Pictures moved to 102 E. Vermont St. . . . Shepherd Theatre, Shepherdsville, Ky., is now showing 16mm films. . . . Leslie F. Ayres, 45, Indianapolis architect, who designed Chicago's Garrick Theatre, succumbed to a heart ailment.

KANSAS CITY

Mr. and Mrs. Frank Jucera have sold the Tribune Theatre in Tribune, Kans. to R. P. and G. E. Coupland. . . . George Nickelson took over ownership of the Jayhawk in Atwood from Paul Chessmore. This is Nickleson's first entry into the theatre field. . . . The Orpheum in K. C., used principally for stage productions, has booked "The Snows of Kilimanjaro" for an extended run starting this month. . . . A 20th-Fox technician was killed during the filming of "Baptism of Fire" in the Missouri Ozark area near Ft. Leonard Wood. . . . Polio was blamed by several exhibitors attending the Kansas-Missouri Theatre Ass'n convention for recent drop in business. . . . C. E. "Doc" Cook of Maryville, Mo. was reelected for a second term to head the KMTA; H. B. Doering of Garnett was named v.p., and George Baker of K. C., secy. Homer Strowig of Abilene remains as treas. Three new board members are Don Burnett, Glen Hall and Stanley Durwood.

LOS ANGELES

The LaTijera Theatre, 1500-seater in Westchester closed its doors. . . . Columbia salesman "Mac" MacTaggart back after a short illness. . . . New mgr. of the Vinnicof Regent is Ralph Brambles. . . . The theatre chain controlled by 20th-Fox has been sold to National Theatres, which is headed by Charles Skouras. The sale, involving 510 theatres in the West and Middle West, was the result of a federal court ruling ordering all major film companies to divest themselves of their theatre affiliates. . . . Monogram Pictures trade name will be dropped beginning with the company's 1953 season and the name Allied Artists will be used exclusively thereafter. . . . The Victory Theatre, San Diego, has been shuttered.

The Glendora Theatre, Glendora, formerly operated by L. D. Dover, has been turned over to J. Pokorney. . . . The Western Theatre, shuttered many months ago by Fox West Coast, will be reopened by David Thomas, brother of Harry Thomas, former head of the old PRC office here. . . . Ned Calvia, Hawthorne exhibitor, off to New England on a pleasure trip. . . . Howard Stebins, Monogram franchise holder, salesmen and bookers returned from a three-day session in Chicago, where they attended the Monogram national sales convention. . . . Allen Martini planed in from Arizona after a business trip for Realart. . . . Stan Lefcourt, UA salesman, back at his desk after a bout with the virus. . . . Stan Tariseau, Altec dist. mgr., passed away.

LOUISVILLE

Louisville Amusement and Operating Co. has sold the Strand Theatre Bldg. at 326 W. Chestnut to The Insurance, Center, Inc. for a reported $550,000. Plans call for remodeling into a six-story office building. . . . Lester Harlan has been added to the personnel of Falls City Theatre Co., succeeding Fred Jefferies. . . . Tax revenue on combined amusements for Aug. 1952 was $153,184.35, as compared with $163,305.80 in 1951. . . . In its drive to further the COMPO program for repeal of the 20% Federal admissions tax, KATO is preparing a film which will emphasize the problems of theatre owners and in which a number of prominent Kentucky exhibitors will appear. It is hoped to have the film ready by Nov. 15 for showing in some 300 Ky. theatres.

MILWAUKEE

The Atlantic Theatre, formerly called the MidCity and owned by John Freuler, reopened Oct. 9 after complete remodeling to the tune of some $100,000. The theatre has moved its run up to first availability after first run downtown . . . Judge Bunde found owner McLlarkey of McLlarkey's Park Drive-In, Stevenspoint, guilty on five counts of violation of the drive-in building code. . . . Drive-ins in Wisconsin are on the increase with a new one going up at Madison, another on Hyway 57 between Milwaukee and Port Washington, and one on Route 15 near Beloit. . . . Unity Theatre Management Co. has closed its drive-ins throughout the state for the season. . . . Reopened are the Juno Theatre at Juneau, and Standard's Gateway theatre at Kenosha.

Joe Woodward has taken over booking and buying for the Sparta, Classic and Hyway 16 Drive-In at Sparta for owner Pete Stathis. Woodward also reports that Peter Rouman, who has the State and Majestic at Rhinelander, is building an ozoner one mile east of the town. It will be named Tower Drive-In and accommodate 400 cars, opening next spring. . . . For one night only, the Modjeska Theatre here had a free show which featured a demonstration on savings through quantity seasonal buying of food for freezers, sponsored by Producers Wholesale Food Co. A feature movie and comedy were also shown. . . . The Plaza Theatre here has been taken over by Barney Sherman. . . . New mgr. at the Tower Theatre is William Schoen, formerly with Standard Theas.

MINNEAPOLIS

Immediate repeal of the 20% Federal admissions tax was urged in a resolution adopted by Northwest Variety Club, and copies sent to Minnesota delegation in Congress. Meanwhile, Ben Berger, North Central Allied prexy, and Stanley D. Kane, NCA counsel, are pressing for commitments from area senators and congressmen to support the industry's drive. . . . Sole barrier to reopening of the loop 900-seat Aster is the AFL projectionists union's refusal to agree to a one-man booth. Ben Berger, who bought the property recently, wants to relieve Minn. Amuse. Co. of its four-year lease on the house and reopen it if the union will cooperate. . . . Roy Lepovitz, owner of the Iowa and Onawa at Onawa, Ia., purchased property to construct an ozoner. Lepovitz and his son-in-law, Arnold Johnson, mgr. of

MINNEAPOLIS (Cont'd)

the two houses, hope to have it ready by spring.

Bess Crane, booker for Eddie Ruben's Welworth circuit, has taken over the Hollywood, Cambridge, Minn., which she formerly operated, from Jack Lund. She also operates the Hollywood, Lake City, Minn. . . . The neighborhood Lyndale closed. . . . Many area drive-ins closed for the season, including the Cloud, St. Cloud, Minn.; the Seven-Hi, Mpls.; Corral, S. St. Paul; Starlite, Grand Forks, N. D., and the Starlite, Fargo, N. D. . . . James Eshelman, former mgr. of the Paramount St. Paul, and Paramount city mgr. in Buffalo, N. Y., is new mgr. of the loop Gopher for Berger circuit. . . . The local Lippert exchange closed Oct. 17 and over 80 Lippert features were taken over by Independent Film Dists. . . . Albert A. Feinberg, 59, pres. of the U. S. Air Conditioning Corp., passed away.

W. Ray Hiller and son Jack have taken over the Marshall, competitive house at Marshall, Minn., in a foreclosure by the insurance company. The Hillers also operate the State at Marshall and a 300-car ozoner. . . . The American Legion hall and theatre at Ambrose, N. D. was completely destroyed by fire. Booth equipment was saved. . . . Carl Peterson has added a 'cash night" at the Fox, Warroad, Minn. . . . Will Glaser reoponed the Grand, Faribault, Minn. . . . Jess Snaveley purchased the Opera House, Leith, N. D., from Martin Teker. . . . S. J. Bauman is new owner of the Strasburg, Strasburg, N. D. . . . The Portal, Portal, N. D., reopened by Marius Scheldrup. . . . L. I. Garnant, owner of the LeRoy, LeRoy, Minn., and Leonard Oksanen sold the Kenyon, Kenyon, Minn. to John Kripes. . . . Eugene Stanich sold his kerosene circuit at Nimrod, Akeley, Nevis, Leader and Swanville, Minn. to Shaper and Peterson. Circuit shows one night a week at each stand.

NEW HAVEN

Henry Germaine, Paramount branch mgr., reports that "Road to Bali" and "The Stooge" will probably be ready for key Conn. cities by late Dec. . . . UA held a trade and press screening of "Limelight" at Loew's Poli Bijou in New Haven. . . . Certificates of Incorporation were filed by Crown Amuse. Co., Inc., 170 Crown St., with Myron Anderson as pres.-treas.; Nichloas Martino, v,p., and Edward Fitzgerald, secy., and by Film Locations, Inc., Smith Bldg., Greenwich, with Charles W. Pettengill as pres., Margaret M. Galvin, v.p., and F. Susanna Peterson, secy.-treas. . . . Paul Klinger, former relief mgr. on Loew's Poli circuit, has been appointed asst. mgr. of Loew's Poli, Waterbury. . . . M-G-M's "Fearless Fagan" was sneak-previewed at Loew's Poli Palace, Hartford. . . . B. E. Hoffman of Conn. Theatres was honored at a testimonial dinner given by the New Haven Bureau of Jewish Education.

NEW YORK

Four additional telephone lines were installed at the Trans-Lux 60th St. Theatre to handle the volume of calls on "Limelight," which opens there Oct. 23 on a reserved-seat, twice-daily schedule. The film also opens the same day at the Astor Theatre on Broadway on a continuous porformance basis. . . . Eight majors, Randforce Amuse. Corp., Metropolitan Playhouses, Rantru Operating Corp. and Springer Theatres were named in a $375,000 triple-damage anti-trust suit filed by Charben Cinema Corp., owners of the Jewel Theatre, Brooklyn. . . . Favorite Pictures, owned by Moe Kerman and Joe Felder, took a three-year franchise on the Lippert exchange here following resignation of D. M. Sohmer as branch mgr.

Walter Reade's deluxe Park Ave. Theatre has been leased on a short-term basis to an important local banking institution. The two year lease provides for conversion of the theatre into banking quarters and office space until a new building is erected for the bank, at which time plans call for utilizing the premises again for theatrical purposes. . . . Century Circuit's Allan Theatre, New Hyde Park, L.I., announced a new policy of single feature programs starting Oct. 10. . . . Sallyann Wakefield, secy to the comptroller of Walter Reade Theatres, and Paul Baise, asst. ad-pub director, will be married on Nov. 2nd. . . . Morris Alin, editor of Progress, Universal's house organ, became a father for the second time with the birth of a son, named Robert David.

Premiere performances of "A Streetcar Named Desire" by a ballet company featuring stars of the Ballet Russe de Monte Carlo, will be given at Walter Reade's Majestic Theatre in Perth Amboy, N.J., the Broadway in Kingston, N.Y. and the St. James in Asbury Park, N.J., marking another step in the circuit's policy of bringing top stage attractions to its theatres when available. The circuit is also launching its second season of "Curtain at 8:40" shows at six of its houses, when for four consecutive Tuesday or Wednesday evenings the regular screen shows will be cancelled to present a single performance of an outstanding foreign film.

OMAHA

Monopoly suit against Tristates Theatre Corp. and distributors has been settled out of court for a figure "well in excess of $100,000," according to Ralph D. Goldberg, pres. of R. D. Goldberg Theatres. The suit, filed in 1949, asked $900,000, charging defendants with conspiracy to prevent Goldberg from booking good shows at his State Theatre. . . . New ozoner at Creston, Ia. is apposed in a petition by more than 100 residents. Public hearing due this month. . . . Chadron's new Star-Lite ozoner opened under temporary permit after Black Hills Amuse. Co. charged that drive-in was public nuisance, traffic hazard and duplication of existing facilities (Stockade Open-Air Theatre). Black Hills also operates downtown house in Chadron. . . . Storm shorted house lights in Ralph Row's Alliance (Neb.). Theatre and spectators were evacuated. Damage was minor. . . . "The Merry Widow" took three-week run at Ralph D. Goldberg's downtown flagship, the State.

Bill Miskell of Tristates says no vaude is on the horizon. . . . Blackened Paramount will have one-night stand by Elsa Lanchester 29th of this month in "Private Music Hall." . . . Tristates hiked kids prices from 16 to 20¢. . . . "Just For You" held over at Omaha Theatre with big $10,500 first week. . . . Memorial fund in honor of Jack Rachman, late World-Herald critic, started to help needy and sick. . . . Marciano-Walcott fight pix drew well at Larry Caplane's Brandeis Theatre for six days. . . . Ralph Goldberg brought in live lion cub for lobby bally of "Fearless Fagan" at State Theatre.

PHILADELPHIA

The Fox Theatre here will be operated by National Theatres, a Los Angeles firm, following a recent court directive which ordered five major film producers to divest of their theatre affiliates. Former parent company was 20th-Fox. . . . The Carmen theatre will reopen with vaudeville this month. . . . The London Opera's "Rigoletto" is scheduled to play Warner theatres here, in addition to making other stops at Camden, N.J., Reading, Chester, Gettysburg and York in upstate Penn. . . . Victor McLaglen was in town for two days of personal appearances to help promote "The Quiet Man," which opened at the Mastbaum. . . . Herman Stein of U-I has been elected to ASCAP via the Screen Composers Assn.

Harry Jacobs and Dr. S. H. Lumish, joint owners of the Wynne Theatre, are organizing a business men's association in their area. . . . The Aldine Theatre reopened recently with "The Thief." . . . A cooperative venture between Stanley-Warner theatres and Best Markets, local food chain, to stimulate business in both quarters, entitles



PHILADELPHIA (cont'd.)

customers purchasing $7 worth of merchandise to free admission to a Monday night "Theatre Party" at any S-W house.

PITTSBURGH

Morris Finkel, board chairman of Allied MPTO of Western Penn. and pres. of Buena Vista Amuse. Co., was appointed chairman of the motion picture committee for Allegheny County in the state-wide Pennsylvania Week celebration. . . . Fred J. Herrington, secy of Allied, announced that the annual convention will be held Dec. 1-2 at the William Penn Hotel. There will be banquet and dance the night of the 2nd—about 400 will attend. . . . 6,117 fans saw Rocky Marciano win the heavyweight championship in two triangle theatres—2,102 at the J. P. Harris and 3,715 at the Stanley, with more than 300 standees. . . . While Mayor Lawrence in a press conference bemoaned the loss of over $31,000 in amusement taxes this year due to the Pirates sad season, decrease in motion picture theatre attendance was shown in a $72,921 drop in amusement taxes from all sources.

Westmoreland County Common Pleas Court has permanently restrained teen-age strikers from picketing the Rose Drive-In in Penn Township. They are members of AFL, Local 250, Soft Drink Workers, Beer Distributors and Allied Employes, and have been on strike since Sept. 12 against Penn Sports Service, which operates food and soft drink concessions at the ozoner. A temporary order to restrain picketing by same union was refused Harmar Drive-In, Harmar Township, by Judge Russell H. Adams of Allegheny County Common Pleas Court. . . . Associated Drive-In Theatres are constructing a 600-car showplace on Camp Horne Road with super fun-equipped children's playground; largest ladies' lounge; and an 80 ft. screen, tallest in the area, according to Ernie Stern, pres.

PORTLAND-SEATTLE

According to figures submitted by Oregon's assessors, it's predicted that 15 of Portland's 50 movie theatres will be closed by TV competition and that values of the others will be considerably lowered. . . . Theatre Construction Co., Portland, has been incorporated by W. E. Groat, I. H. Hayden and David H. Greenberg. . . . A new office and distributing depot is under construction at 22nd Ave. and Upshur, Portland, for Oregon Film Service, who have been servicing Oregon distributors for the past 25 years. . . . "Banner Week" has been launched in Oregon to honor Frank L. Newman, Sr., Evergreen prexy, now celebrating his 45th year in the motion picture business. Among Portland theatre mgrs. in friendly competition are Oscar Nyberg, Paramount; Don Marzolf, Oriental; Ken Hughes, Orpheum, and Rex Hopkins. Hollywood. . . . Robert Allen, California producer, announces that both Centralia and Chehalis, Wash. will get roles in colored movie productions, to be shown in a number of Pacific Northwest theatres.

PROVIDENCE

Three separate fraud suits were recently filed in U. S. District Court by Loew's, Paramount and 20th-Fox against Milton and Edward Bomes and the Elmwood Amuse. Corp. of this city, charging statements of gross admission receipts from Jan. 1, 1941 to the present were false and that licenses for flat rental and percentage pictures were fixed at a lower figure because of the alleged fraudulent reporting. . . . Edward Gould, producer of stage shows and summer stock, has taken over The Playhouse, which up until its closing several months ago, presented second and third run films as a Snider Ents. house. Gould started refurbishing the Playhouse for a series of stage presentations which will start in November. . . . Loew's State celebrated a 24th birthday with a massive cake replica of the theatre shared by the first 100 patrons. . . . The Met suspended its week-end vaudeville and movie policy long enough to present the road-show version of "Gentlemen Prefer Blondes" for three performances. . . . The Greenwich is offering a dinnerware deal to its patrons.

Watch These Dates!

Oct. 20: Washington, D. C.—Federal Communications Commission theatre TV hearings.

Oct. 19-21: Jacksonville — Motion Picture Exhibitors of Florida annual convention.

Oct. 20-22: Detroit — Allied Theatres of Michigan convention—Tuller Hotel.

Oct. 27-29: Memphis—MPTO of Arkansas-Tennessee-Mississippi convention—Hotel Gayoso.

Oct. 26-27: Memphis — Tennessee Theatre Owners Association annual meeting.

Nov. 9-11: Charlotte — Theatre Owners of North and South Carolina 40th Anniversary convention—Hotel Charlotte.

Nov. 12: Hollywood — Screen Producers Guild dinner honoring Louis B. Mayer—Statler Hotel.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Nov. 25: New York—Motion Picture Pioneers 13th annual dinner—Hotel Astor.

Dec. 1-2: Pittsburgh—MPTO of Western Pennsylvania annual convention—William Penn Hotel.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Dec. 9-11: Memphis — Allied Independent Theatre Owners of the Mid-South and Tennessee Press Ass'n joint exhibitor-press convention.

ST. LOUIS

Dave Forbes, who has under construction a 300-car drive-in near Waynesville, Mo., operated the Court Theatre in Vienna until several weeks ago, when it was taken over by Louise O. Chambers. . . . Construction on a 250-car ozoner is to be started soon at McLeansboro, Ill. . . . W. J. Rodell reopened his 210-seat Rodeo Theatre, New Berlin, Ill., and his 400-seat Alvin Theatre at Athens, Ill. . . . Eddie Clark, Metropolis, Ill., plans to use one ramp at his El Capitan Drive-In for installation of some 500 seats. . . . Phil Sherman, who had been assisting Mrs. Wm. Sherman in operation of Sherman's Drive-In at Jackson, Mo., resigned to rejoin U-I as a booker in its New Orleans, La. branch. . . . Mrs. Robert C. Cluster of Salem, Ill. is convalescing at the home of her son Stewart, who runs the Palace Theatre in Johnston City, Ill.

The 250-seat Ashland, Ill. theatre has been taken over by Arthur Samoore, who is business mgr, for Illinois College at Jacksonville. Tom Gates, owner of the Hull Theatre, Hull, Ill., will assist Samoore. . . . The 200-seat Meta, Mo. theatre, formerly operated by Rodus Rowden, has been acquired by Mr. and Mrs. Earl Chestnut. . . . Frisina Amuse. Co. reopened the 375-seat Ritz, Litchfield, Ill., where they also operate the 850-seat Capitol. . . . Kerasotes Theas., operators of the 460-seat Kaye at Havana, Ill., and the 580-seat Lawford, announced plans for immediate construction of a 400-car ozoner south of the Havana city limits.

Among recent reopenings in St. L. were the Palm Theatre by Harry Londor, the Plymouth by Jim Leontsinis; the Upton by Anthon L. Matreci, and the Capitol, West End and Lincoln theatres. Others include the Palace at Edinburg, Ill. by Albert Vetters, with Don Hillery as mgr., and the Aloma, Stewardson, Ill. by Norman B. Merold. . . . The Post-Dispatch carried a six-column feature story about St. L. area drive-ins, mentioning all seven in St. Louis County. . . . G. J. Slickman, Mo., veteran motion picture owner, passed away.

Max L. Krutsinger closed his 500-seat Kay Theatre in St. Francisville, Ill. for an indefinite period. . . . Two high intensity lamps, new soft color lenses and reconditioned sound equipment have been installed in the State Theatre, Columbia, Ill., managed by E. E. Rudolph. . . . Incorporation papers were authorized for the Mo-Kan Drive-In, Inc., Fort Scott, Kans. . . . J. O. Sears, owner of the Od-Re Theatre, Bluffs, Ill., is recovering from injuries sustained in a recent auto accident. . . . Francis David, who operates the Picture Play Theatre at Hamilton, Ill., is building a modern motel outside the city limits. . . . The Little Theatre in Springfield, Ill. is reported to be considering operation of an Art Film Theatre there. . . . "Snows of Kilimanjaro" opened a special midwest premiere engagement at the St. Louis Theatre, Oct. 16.

Frisina Amuse. Co. plans to spend about $40,000 on a new and larger refreshment stand for the Springfield, Ill., ozoner it recently purchased from Joseph M. Sikes. It accommodates some 1200 cars and is managed by James Reevy. . . . Mr. and Mrs. Byron E. Knight have taken over management of the Tiger Theatre, Columbia, Mo., 435-seater, relieving A. C. Wooten and Emmett Snodgrass also of buying and booking responsibilities. Building is owned by A. B. Coleman and operated by the Knights under lease. Snodgrass has also given up buying and booking for Autovue Drive-In near Mountain Grove, Mo., which chores will be handled by owner Austin E. Allcord.

ST. LOUIS (cont'd.)

Attorneys for Virgil H. Center, Robert J. Strauss and Darroll J. Sullivan, who operate the Midway Drive-In Benton, Ill., are appealing decision of the Franklin County Circuit Court, denying an injunction against operation of the Park Drive-In by Sam Stuart Marshall and Bill Ozburn on land owned by the City of Benton at Lake Benton. . . . "Kiddie Land" at Overland, Mo. closed for the 1952 season. . . . Polio cases have assumed alarming proportions in Mattoon, Charleston and Sullivan, Ill. . . . Wehrenberg circuit has resumed the use of premiums at its Michigan and Studio theatres. . . . Congratulations to Hardy Pittman, owner-operator of the Greenview Theatre, Greenview, Ill., on the arrival of a son. . . . A fund is currently being raised along Film Row and out in the territory for benefit of all persons employed directly or indirectly by various branches of the amusement and entertainment world, including motion picture theatres, exchanges, film delivery and poster companies, radio stations, etc.

SAN FRANCISCO

Construction in this territory includes a new concession area for L. S. Hamm's Park Theatre in Menlo Park and a 500-car ozoner about a mile north of Garberville for A. E. Vann and B. B. Byard. Santocono has design contracts for both jobs. . . . Changes in management: Richard Dawe, former asst. at the Alexandria, promoted to mgr. of the Balboa. Joesph Meally, formerly with FWC in L. A., is now mgr. of Affiliated's Strand, Modesto. Don Mitchell, at one time with FWC here, has taken over house managership of the Embassy while Harry Rice is on sick leave at Ross Sanitarium. Oliver Thompson, former State asst., upped to asst. at the St. Francis, replacing Dennis Friend, now in the Canadian Army. Esmeraldo Libatique, former porter and candy stock boy at Loew's Warfield, was named concession mgr. . . . Reported that the 400-seat Marco Theatre, Waterford, Calif., now owned by Mrs. Hazel Stewart and managed by Charles Reynolds, may be acquired by the latter.

Al Grubstick, Lippert franchise holder, closed a deal with Irving Levin of Mutual Productions of the West to handle sales and distribution of Mutual product. Ruth Gelber, remains at 166 Golden Gate Ave. to handle Mutual's distribution of short subject reels for Bell Telephone System. . . . Charles Reagan, M-G-M sales chief, is expected from New York to appoint a successor to the late mgr. L. C. Wingham. In the meantime, Sam Gardner, asst. West Coast sales mgr., with headquarters in L. A., will remain at the local exchange. . . . Stanley Pariseau, chief of Western div. of Altec Service, passed away. . . . Herman Ross, popcorn plant and candy warehouse supt. of United Calif. Theas., resigned to go into the luggage business, in San Mateo. George McConnell, United Candy Co. gen, mgr., has taken on most of duties of his duties.

QUICK SERVICE!

Headquarters for machine and roll
MOTION PICTURE TICKETS
Highest Quality Right Prices

KELLER-ANSELL TICKET CO.
Suite 800, 723 7th Ave., N. Y. C. CI 5-6439

Novel "Election Campaign" Boosts Ozoner's Entertainment, Comfort

Lansing, Mich.—Popularity of the election campaign was capitalized on by the Lansing Drive-In Theatre by circulating an unusual printed piece and button to keep the ozoner in the eyes of the public.

The ozoner had a small hand bill printed up with the insignia of an eagle on the upper part of the card. A hole cut in the central portion of the eagle permitted easy insertion of an orange and black button which carried this slogan: "I like the 'relax in your slacks' Lansing Drive-In Theatre."

Bottom half of the hand bill contained copy: "Vote for the Lansing Drive-In Theatre; for your entertainment headquarters. Our platform at Lansing's first drive-in theatre; always three giant color cartoons; always two big feature pictures; free kiddies' playground one hour before showtime; kiddies under 12 in cars are always admitted free; 'there's nothing like it . . . absolutely nothing.' "

A postal card prepared by the drive-in depicted in a comic cartoon a man and woman praising the qualifications of the ozoner owner as the "man for the job" and the person with the "right qualifications" in presenting entertainment. A picture of the owner appeared in the cartoon.

Legend under the cartoon read: "vote for the Lansing . . . for your entertainment headquarters."

News From London

Al Daff, Vice President of U-I, stopping off here near the end of his European tour, told reporters the American film industry would not like to live with the new Anglo-American film agreement for ever. He hoped it would not be necessary in another 12 months. British films have shown a substantial gain in gross business in the USA compared with last year, Al Daff said, and added: "We are redoubling our efforts to widen and strengthen distribution of British productions in the USA."

* * *

British exhibitors don't like the two-year-old 'X' Certificate which bars under-sixteens from films awarded this rating by the British Board of Film Censors. The major circuits find it damages one of most important box office factors, the family audience. All three big circuits have decided not to release 'X' certificates to neighborhood houses any more. But Mr. Watkins, Secretary of the Censor Board, says there can be no question of abolishing the 'X' certificate; if exhibitors don't like 'X' films they need not book them, he added. "Quo Vadis" was recent notable example of a film barred to under-sixteen audiences. Under the old system, children could have seen it if accompanied by adults.

* * *

Biggest auction sale in the history of British films is coming off soon when entire contents of J. Arthur Rank's Denham studio will come under the hammer. Technical equipment, furniture, fixtures and fittings will all be sold. Denham is one of the largest British studios with seven sound stages, capable of produing six or more major features a year.

* * *

Walter Eckhart's Star Cinemas circuit has taken on the Globe, Grimsby, Yorkshire, thirteenth house to be acquired this year. This circuit now has 68 cinemas. The Snape & Ward circuit in Manchester has bought two neighborhood houses in the city, bringing its total to 13.

* * *

The British Labor Party, holding its annual conference last week, pledged itself to "nurse and support" British film production when—and if—returned to power.

High Court Agrees To Review Three Industry Lawsuits

WASHINGTON.—The Supreme Court this week, on the first full decision day of the new term, took action in several pending industry cases on its docket:

1. Agreed to hear arguments in the Government appeal from a decision of the Federal District Court in Nashville, Tenn., dismissing civil contempt proceedings against the Crescent Amusement Company. The Government charged violation of the consent decree in the Crescent case and asked the court to find the theatre circuit guilty of contempt and to modify the decree as a protection against future violations. The suit was filed against Crescent, three of its officers and four allied chains, and a companion criminal contempt action also was instituted. When the District Court upheld the defendants, the Justice Department appealed the civil case directly to the Supreme Court and the criminal charges to the Sixth Circuit Court of Appeals.

2. Agreed to review a lower court ruling which reversed a Federal Trade Commission order prohibiting motion picture advertising companies from entering into long-term contracts with exhibitors on the grounds that such action was in restraint of trade. The Fifth Circuit Court, however, held that the Motion Picture Advertising Service Company, one of four defendants in the original case, had not violated the anti-trust laws by entering into five-year exclusive screening contracts with theatre operators.

3. Agreed to review a court decision overthrowing a ruling by the National Labor Relations Board that the American Federation of Musicians had not engaged in illegal featherbedding against Ted Gamble's Palace Theatre in Akron, Ohio. Gamble Enterprises charged the AF of M with unfair labor practices because its Akron local demanded that the Palace pay local musicians to play there if a name band was booked into the house. AF of M president Petrillo ordered a name band not to play the Palace after the theatre refused the local's request for the extra musicians, and the theatre then brought the case to the NLRB.

Robson Discusses Varied Obstacles In Samoa Filming

The cast and crew of Aspen Pictures' "Return To Paradise" returned to Hollywood last week from British Western Samoa where they filmed the United Artists release. Starring Gary Cooper, this film version of the famous James A. Michenor story has been in production for four months.

According to Director Mark Robson, the problems of making a motion picture in the South Seas were manifold. Foremost was the language barrier, which presented a serious challenge to the film troupe. Of 1000 native Samoans who appear in the film, less than a 100 speak English. An interpretor conveyed the director's orders to the natives. The interpretor, in turn, translated Robson's wishes to the chief of the village in which the company was working.

Relay Orders

A "talking chief," thereafter, was designated by the chief to relay the latter's orders to the natives. This long-range method of operation proved complex. In an attempt to circumvent the procedure, Robson was rebuffed by the Samoans who claimed he was breaching their customs.

Not to be overlooked was the fact that the Samoans hate the sun. An outdoor Technicolor film requires strong light and the hundreds of natives involved were asked to spend much of their time under the blistering rays of the Samoan sun.

Crew morale also became a pressing problem. Due to the lack of recreation in the islands, a program was instituted by Robson and Producer Theron Warth to have 16mm. motion pictures shown in the evening. Social organizations from the capital city of Apia provided functions for the Hollywood visitors on much the same scale as an overseas USO.

Problem of Rain

During the last two weeks of production, the company encountered its most formidable foe—rain. Some scenes were re-written to provide for the torrential background. The few hours when the sun peeked through were utilized to the best advantage. The crew quickly rearranged its equipment to make the most of the precious short period of sunlight.

Director Robson says that it was worth all the trouble. He doubts seriously if he could duplicate the quality of the backgrounds and the native performances had he made "Return to Paradise" in Hollywood. —*R. B.*

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Paul Henreid is setting plans for his independent film production of "The Stubborn Wood," in which he'll star and direct, as well as produce. Starting date for the film will be in mid-December. Henreid just completed "There Is No Escape," in England, which he starred in. The film was produced by Alexander Paal and directed by Terence Fisher. Unusual aspect of the situation is that Henreid and Paal control all the rights to the film's sale and distribution except in Great Britain, where Exclusive Films holds the rights.

* * *

Wayne-Fellows Productions has set the deal to use the facilities of Churubuscu Studios in Mexico City for interior sequence of "Plunder In The Sun," Glenn Ford starrer which John Farrow will direct. The production will be shot in Chichenitza, celebrated as the capitol of the pre-Columbian Mayan Empire. Pat Medina, Diana Lynn and Sean McClory will fly down to Mexico with Miss Medina, Ford's co-star, leaving first.

* * *

Keenan Wynn has been set for a top role in "The Arena" at M-G-M. This is a story of the rodeo circuit. . . . The same studio purchased the outdoor action romance, "The Marauders," an original story by Alan Marcus, which will be filmed early next year. Plans are being made to line up a top cast for the feature.

* * *

Kirk Douglas, now in Israel for Stanley Kramer's "The Juggler," has purchased the screen rights to the comedy drama, "Strange Harvest," an original story by Bartlett and Hal Conrad, for production by Douglas' independent film production venture, Bryna Productions, Inc. William Schorr, who has been associated in Byrna Productions for the past several months, will produce "Strange Harvest" and Douglas will star. The picture will be produced abroad. Bartlett and Schorr are now working on the screen play.

Following the completion of "The Juggler," late this month, Douglas will attend the Command Performance in London before returning to the U. S. for meetings on "Strange Harvest" production plans. Hethen returns to Europe to start work in the Litvak-Benagoss Production, "The Girl on Via Flaminia." Byrna Production also owns Ben Hecht's "The Shadow," and Darwin Teihet's "The Fearmakers."

* * *

Wild Bill Elliott will report to Allied Artist producer Vincent M. Fennelly for his next picture, tentatively titled, "Homesteaders," on Nov. 4. . . . John Wayne's co-star in "Alma Mater," his next picture at Warner Brothers, will be Donna Reed. Michael Curtiz will direct the film with Mel Shavelson producing for Warner Bros. . . . Nina Foch will play the third side of the triangle in the romantic comedy, "Fast Company," starring Howard Keel and Polly Bergen at M-G-M. The film will go before the cameras early next month with a screen play by William S. Roberts. . . . George Tobin has been handed a new associate producer pact by Huntington Hartford. Tobin will assist Hartford in reining the six remaining films that the independent producer will make for RKO Radio distribution. Hartford's first film for RKO, "Face to Face," will be placed in release within the next few weeks.

* * *

M-G-M will star Ava Gardner in "The House on Humility Street," a romantic story by Joseph Eisinger, to be produced by Sam Zimbalist in Paris and Rome next spring. The actress will portray a night club singer in Paris, who falls in love with a young American preparing for the priesthood in Rome. The film will follow "Mogambo," in which the actress will co-star with Clark Gable in Africa this fall.

* * *

Charles Bickford has been signed by Columbia to co-star with Broderick Crawford and John Derek in the dramatic western, "Posse," which producer Harry Joe Brown will produce. . . . Joseph Sistrom, Paramount producer, has departed for London by plane for pre-production research on "Wings Across The Sea," which will be made in England. . . . Jack L. Warner has signed Al Green to direct "The Eddie Cantor Story," starring Keefe Brassello, Sidney Skolsky is producing. . . . Admiral Merlin O'Neill, Commandant of the U. S. Coast Guard, and officers of this service branch held conferences at Republic Studios on the forthcoming production, "Sea of Lost Ships." . . . Bob Rains, U-I radio and television promotion manager transferred to casting to become the assistant to Robert Palmer.

* * *

The date for the Screen Producers Guild Annual Milestone Dinner has been definitely set for Nov. 19, Buddy Adler, general chairman of the dinner, announced. Dinner, which will honor Louis B. Mayer, this year's receipient of the Guild's Annual Milestone Award, will be held at the Biltmore Bowl. Arthur Freed, entertainment chairman of the dinner, is putting an all-star show together with George Jessel as emcee.

* * *

Herman Cohen, vice president of Jack Broder Productions, left Hollywood for a short stay in Detroit. Cohen, a native Detroiter, will confer with Jacke Zide of the

(*Continued on next page*)

Seek Cut In Waste Film Footage

There will be very few faces on the cutting room floor if plans now under consideration by Don Hartman, head of production at Paramount, can be put into effect. Hartman is currently conducting a survey among studio department heads to discover the most effective methods to eliminate waste film footage.

Final plans to achieve this goal await the outcome of the current studio survey. Hartman's preliminary ideas on the subject, however, are summed up: "We hope to eliminate waste footage, a problem which has plagued production since the industry began. With careful pre-editing and planning long in advance, we belive we can do this. Naturally, there will be exceptions, such as comedies in which some of the laughs probably can't be prejudged for public appeal and whose most suitable length can only be determined in previews. . . ."

Hartman pointed out that the general consensus of studio, sales and theatre executives, set the average desired running time of a film at 90 minutes, with exceptions subject to the considerations for specific story and entertainment requirements.

Indie Producers Strive For Novelty, Off-Beat Qualities In Films: Popkin

By Richard Bernstein

"Independents cannot follow the route of formula pictures," Harry Popkin explained in his spacious office at Motion Picture Center Studios. "I feel that the motion picture public is looking for something different and it is the independent producers who try to come up each time with something different and new in making a picture."



HARRY POPKIN

Harry Popkin's effort to do this, of course, is the Ray Milland starrer, "The Thief," the no dialogue film which has been attracting so much attention in the press and in the motion picture industry. "'The Thief,'" the producer explained further, "is a complete departure from what the industry has done in 25 years."

Popkin has signed Clarence Greene and Russell Rouse, who are responsible for "The Thief," for two more pictures. One of the films will be shot in Technicolor. Greene co-authored "The Thief" with Rouse and produced the film, while Rouse directed. United Artists is releasing.

Story Kept Secret

"Their next film also has an off beat idea but we feel that until we are actually in production we wouldn't like to say too much about it and let the idea get around," the executive producer confided.

In regard to "The Thief," Popkin happily cited the fact that the leading lady in the film, Rita Gam, whom his organization discovered for motion pictures, has been signed to a M-G-M contract.

"In every picture, we use new faces," Popkin said. He also emphasized that the independent producer must create attention in his films. This can only be done by planning them carefully. Popkin stressed that he had learned this as both an exhibitor and a producer.

Speaking as an exhibitor, Popkin expressed himself as to the future for the motion picture business. "A certain number of smaller theatres are going to have a tough time existing," he said. "In the near future, television and motion pictures will work together for the benefit of both. First-run theatres and deluxe theatres will weather the storm."

Other Productions Planned

Popkin stated that besides the two Rouse and Greene properties, he has other production prepping. Some are published books, others screen plays. In his hunt for material, Popkin surveys each story carefully for the ingredients that he feels would make a good motion picture. As an exhibitor, he has had a first hand chance to see and hear what the public wants.

Popkin is very enthusiastic about the independent producer's situation in the motion picture business today. "An independent producer," he said, "is in a much better position now than ever before. Although independents have a tough time financing a film, those in a position to finance one can make it at a more reasonable cost.

"There are more successful independent film productions in ratio than major studio releases," Popkin said. He explained this by citing the fact that the effort to make a good film is more concentrated on an independent venture. An independent can devote more time to his film at a cost. He can work with a smaller staff. In the major studios, the pre-production work on a film costs far more than the pre-production work on an independent film.

"The record speaks for itself," Popkin said. "There are more major stars in independent productions than ever before. The biggest percentage of motion picture stars eventually will do one outside picture a year for the independents. The independent producer with two successful pictures under his belt will have a residue and he can arrange financing easier."

The ideal set-up for an indie producer was outlined like this by Popkin: A powerful story that holds interest is half the battle, then comes proper casting so that the parts are believable. Then, of course, there must be a star for "A" bookings. Popkin added that a star is no help with a bad picture; that your star only pays off with a good picture. He stated that color is an added star to a film, but said that it was a good idea for producers to use black and white and color both in making their films.

Title Changes

Lippert: "**Bad Blonde**" is the new title for a "A Woman Is Trouble." (Stars Barbara Payton; Reginald Le Borg directing).

U.-I: "**Flame of the Timberline**" is the new title for "Vermilion O'Toole." (Stars Ann Sheridan and Sterling Hayden; Douglas Sirk directed).

HOLLYWOOD

(*Continued from preceding page*)

Allied Film Exchange on the local openings of his current film, "The Battle of Chief Pontiac." Following his stay in Detroit, he leaves on an exchange tour through the Midwest and then heads to huddle with Jack Broder and Realart executives in the N. Y. home office.

* * *

Columbia has bought "Renegade Canyon," the Saturday Evening Post story, that was serialized in that magazine. "Renegade Canyon" was written by Peter Dawson. Kenneth Gamet, a writer recently promoted to producer, will produce it as his first production.

* * *

First use of the Vistascope or a theatrical film feature will be essayed by Director Kurt Neumann on the Sol Lesser production, "Tarzan and the She-Devil." The new lens device, which uses still photographs for foreground setting with live action, will be utilized by Neumann for a series of four long and medium jungle camera setups, in which Lex Barker and Joyce MacKenzie, stars of the film, and a safari of ivory hunters will perform. The Vistascope, which is co-owned by Lesser and Paramount Pictures, two weeks ago made its bow in the production of a television film being made by Revue Productions.

* * *

Robert Clarke is playing the lead in Savoy Pictures' "Body Beautiful." His leading ladies are Susan Morrow and Noreen Nash. Max Nosseck is directing and producing the film. . . . Republic has signed Wendell Corey to a multiple-picture contract calling for one picture per year over a three year period. The actor's last Republic stint was the starring role in the studio's "The Wild Blue Yonder." . . . The Dean Martin and Jerry Lewis starrer, "So Where's The Money?," starts shooting Nov. 3 with Paul Jones producing and Norman Taurog directing. . . . Stanley Kramer's "The Cyclists' Raid" rolls Oct. 27 with Laslo Benedek directing. . . . Benedict Bogeaus will produce "A Matter of Life and Death" with Teresa Wright starring and Don Siegel directing.



Director Jerry Hopper, holding script, tries to get Charlton Heston (center) and Forrest Tucker in the right mood for their respective parts as Buffalo Bill Cody and Wild Bill Hickock in Nat Holt's "Pony Express," Technicolor western filmed for Paramount in southern Utah.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Stor	4423	Fraidy Cat	2	Dec. 13	16
"	4413	A Fool and His Honey	2	Jan. 10	16
"	4414	Happy-Go-Wacky	2	Feb. 7	16
"	4424	Rootin' Tootin' Tenderfoot	2	Feb. 14	16
"	4425	Aim, Fire, Scoot	2	Mar. 13	16
"	4415	Heebie Gee-Gees	2	Apr. 10	16½
"	4416	A Blissful Blunder	2	May 8	16½
"	4426	The Gink At The Sink	2	June 12	16½
Stooges	4404	Pest Man Wins	2	Dec. 6	16
"	4405	A Missed Fortune	2	Jan. 3	16½
"	4406	Listen Judge	2	Mar. 6	17
"	4407	Corny Casanovas	2	May 1	16½
"	4408	He Cooked His Goose	2	July 3	16
Color Favorites (Tech.) (Re-Issues)	4604	Holoday Land	1	Dec. 13	7
"	4605	Snowtime	1	Jan. 17	7
"	4606	Bluebirds' Baby	1	Feb. 14	7
"	4607	Monkey Love	1	Mar. 13	7
"	4608	Babes At Sea	1	Apr. 10	7
"	4609	Let's Go	1	May 18	8
"	4610	Crop Chasers	1	June 12	8
"	4611	The Mountain Ears	1	July 10	7½
"	4612	Frog Pond	1	Aug. 14	8
Comedy Favorites (Re-Issues)	4433	Olaf Laughs Last	2	Dec. 27	17
"	4434	High Blood Pressure	2	Feb. 28	19
"	4435	So You Won't Squawk?	2	Apr. 17	16
"	4436	Groom & Bored	2	June 26	16
World of Sports	4804	Bicycle Thrills	1	Dec. 27	10
"	4805	Feminine Rhythm	1	Feb. 21	10
"	4806	Rasslin Rogues	1	Mar. 27	10
"	4807	Wanna Bet (Tent. Title)	1	Apr. 24	10
"	4808	High Steppin' Trotters	1	01 24	July
"	4809	Mr. Dog Show	1	01 21	June
Screen Snapshots	4854	Hollywood on a Sunday Afternoon	1	Dec. 20	10½
"	4855	Memories of Famous Hollywood Comedians	1	Jan. 24	9½
"	4856	"Meet Mr. Rhythm," Frankie Lane	1	Mar. 20	10
"	4857	Mr. Movies	1	Apr. 17	9½
"	4858	Hollywood Night Life	1	May 15	8½
"	4859	Hollywood On The Ball	1	June 19	9½
"	4860	Memorial to Al Jolson	1	July 24	9
Mr. Mago (Tech.)	4853	The Grizzly Golfer	1	Dec. 20	7
"	4703	Sloppy Jalopy	1	Feb. 21	7
"	4704	The Dog Snatcher	1	May 29	7
"	4705	Pink & Blue Blues	1	Aug. 28	7
Variety Favorites (Re-Issues)	4953	Randy Brooks & Orch.	1	Dec. 27	11
"	4954	Kehoe's Marimba Band	1	Feb. 28	11
One Reel Special	4551	Candid Microphone—No. 1	1	Oct. 4	10
"	4552	Candid Microphone—No. 2	1	Dec. 6	11
"	4553	Candid Microphone—No. 3	1	Feb. 7	10
"	4554	Candid Microphone—No. 4	1	Apr. 3	8½
"	4555	Candid Microphone—No. 5	1	June 5	11
"	4556	Candid Microphone—No. 6	1	Aug. 7	.....
Jolly Frolics	4503	The Compass	1	Jan. 24	7½
"	4504	Rooty Toot Toot	1	Mar. 27	8
"	4505	Willie The Kid	1	June 26	7
Cavalcade of B'way	4652	Bill Hardey's	1	Feb. 14	9½
"	4653	Casa Seville	1	Apr. 24	10
"	4654	The Embers	1	Sept. 20	9
Serial	4120	Captain Video—15 Chapters		Dec. 27	—
"	4140	King of the Congo ——15 Chapters		Apr. 10	.....
"	4160	Blackhawk ——15 Chapters		July 24	.....

1952-53

All Star	5411	Hooked & Rooked	2	Sept. 11	16½
"	5412	Caught On The Bounce	2	Oct. 9	.....
Stooges	5401	Gents In A Jam	2	Sept. 4	16½
Color Favorites (Tech.) (Re-Issues)	5601	The Fox And The Grapes	1	Sept. 4	.....
Comedy Favorites (Re-Issues)	5431	Ain't Love Cuckoo,	2	Sept. 18	19
"	5432	Pardon My Berth Mark	2	Oct. 23	18
Assorted-2-Reel Favorites	.....	Who's Hugh	2	Oct. 16	16
World of Sports	5801	Hunter's Holiday	1	Sept. 25	.....
"	5802	Ice-Capades	1	Oct. 30	.....
Screen Snapshots	5851	Hollywood Fun Festival	1	Sept. 11	10
"	5852	Hollywood Night At "21" Club	1	Oct. 16	9
Mr. Mago (Tech.)	5701	Hotsy Footsy	1	Oct. 23	.....
Jolly Frolics	5501	Pete Hothead	1	Sept. 25	7
Animal Cavalcade	.....	Chimp-Antics	1	Oct. 30	.....

METRO-GOLDWYN-MAYER

Cartoons (Tech.)	W-337	The Flying Cat	1	Jan. 12	7
" "	W-338	Magical Maestro	1	Feb. 9	7
" "	W-339	The Duck Doctor	1	Feb. 16	7
" "	W-340	The Two Mouseketeers	1	Mar. 15	7
" "	W-341	Smitten Kitten	1	Apr. 12	8
" "	W-342	Triplet Trouble	1	Apr. 19	7
" "	W-343	One Cab's Family	1	May 17	8
" "	W-344	Little Runaway	1	June 14	7
" "	W-345	Rock-A-Bye Bear	1	July 12	7
"	W-346	Fit To Be Tied	1	July 26	7
Pete Smith Spec.	S-354	Reducing	1	Mar. 22	8
" "	S-356	Musiquiz	1	Feb. 16	9
" "	S-357	Mealtime Magic (Tech.)	1	May 3	9
" "	S-358	Gymnastic Rhythm (Tech.)	1	May 24	8
" "	S-359	It Could Happen to You	1	June 28	10
" "	S-360	Pedestrion Sofety	1	July 12	10
Gold Medol Reprint Cortoons	W-363	The Mouse Comes to Dinner	1	Jan. 19	7
"	W-364	Dumbhounded	1	Mar. 8	8
"	W-365	Froidy Cat	1	May 10	8
"	W-366	Dog Trouble	1	June 21	8
Fitzpatrick Traveltalks	T-312	Picturesque New Zealand	1	Jan. 26	8
"	T-314	Life In The Andes	1	Feb. 23	8
"	T-315	Land of the Taj Mahal	1	Mar. 22	8
"	T-316	Jasper National Park	1	Apr. 19	8
"	T-317	Seeing Ceylon	1	May 17	9
" "	T-318	Ancient India	1	June 7	9

1952-53

Cartoon (Tech.)	W431	Push-Button Kitty	1	Sept. 6	7
" "	W432	Caballero Droopy	1	Sept. 27	6
" "	W433	Cruise Cat	1	Oct. 18	7
" "	W-434	Little Wise Quacker	1	Nov. 8	7
" "	W-435	The Dog House	1	Nov. 29	9
Pete Smith Spec.	S451	Football Thrills No. 15	1	Sept. 6	9
"	S-452	Sweet Memories	1	Oct. 4	9
Gold Medal Reprint Cartoons (Tech.)	W461	Wild and Woolfy	1	Oct. 4	8
Fitzpatrick Trovel Tolks	T-411	Pretoria To Durban	1	Sept. 20	9
"	T-412	In the Land of Diamonds	1	Oct. 25	9

PARAMOUNT

Pacemaker	K11-3	A Ring For Roberta	1	Nov. 2	9
"	K11-4	I Cover The Everglades	1	Nov. 9	10
"	K11-5	Sadie Hawkins Day	1	Nov. 30	10
"	K11-6	...st Expert on Football	1	Nov. 16	10
Noveltoon (Tech.)	P11-3	Scout Fellow	1	Nov. 9	7
"	P11-4	Cat-Choo	1	Dec. 21	8
"	P11-5	Audrey The Rainmaker	1	Dec. 28	8
"	P11-6	Cat Carson Rides Again	1	Apr. 4	7
"	P11-7	The Awful Truth	1	May 2	7
"	P11-8	Law & Audrey	1	May 23	7
"	P11-9	City Kitty	1	July 18	7
"	P11-10	Clown on the Farm	1	Aug. 22	7
Sportlight	R11-2	Ridin' The Rails	1	Nov. 2	10
"	R11-3	Fresh Water Champs	1	Nov. 16	10
"	R11-4	Water Jockey Hi-Jinks	1	Dec. 7	10
"	R11-5	Ski-Lark in the Rockies	1	Dec. 28	10
"	R11-6	The Dog Gonedest Dog	1	Jan. 18	10
"	R11-7	Playmates of the Sea	1	Feb. 22	10
"	R11-8	They All Like Boats	1	Mar. 21	10
"	R11-9	The Front on Games	1	May 2	10
"	R11-10	A Sporting Oasis	1	June 1	10
"	R11-11	The Sails of Acapulco	1	July 4	9
"	R11-12	Athletes of the Saddle	1	Aug. 1	9
Popeye (Tech.)	E11-1	Let's Stalk Spinach	1	Oct. 10	7
"	E11-2	Punch and Judo	1	Nov. 16	7
"	E11-3	Popeye's Pappy	1	Jan. 25	7
"	E11-4	Lunch With a Punch	1	Mar. 4	7
"	E11-5	Swimmer Take All	1	May 16	7
"	E11-6	Friend or Phony	1	June 20	7
"	E11-7	Tots of Fun	1	Aug. 15	7
"	E11-8	Popalong Popeye	1	Aug. 29	7
Topper	M11-1	Barnyard Babies	1	Nov. 2	10
"	M11-2	Just Ducky	1	Jan. 18	10
"	M11-3	The Littlest Expert on My Favorite President	1	Feb. 29	10
"	M11-4	The Littlest Expert on the Greatest Invention	1	Apr. 4	9
"	M11-5	The Littlest Expert on Cowboys	1	June 6	10
"	M11-6	Pardon Us Penguins	1	July 25	10
Kartune (Tech.)	X11-1	Vegetable Vaudeville	1	Nov. 9	7
"	X11-2	Snooze Reel	1	Jan. 11	7
"	X11-3	Oft We Glow	1	Feb. 29	7
"	X11-4	Fun at the Fair	1	May 9	7
"	X11-5	Dizzy Dinosaurs	1	July 4	7
"	X11-6	Gag and Baggage	1	Aug. 8	7
Casper (Tech.)	B11-1	Casper Takes a Bow Bow	1	Dec. 7	7
"	B11-2	Deep Boo Sea	1	Feb. 15	7
"	B11-4	Ghost of the Town	1	Apr. 11	7
"	B11-3	Spunky Skunky	1	May 30	7
"	B11-5	Cage Frlght	1	Aug. 8	7
"	B11-6	Pig-A-Boo	1	Sept. 12	7

RKO-RADIO

Disney (Tech.)	24107	Father's Lion	1	Jan. 4	7
"	24108	Donald Applecore	1	Jan. 18	7
"	24109	Hello Aloha	1	Feb. 24	8
"	24110	Two Chips and A Miss	1	Mar. 21	8
"	24111	Man's Best Friend	1	Apr. 4	7
"	24113	Let's Stick Together	1	Apr. 25	7
"	24114	Two Gun Goofy	1	May 16	7
"	24115	Susie, The Little Blue Coupe	1	June 6	7
"	24116	Teachers are People	1	June 27	7
"	24117	Uncle Donald's Ants	1	July 18	7
"	24118	The Little House	1	Aug. 8	8
Leon Errol					
Screenliners	24206	Laughs From the Past	1	Jan. 25	9
"	24207	Smugglers Beware	1	Feb. 22	9
"	24208	At Home With Royalty	1	Mar. 21	8
"	24209	Swing Time in Mexico	1	Apr. 18	8
"	24210	To The Rescue	1	May 18	8
Comedy Specials	23403	Newlyweds House Guest	2	Jan. 18	17
"	23404	Ghost Buster	2	Mar. 7	18
"	23405	Newlyweds Take a Chance	2	May 2	17
Sportscopes	24305	Winter Holiday	1	Jan. 11	8
"	24306	That Man Rickey	1	Feb. 8	8
"	24307	Pampas Sky Targets	1	Mar. 7	8
"	24308	Campfire Club	1	Apr. 4	8
"	24309	Summer Is For Kids	1	May 2	8
"	24310	Hockey Stars' Summer	1	May 30	8
Special	23105	Songs of the Campus	2	Feb. 1	15

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	23106	Second Sight	2	Feb. 29	17
"	23107	Murder in "A" Flat	2	Mar. 28	15
"	23108	A Nation Is Fifty	2	Apr. 25	15
"	23109	Madison Square Garden	2	May 23	14
"	23110	Your Doctor	2	June 20	16
"	23111	West Point Today	2	July 18	15
True-Life Adventure	23302	The Olympic Elk	2	Mar. 22	27
"	23303	Water Birds	2	June 26	30
Featurette	23801	Basketball Headliners of 1952	2	Apr. 11	15

REPUBLIC

Serial	5183	Pirates' Harbor (Re-release of 'Haunted Harbor')	15 Ep.		
"	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nyoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
"	5282	Dick Tracy vs. Phantom Empire (Formerly titled "Dick Tracy vs. Crime")	15 Ep.		
Short Subjects	5080	Chile (Trucolor)	1	Mar. 1	9
" "	5089	Puerto Rico (Trucolor)	1	Jan. 15	9
" "	5185	Israel (Trucolor)	1	Apr. 15	9
" "	5186	India (Trucolor)	1	July 1	9
" "	5187	The Philippines	1	Aug. 25	9

TWENTIETH CENTURY-FOX

1952

Terrytoon (Tech.)	5201	Terry Bears in Papa's Little Helpers	1	January	7
" "	5202	Heckle and Jeckle, the Talking Magpies in Movie Madness	1	January	7
" "	5227	Harvest Time (re-release)	1	January	7
" "	5203	The Mechanical Bird	1	February	7
" "	5204	Seaside Adventure	1	February	7
" "	5228	Plane Goofy (re-release)	1	February	7
" "	5205	Little Roquefort in City Slicker	1	March	7
" "	5206	Mighty Mouse in Prehistoric Perils	1	March	7
" "	5207	Terry Bears in Papa's Day of Rest	1	March	7
" "	5208	Dinky in Flat Foot Fledgling	1	April	7
" "	5209	Time Gallops On	1	April	7
" "	5229	First Robin (re-release)	1	April	7
" "	5210	Off to the Opera	1	May	7
" "	5211	The Happy Cobblers	1	May	7
" "	5212	Hypnotized	1	June	7
" "	5213	Mighty Mouse in Hansel & Gretel	1	June	7
" "	5214	Flipper Frolics	1	June	7
" "	5215	Terry Bears in Little Anglers	1	July	7
" "	5216	Dinky in the Foolish Duckling	1	July	7
" "	5217	Heckel & Jeckle, the Talking Magpies in Housebusters	1	August	7
" "	5218	The Mysterious Cowboy	1	August	7
" "	5219	Aesop's Fable, Happy Valley	1	September	7
" "	5220	Little Roquefort in Good Housekeeping	1	September	7
" "	5221	Terry Bears in Nice Doggy	1	October	7
" "	5222	Mighty Mouse in Happy Holland	1	October	7
" "	5223	Heckle and Jeckle, the Talking Magpies in Moose and the Loose	1	November	7
" "	5224	Dinky in Sink or Swim	1	November	7
" "	5225	Little Roquefort in Flop Secret	1	December	7
" "	5226	Terry Bears in Picnic with Papa	1	December	7
Sport	3201	Fighting Cohoes	1	February	8
"	3202	Mel Allen's Football Review	1	April	8
"	3203	Sails and Blades	1	June	10
"	3204	Untitled	1	September	----
"	3205	Untitled	1	October	—
"	3206	Untitled	1	October	—
Special	7251	I Remember the Glory (Art of Botticelli)	1	September	10
"	7252	Curtain Call (Art of Degas)	1	September	10
"	7253	Light in the Window (Art of Vermeer)	1	September	10

UNIVERSAL

Variety Views	7341	Italian Interlude	1	Nov. 5	9
"	7342	Brooklyn Goes South	1	Jan. 21	9
"	7343	Sail Ho	1	Feb. 25	9
"	7344	Rhythm on the Reef	1	Apr. 14	9
"	7345	Army's Finest	1	June 16	9
"	7346	Village Metropolis	1	Sept. 8	9
"	7347	Future Generals	1	Aug. 4	9
Earth & Its Peoples Two-Reeler	7364	Desert Nomads (French Morocco)	2	Jan. 24	22
"	7365	Eskimo Sea Hunters	2	Feb. 18	21
"	7366	Living in a Metropolis	2	Mar. 17	21
"	7367	Land Behind the Dikes	2	Apr. 21	21
"	7368	Tropical Mountain Island	2	May 19	21
"	7369	Food For Paris Markets	2	June 16	22
"	7370	Farming in South China	2	July 14	21
"	7371	Cattle and the Corn Belt	2	Aug. 11	21
"	7372	Tropical Lowland	2	Sept. 8	21
"	7373	Riches of the Veld	2	Oct. 6	21
Two-Reel Special	7202	Knights Of The Highway	2	June 18	17
Woody Woodpecker Cartune (Tech.)	7352	Born to Peck	1	Feb. 25	7
"	7353	Stage Hoax	1	Apr. 21	7
"	7354	Woodpecker In The Rough	1	Aug. 11	7
"	7355	Scalp Treatment	1	Sept. 8	7
"	7356	The Great Who-Dood-It	1	Oct. 20	7
Name Band Musical	7303	Nat King Cole and Joe Adams Orchestra	2	Jan. 9	15
"	7304	Dick Stabile & His Orch.	2	Jan. 30	15
"	7305	Blue Barron & His Orch.	2	Mar. 12	15
"	7306	Connee Boswell and Ada Leonard Orchestra	2	May 7	15
"	7307	Buddy Morrow & Orchestra	2	June 18	15
"	7308	Perez Prado and His Orch.	2	July 2	15
"	7309	Dick Jurgens and His Orch.	2	July 30	15
"	7310	Bill May and His Orch.	2	Aug. 20	15
"	7311	Jimmy Dorsey Varieties	2	Sept. 25	15
Re-Issue Cartunes	7324	Bathing Buddies	1	Jan. 7	7
"	7325	Sliphorn King of Polaroo	1	Feb. 4	7
"	7326	Crow Crazy	1	Mar. 3	7
"	7327	Reckless Driver	1	Mar. 31	7
"	7328	Poet & Peasant	1	Apr. 28	7
"	7329	Mousie Come Home	1	May 26	7
"	7330	Fairweather Friends	1	June 23	7
"	7331	Apple Andy	1	July 21	7
"	7332	Wacky Weed	1	Aug. 18	7
"	7333	Musical Moments	1	Sept. 15	7
Cartoon Melody	7383	Songs that Live	1	Feb. 17	10
"	7384	Memory Song Book	1	May 19	10
"	7385	Song Dreams	1	June 23	10
"	7386	Toasts Of Song	1	July 28	10

VITAPHONE

Joe McDoakes Comedy	8403	So You Want to get it Wholesale	1	Jan. 12	10
"	8404	So You Want to Enjoy Life	1	Mar. 29	10
"	8405	So You Want To Go To A Convention	1	June 7	10
"	8406	So You Never Tell a Lie	1	Aug. 2	10
Blue Bibbon Cartoons (Tech.)	8305	Of Thee I Sing	1	Jan. 12	7
"	8306	Hand To Mouse	1	Feb. 9	7
"	8307	Brave Little Bat	1	Mar. 15	7
"	8308	Snow Time For Comedy	1	Apr. 12	7
"	8309	Hush My Mouse	1	May 3	7
"	8310	Baby Bottleneck	1	June 14	7
"	8311	The Big Parade	1	July 12	7
"	8312	Merrie Old Soul	1	Aug. 2	7
"	8313	Fresh Air Dale	1	Aug. 30	7
Featurette	8104	Gun To Gun	2	Mar. 22	20
"	8105	The Man Killers	2	May 17	20
"	8106	Trail By Trigger	2	July 8	20
Vitaphone Novelties	8602	Lighter Than Air	1	Jan. 5	10
" "	8604	Songs of All Nations	1	Feb. 16	10
" "	8605	Animals Have All The Fun	1	Apr. 19	10
" "	8606	Orange Blossoms For Violet	1	May 24	10
" "	8607	Daredevil Days	1	Aug. 9	10
M.M. Cartoons (Tech.)	8708	Who's Kitten Who	1	Jan. 5	7
"	8709	Feed The Kitty	1	Feb. 2	7
"	8710	Gift Wrapped	1	Feb. 16	7
"	8711	Thumb Fun	1	Mar. 1	7
"	8712	Little Beau Pepe	1	Mar. 29	7
"	8713	Kiddin' The Kitten	1	Apr. 5	7
"	8714	Little Red Rodent Hood	1	May 3	7
"	8715	Sock A Doodle Do	1	May 10	7
"	8716	Beep Beep	1	May 24	7
"	8717	Ain't She Tweet	1	June 21	7
"	8718	The Turn-Tale Wolf	1	June 28	7
"	8719	Cracked Quack	1	July 5	7
"	8720	Hoppy-Go-Lucky	1	Aug. 9	7
"	8721	Go ga! Gonk! Gosh!	1	Aug. 23	7
"	8722	Bird in a Guilty Cage	1	Aug. 30	7
Sports Parade	8504	Dutch Treat in Sports	1	Feb. 2	10
"	8505	Emperor's Horses	1	Mar. 1	10
"	8506	Glamour in Tennis	1	Apr. 5	10
"	8507	Switzerland Sportland	1	May 10	10
"	8508	Centennial Sports	1	June 28	10
"	8509	Snow Frolics	1	July 26	10
"	8510	Just For Sport	1	Aug. 23	10
Technicolor Specials	8004	Land of the Trembling Earth	2	Jan. 26	20
" "	8005	Land of Everyday Miracles	2	Mar. 8	20
" "	8006	The Seeing Eye	2	Apr. 26	20
" "	8007	No Pets Allowed	2	May 31	20
" "	8008	Open Up That Golden Gate	2	July 19	20
Bugs Bunny Specials (Tech.)	8725	Operation: Rabbit	1	Jan. 19	7
"	8726	Foxy By Proxy	1	Feb. 23	7
"	8727	14 Carrot Rabbit	1	Mar. 15	7
"	8728	Water, Water Every Hare	1	Apr. 19	7
"	8729	The Hasty Hare	1	June 7	7
"	8730	Oily Hare	1	July 26	7
Melody Master Bands	8803	Richard Himber Orch.	1	Feb. 9	10
"	8804	Harry Owens Royal Hawaiians	1	Apr. 12	10
"	8805	U.S. Navy Band	1	June 21	10
"	8806	The Serenaders	1	Aug. 16	10

1952-53

Technicolor Specials	9001	Killer of the Swamp	2	Sept. 6	20
"	9002	Man Without A Country	2	Oct. 25	20
Featurettes	9101	Monsters of the Deep	2	Sept. 27	20
"	9102	Oklahoma Outlaws	2	Nov. 22	20
Blue Ribbon Cartoons (Tech.)	9301	A Feud There Was	1	Sept. 13	7
"	9302	Daffy Doodles	1	Oct. 11	7
"	9303	A Day at the Zoo	1	Nov. 8	7
"	9304	Early Worm Gets the Bird	1	Nov. 29	7
Joe McDoakes Comedy	9401	So You're Going to the Dentist	1	Sept. 20	10
"	9402	So You Want to Wear the Pants	1	Nov. 8	10
Sports Parade	9501	They Fly Thru the Air	1	Oct. 4	10
"	9502	Unfamiliar Sports	1	Nov. 1	10
Vitaphone Novelties	9601	Ain't Rio Grand	1	Sept. 13	10
"	9602	I Saw it Happen	1	.....	...
	9603	Hunting the Devil Cat	1	Oct. 18	10
M.M. Cartoons (Tech.)	9701	Mousewarming	1	Sept. 8	7
"	9702	The Egg-cited Rooster	1	Oct. 4	7
"	9703	Tree For Two	1	Oct. 18	7
"	9704	The Super Snooper	1	Nov. 1	7
"	9705	Terrier-Stricken	1	Nov. 29	7
Bugs Bunny Specials (Tech.)	9723	Rabbit Seasoning	1	Sept. 20	7
"	9724	Rabbit's Kin	1	Nov. 15	7
Melody Master Bands	9801	Freddie Fisher & His Band	1	Oct. 11	10
"	9802	Junior Jive Bombers	1	Nov. 15	10

: Hollywood Production :

ALLIED ARTISTS

Shooting

TANGIER INCIDENT
(A Lindsley Parsons Prod.)
Cast: George Brent
Producer ..... Lindsley Parsons

SON OF BELLE STARR
(Cinecolor)
Cast: Keith Larson
Producer ..... Peter Scully

JUNGLE GIRL
Cast: Johnny Sheffield, Karen Sharpe, Suzette Harbin.
Producer ..... Walter Mirisch
Director ..... Ford Beebe

TIMBER WOLF
Cast: Kirby Grant, Chinook.
Producer .....Lindsley Parsons

THE ROARING CROWD
(Cinecolor)
Cast:
Producer .....Richard Heermance

JALOPY
Cast: Bowery Boys.
Producer .....Jerry Thomas

Cutting

HIAWATHA
(Cinecolor)
Cast: Vince Edwards, Yvette Dugay, Stuart Randall, Stephen Chase, Gene Iglesias.
Producer .....Walter Mirisch
Director .....Kurt Neumann

COLUMBIA

Shooting

THE JUGGLER
(The Kramer Co.)
Cast:Kirk Douglas, Milly Vitale, Paul Stewart, Joey Walsh, Oscar Karlweis, John Banner, Jay Adler, Beverly Washburn.
Producer ..... Stanley Kramer
Director ..... Edward Dmytryk

SIREN OF BAGDAD
(Technicolor)
(Esskay Pictures Co.)
Cast: Paul Henreid, Patricia Medina.
Producer ..... Sam Katzman
Director ..... Richard Quine

GOLD TOWN RAIDERS
(Gene Autry Prod.)
Cast: Gene Autry, Smiley Burnette.
Producer ..... Armand Schaefer
Director ..... George Archainbaud

LOVE SONG
(Technicolor)
Cast: Jane Wyman, Aldo Ray, Valerie Bettis.
Producer .....Oscar Saul
Director .....Al Hall

THE RED BERET
(Technicolor)
(Warwick Prods., Filming in England)
Cast: Alan Ladd, Leo Genn, Diane Foster, Harry Andrews, Thomas Heathcoat, Victor Maddern, Donald Houston.
Producers .....Irving Allen and Cubby Broccoli
Director .....Terence Young

PACK TRAIN
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

SLAVES OF BABYLON
(Technicolor)
Cast: Richard Conte, Linda Christian, Terry Kilburn.
Producer .....Sam Katzman
Director .....William Castle

POSSE
Cast: Brod Crawford, John Derek.
Producer .....Harry Joe Brown

Cutting

SALOME—THE DANCE OF THE SEVEN VEILS
(Technicolor)
(Beckworth Productions)
Cast: Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson, Alan Badel, Basil Sydney.
Producer .....Buddy Adler
Director .....William Dieterle

MEMBER OF THE WEDDING
(The Kramer Company)
Cast: Ethel Waters, Julie Harris, Brandon de Wilde, William Hansen.
Producer .....Stanley Kramer
Director .....Fred Zinnemann

AMBUSH AT TOMAHAWK GAP
(Technicolor)
Cast: John Derek, John Hodiak, David Brian, Maria Elena Marques.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

SERPENT OF THE NILE
(Technicolor)
Cast: Rhonda Fleming, William Lundigan, Raymond Burr.
Producer .....Sam Katzman
Director .....William Castle

INDEPENDENT

Shooting

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

THE STAR
(Thor Productions)
Cast: Bette Davis, Sterling Hayden, Natalie Wood, Warner Anderson.
Producer .....Bert Friedlob
Director .....Stuart Heisler

RETURN TO PARADISE
(Technicolor)
(Shooting in Samoa; Aspen Pictures)
Cast: Gary Cooper, Roberta Hynes, Barry Jones, Moira MacDonald, John Hudson.
Producer ..... Theron Warth
Director ..... Mark Robson

TOILERS OF THE SEA
(Technicolor)
(Shooting in England)
(A Coronado Production)
Cast: Yvonne DeCarlo, Rock Hudson.
Producer ..... David E. Rose
Director ..... Raoul Walsh

BODY BEAUTIFUL
(Savoy Pictures Inc.)
Cast: Susan Morrow, Robert Clarke, Noreen Nash, Sherry Caine, O. Z. Whitehead, Paul Guilfoyle, Joann Arnold, Jean Shawnlee, Leo Mostovoy.
Producer-Director .....Max Nosseck

Cutting

MEMORY OF LOVE
(Auerbach Film Productions)
(Shooting in Stockholm)
Cast: Anita Bjork, George Nader.
Producer .....Josef Auerbach
Director .....Robert Spafford

DECAMERON NIGHTS
(Film Locations, Ltd. Productions)
(Distributed by Eros Films, Ltd.)
(Shooting in Spain)
(Technicolor)
Cast: Joan Fontaine, Louis Jourdan, Godfrey Tearle, Joan Collins, Binnie Barnes, Marjorie Rhodes, Noel Purcell.
Producer ..... Mike Frankovich
Director .....Hugo Fregonese

CREEPING SHADOWS
(Nassour Pictures, Inc.
Shooting in London)
Cast: Cesar Romero, Kay Kendall.
Producer..Edward and William Nassour
Director ..... Richard Vernon

FOURSIDED TRIANGLE
(Alexander Paal Films,
Shooting in London)
Cast: Barbara Payton, James Hayter, Stephen Murray, John van Eyssen, Percy Marmont, Kynaston Reeves, John Stuart.
Producer .....Alexander Paal
Director .....Terence Fisher

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE ROBERTSSHIP

Shooting

MR. WALKY TALKY
(Rockingham Production,
For Lippert Release)
Cast: William Tracy, Joe Sawyer.
Producer .....Hal Roach, Jr.
Director .....Fred Guiol

BAD BLONDE
(Exclusive Films;
Shooting in London)
(For Lippert Release)
Cast: Barbara Payton, Tony Wright.
Producer .....Anthony Hinds
Director .....Reginald Le Borg

THE TALL TEXAN
(T. Frank Woods Production;
Shooting in Deming, New Mexico)
(For Lippert Release)
Cast: Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler, Sam Herrick, Dean Train, Sid Saylor, George Steele.
Producer .....T. Frank Woods
Director .....Elmo Williams

Cutting

"I'LL GET YOU"
(Eros Films, Ltd.)
(Shooting in London)
(For Lippert Release)
Cast: George Raft.
Producer .....Bernie Luber
Director .....Seymour Friedman

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

VAQUERO
(Ansco)
Cast: Robert Taylor
Producer .....Stephen Ames
Director .....John Farrow

JULIUS CAESAR
Cast: Marlon Brando, James Mason, Louis Calhern, Jon Gielgud, Edmond O'Brien, Greer Garson, Deborah Kerr.
Producer .....John Houseman
Director .....Joseph Mankiewicz

BATTLE CIRCUS
Cast: Humphrey Bogart, June Allyson, Keenan Wynn, Patricia Tiernan.
Producer .....Pandro S. Berman
Director .....Richard Brooks

DANGEROUS WHEN WET
(Technicolor)
Cast: Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel, William Demarest, Charlotte Greenwood Barbara Whiting, Donna Corcoran.
Producer ..... George Wells
Director ..... Charles Walters

INVITATION TO THE DANCE
(Technicolor)
(Shooting in London)
Cast: Gene Kelly, Igor Youskevitch, Ballet Theatre, Sadler Wells Ballet.
Producer ..... Arthur Freed
Director ..... Gene Kelly

CRY OF THE HUNTED
Cast: Vittorio Gassman, Barry Sullivan.
Producer ..... William Grady, Jr.
Director ..... Joseph Lewis

CODE TWO
Cast: Ralph Meeker, Sally Forrest, Robert Horton.
Producer ..... William Grady, Jr.
Director ..... Fred Wilcox

DREAM WIFE
Cast: Cary Grant, Deborah Kerr.
Producer ..... Dore Schary
Director ..... Sidney Sheldon

THE CLOWN
Cast: Red Skelton
Producer ..... William H. Wright
Director .....Robert Z. Leonard

YOUNG BESS
(Technicolor)
Cast: Jean Simmons, Stewart Granger, Charles Laughton, Guy Rolfe, Kathleen Byron, Kay Walsh, Rex Thompson.
Producer .....Sidney Franklin
Director .....George Sidney

REMAINS TO BE SEEN
Cast: June Allyson, Van Johnson, Louis Calhern, Dorothy Dandridge, Sammy White.
Producer .....Arthur Hornblow, Jr.
Director .....Don Weis

GIVE A GIRL A BREAK
(Technicolor)
Cast: Marge and Gower Champion, Debbie Reynolds.
Producer .....Jack Cummings
Director .....Stanley Donen

THE BAND WAGON
(Technicolor)
Cast: Fred Astaire, Cyd Charisse, Nanette Fabray, Oscar Levant, Jack Buchanan.
Producer .....Arthur Freed
Director .....Vincente Minnelli

Cutting

STORY OF THREE LOVES
("Equilibrium" Episode)
(Technicolor)
Cast: Pier Angeli, Ricardo Montalban.
Producer .....Sidney Franklin
Director .....Gottfried Reinhardt

SOMBRERO
(Technicolor)
Cast: Pier Angeli, Ricardo Montalban, Yvonne de Carlo, Vittorio Gassman, Cyd Charisse, Nina Foch.
Producer .....Jack Cummings
Director .....Norman Foster

SMALL TOWN GIRL
(Technicolor)
Cast: Jane Powell, Farley Granger, Ann Miller, Bobby Van, Billie Burke, Fay Wray, S. Z. Sakall, Nat "King" Cole.
Producer .....Joe Pasternak
Director .....Leslie Kardos

NEVER LET ME GO
(Shooting in London)
Cast: Clark Gable, Gene Tierney, Richard Haydn, Bernard Miles.
Producer .....Clarence Brown
Director .....Delmer Daves

MY MOTHER AND MR. McCHESNEY
(Technicolor)
Cast: Greer Garson, Walter Pidgeon, Donna Corcoran, Agnes Moorhead, Philip Ober, Arthur Shields.
Producer .....Edwin H. Knopf
Director .....Jean Negulesco

THE GIRL WHO HAD EVERYTHING
Cast: Elizabeth Taylor, Fernando Lamas, William Powell.
Producer .....Armand Deutsch
Director .....Richard Thorpe

STEAK FOR CONNIE
Cast: Van Johnson, Janet Leigh, Louis Calhern, Walter Slezak, Barbara Ruick, Gene Lockhart.
Producer .....Stephen Ames
Director .....Edward Buzzell

: Hollywood Production :

Paramount Pictures

Shooting

ROMAN HOLIDAY
(Shooting in Rome)
Cast: Gregory Peck, Audrey Hepburn, Eddie Albert.
Producer .....William Wyler
Director .....William Wyler

HOUDINI
(Technicolor)
Cast: Tony Curtis, Janet Leigh, Torin Thatcher.
Producer ..... George Pal
Director ..... George Marshall

"JAMAICA"
(Technicolor)
Cast: Ray Milland, Arlene Dahl, Wendell Corey, Laura Elliot.
Producer ..... William Pine and William Thomas
Director ..... Lewis R. Foster

ADOBE WALLS
(Technicolor)
Producer .....Nat Holt
Director .....Charles Marquis Warren

LITTLE BOY LOST
(Shooting in Paris)
Cast: Bing Crosby, Claude Dauphin, Nicole Maurey, Christian Fourcade, Gabrielle Dorziat.
Producer .....William Perlberg
Director .....George Seaton

FOREVER FEMALE
Cast: Ginger Rogers, William Holden, Paul Douglas, Pat Crowley, James Gleason, Jesse White, Marporie Rambeau, George Reeves, Marion Ross, Richard Shannon.
Producer .....Pat Duggan
Director .....Irving Rapper

Cutting

ROAD TO BALI
(Technicolor)
Cast: Bob Hope, Bing Crosby, Dorothy Lamour.
Producer ..... Harry Tugend
Director ..... Hal Walker

TROPIC ZONE
(Technicolor)
(Pine and Thomas Productions)
Cast: Ronald Reagan, Rhonda Fleming, Estelita, Grant Withers, Noah Beery, Jr.
Producer .....William Pine and William Thomas
Director .....Lewis R. Foster

PONY EXPRESS
(Technicolor)
Cast: Charlton Heston, Rhonda Fleming, Jan Sterling, Forrest Tucker, Michael Moore, Stuart Randall, Pat Hogan.
Producer .....Nat Holt
Director .....Jerry Hopper

ROCK GRAYSON'S WOMEN
(Pine-Thomas Production)
(Technicolor)
Cast: John Payne, Jan Sterling, Coleen Gray, Llyle Bettger.
Producers .....William Pine and William Thomas
Director .....Edward Ludwig

RKO RADIO PICTURES

Shooting

SPLIT SECOND
Cast: Jane Russell, Victor Mature.
Producer.....Edmund Grainger
Director .....Dick Powell

Cutting

BLACKBEARD THE PIRATE
(Technicolor)
Cast: Robert Newton, Linda Darnell, Keith Andes, William Bendix, Torin Thatcher, Richard Egan, Irene Ryan, Skelton Knaggs.
Producer .....Edmund Grainger
Director .....Raoul Walsh

BEAUTIFUL BUT DANGEROUS
Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

BREAK-UP
Cast: Jean Simmons, Jane Darwell, Victoria Horne.
Producer .....Robert Sparks
Director .....Roy Rowland

Republic

Shooting

FAIR WIND TO JAVA
(Trucolor)
Cast: Fred McMurray, Vera Ralston, Victor McLaglen.
Associate producer-Director...Joe Kane

Cutting

THE SUN SHINES BRIGHT
Cast: Charles Winninger, Arleen Whelan, John Russell.
Producer .....Merian C. Cooper
Director .....John Ford

VALLEY OF MISSING MEN
Cast: Allan "Rocky" Lane
Associate Producer .... Rudy Ralston
Director ..... Harry Keller

OVERLAND TRAIL RIDERS
Cast: Rex Allen, Virginia Hall
Assoc. Producer .... Edward J. White
Director ..... William Witney

20th CENTURY FOX

Shooting

MY COUSIN RACHEL
Cast: Olivia DeHavilland, Richard Burton, Ronald Squire.
Producer .....Nunnally Johnson
Director .....Henry Koster

THE PRESIDENT'S LADY
Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

SAILOR OF THE KING
Cast: Jeffrey Hunter, Michael Rennie
Producer ..... Frank McCarthy
Director ..... Roy Boulting

BAPTISM OF FIRE
Cast: Victor Mature, Craig Hill
Producer ..... William Bloom
Director ..... Robert Webb

CALL ME MADAM
(Technicolor)
Cast: Ethel Merman, Donald O'Connor, George Sanders, Vera-Ellen, Billy De Wolfe.
Producer ..... Sol C. Siegel
Director ..... Walter Lang

THE SILVER WHIP
Cast: Rory Calhoun, Dale Robertson, Katherine Crowley, Robert Wagner, James Millican.
Producer ..... Robert Bassler and Michael Abel
Director ..... Harmon Jones

MAN ON A TIGHTROPE
(Filming in Munich, Germany)
Cast: Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame, Adolphe Menjou, Richard Boone.
Producer ..... Robert L. Jacks
Director ..... Elia Kazan

BLAZE OF GLORY
Cast: Richard Widmark, Jean Peters, Thelma Ritter.
Producer .....Jules Schermer
Director .....Samuel Fuller

Cutting

POWDER RIVER
(Technicolor)
Cast: Rory Calhoun, Cameron Mitchell, Corinne Calvet.
Producer .....Andre Hakim
Director .....Louis King

NIAGARA
(Technicolor)
Cast: Joseph Cotten, Marilyn Monroe, Jean Peters, Richard Allan, Casey Adams, Lurene Tuttle, Dan Wilson.
Producer .....Charles Brackett
Director .....Henry Hathaway

60 SADDLES TO GOBI
(Technicolor)
Cast: Richard Widmark, Don Taylor, Murvyn Vye, Anthony Earl Numkena, Judy Dann.
Producer .....Stanley Rubin
Director .....Robert Wise

UNITED ARTISTS

Shooting

MOULIN ROUGE
(Moulin Prods. and Romulus Films)
(Shooting in Paris) (Technicolor)
Cast: Jose Ferrer, Collette Marchand, Zsa Zsa Gabor, Ann Todd, Danielle Darrieux.
Producer .....Anthony Veiller
Director .....John Huston

THE SCARLET SPEAR
(Anscocolor)
(Filming in British East Africa)
Cast: John Archer, Martha Hyer, Morassi.
Producers..George Breakston-Ray Stahl
Directors...George Breakston-Rav Stahl

THE BANDITS OF CORSICA
(Edward Small Production)
Cast: Louis Hayward.
Producer .....Michel Kraike
Director .....Ray Nazarro

MELBA
(Technicolor)
(Horizon Productions)
Cast: Patrice Munsel
Producer ..... S. P. Eagle
Director ..... Lewis Milestone

SWORDS AGAINST THE MAST
(Technicolor)
(Edward Small Productions)
Cast: John Payne, Donna Reed, Lon Chaney, Gerald Mohr, Anthony Caruso, Henry Brandon, Howard Freeman.
Producer .....Edward Small
Director .....Sidney Salkow

Universal International

Shooting

LONE HAND
(Technicolor)
Cast: Joel McCrea, Barbara Hale, Alex Nicol, Chet Allen, Jimmy Hunt.
Producer .....Howard Christie
Director .....George Sherman

DESERT LEGION
(Technicolor)
Cast: Alan Ladd, Arlene Dahl, Richard Conte, Akim Tamiroff, Oscar Beregi.
Producer .....Ted Richmond
Director .....Joseph Pevney

MAN FROM THE ALAMO
(Technicolor)
Cast: Glenn Ford, Julia Adams, Chill Wills.
Producer .....Aaron Rosenberg
Director .....Budd Boetticher

ABBOTT AND COSTELLO GO TO MARS
Cast: Budd Abbott, Lou Costello, Robert Paige, Mari Blanchard, Martha Hyer, Horace McMahon, Jack Kruschen.
Producer .....Howard Christie
Director .....Charles Lamont

MAN FROM THE ALAMO
Cast: Glenn Ford, Julia Adams, Chill Wills, Victor Jory, Hugh O'Brian, Jeanne Cooper, Butch Cavell, Neville Brand, Howard Negley.
Producer ..... Aaron Rosenberg
Director ..... Budd Boetticher

LAW AND ORDER
(Technicolor)
Cast: Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster, Dorothy Malone.
Producer ..... John Rogers
Director ..... Nathan Juran

SIOUX UPRISING
(Technicolor)
Cast: Jeff Chandler, Stephen McNally
Producer ..... Albert J. Cohen

Cutting

THE GREAT COMPANIONS
(Technicolor)
Cast: Dan Dailey, Diana Lynn, Chet Allen, Kyle MacDonnell, Scat Man Crothers.
Producer .....Albert J. Cohen
Director .....Douglas Sirk

WARNER BROS.

Shooting

SEA ROUGE
(Technicolor)
(Shooting in London)
Cast: Errol Flynn, Beatrice Campbell, Roger Livesey, Anthony Steel, Felix Aylmer, Francis De Wolf, Yvonne Furneaux.
Director .....William Keighley

HIS MAJESTY O'KEEFE
(Technicolor)
(Shooting in the Fiji Islands)
Cast: Burt Lancaster, Joan Rice, Benson Fong.
Director .....Byron Haskin

SHE'S BACK ON BROADWAY
(Warner Color)
Cast: Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore.
Producer .....Henry Blanke
Director .....Gordon Douglas

THE JAZZ SINGER
(Technicolor)
Cast: Danny Thomas, Peggy Lee, Jim Backus.
Producer .....Louis F. Edelman
Director .....Michael Curtiz

BY THE LIGHT OF THE SILVERY MOON
(Technicolor)
Cast: Doris Day, Gordon MacRae, Rosemary DeCamp, Leon Ames, Mary Wickes, Maria Palmer, Billy Gray, Russell Arms.
Producer .....William Jacobs
Director .....David Butler

I CONFESS
(Trans-Atlantic Prod.)
Cast: Montgomery Clift, Anne Baxter, Karl Malden, Brian Aherne, Roger Dann.
Director ..... Alfred Hitchcock

COME ON, TEXAS
(Warner-Color)
Cast: Randolph Scott, Phyllis Kirk, Lex Barker, Henry Hull, James Brown.
Producer ..... David Weisbart
Director ..... Andre de Toth

Cutting

THE DESERT SONG
(Technicolor)
Cast: Kathryn Grayson, Gordon MacRae, Steve Cochran, Raymond Massey, Dick Wesson, Allyn McLerie.
Producer .....Rudi Fehr
Director .....Bruce Humberstone

SELL your SHOWS with



POSTING PAPER 24 SHEET



STANDEE



40 x 60



30 x 40



DISPLAYAWAY

your **BOXOFFICE** is *Only* as **GOOD** as your **SHOWMANSHIP!**

Get full details from your NSS salesman or your local NSS Exchange



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

CALLS RKO BASICALLY T; PRESIDENCY REMAINS OPEN

LISTS RELEASES FOR FIVE MONTHS

SPEND THEATRE TV HEARINGS

D ARBITRATION DRAFT EW GETTING EXHIB APPROVAL

B. MAYER HEADS CINERAMA BOARD

JOINS COLUMBIA AS PRODUCTION HEAD

ERNMENT GETS MOST THEATRE INCOME: MYERS

REVIEWS
Pages 10, 11, 16

No. 8 November 1, 1952

Entered as second class matter October 25, 1946, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published Biweekly by The ITOA Independent, 1501 Broadway, New York 36, New York. Subscription price $2.00 a Year, Single copy 10 cents.

HERE WE GO AGAIN

THIS week, the Federal Communications Commission closed the first part of the hearings for the allocation of exclusive frequencies for theatre television and for the promulgation of rules and regulations for such a service.

The first phase of the hearing was limited primarily to direct testimony in an industry presentation of the engineering requirements and standards necessary to achieve such a result.

Observers with technical knowledge have indicated that the attorneys and experts representing the National Exhibitors Theatre Television Committee and the Motion Picture Association did a thorough and impressive job on the engineering case.

At the outset, it was made clear that a theatre

(See Page 3)



"WHAT HAVE I GOT THAT NOBODY ELSE HAS?"

(Exhibitors know the answer. "Here's what you've got, Leo!")

You've got "IVANHOE" *(Tech.)*
The Picture of the Century!

You've got "THE MERRY WIDOW" *(Tech.)*
The saucy musical that gets the gravy!

You've got "BECAUSE YOU'RE MINE" *(Tech.)*
The show for which they stand on line!

You've got "PLYMOUTH ADVENTURE" *(Tech.)*
The Thanksgiving spectacle for a holiday clean-up!

And "MILLION DOLLAR MERMAID" *(Tech.)*
The Miracle Musical to celebrate New Years!

You've got "THE PRISONER OF ZENDA" *(Tech.)*
Another Action-Attraction from the "Ivanhoe" company!

And "THE BAD AND THE BEAUTIFUL"
The All-Star Triumph headed for the 10-Best list!

You've got "LILI" *(Tech.)*
The Picture of Enchantment!

You've got "ABOVE AND BEYOND"
The love story behind The Billion Dollar Secret!

You've got "THE NAKED SPUR" and "THE STORY OF THREE LOVES" and "SOMBRERO" and "NEVER LET ME GO" and more BIG ONES than there's space for!

YES LEO, YOU'VE GOT WHAT IT TAKES!

THE Independent FILM JOURNAL

Vol. 30 No. 8
November 1, 1952

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

elevision service was "certain" and that the purpose of the hearing was to find ways and means of accomplishing this end in harmony with the public interest. However, FCC chairman Paul Walker was quick to score the exclusive theatre telecasting of fights, pointing out that he was in receipt of many complaints from Congressmen and others expressing the concern of the public about not getting these events on their home elevision sets.

A story in Film Daily late this week quotes a highly placed FCC source that the Commission "as presently constituted will never allocate channels for theatre elevision;" that the FCC is subject to public and Congressional pressures and that "psychological factors" would work against the industry; and, finally, that the ndustry wants to ride TV to put free TV broadcasting ut of business.

By this time, the industry must not be surprised by this attitude. Like the 16mm. suit to force the sale of films to television, and the declaration of FCC policy more than a year ago, the industry is once again sampling evidence of the feeling currently prevailing in some high Government circles.

A new concept has been created and nurtured. It defies the American system of free enterprise. It has no regard for property rights. It thrives on intimidation. It decrees that anything capable of transmission over the airwaves properly falls within the public domain. It virtually clothes the public with a vested interest in all private entertainment businesses, which are required to serve as involuntary sugar daddies for their competitor. This is dangerous doctrine and it must be destroyed. Under this theory, it is within the realm of reason to force the fights, legitimate plays, circus, opera, rodeo and all other sporting events and exhibitions into home video channels.

More than a year ago, in the wake of the successful Robinson-Turpin telecast to theatres, short-sighted politicians quickly rose to defend the sanctity of the home television screen. They threatened all kinds of curbs on the embryo of theatre television. It remained for Jack Gould, TV editor of The New York Times, to say that instead of belittling theatre TV, the politicians might give it credit for letting a few extra thousands see the match which otherwise probably would not have been possible outside of the Polo Grounds.

The hearings will be resumed on January 12, 1953, for the concluding phase dealing for the most part with the non-technical side of the case. These false notions will undoubtedly be brought up again. That is the time they must be put to rest forever.

The Next Step

The next step in the campaign to repeal the Federal tax on movie admissions will take place following Election Day. If no pre-election commitments have been obtained from the candidates in a particular Congressional district—and apparently there are many such cases—it will now only be necessary to meet with the winning candidate. This does not make the job any easier.

It would be desirable for the new Congressman to be invited to a luncheon meeting with his exhibitor constituents, particularly those who can personally tell him their story of distress operation. A group presentation can be very forceful and a commitment obtained at such a meeting is irrevocable since the Congressman is on record. If a pre-election commitment has been obtained, it would still be a good idea to have a meeting with the new Congressman to congratulate him on his victory at the polls.

"Not Going To Die"

"RKO is a sick company but it is not going to die . . . If it dies, it won't die from the ailments it now has but from something contracted in the future."

Thus spoke Arnold Grant, board chairman of that company, in introducing his executive team to the trade press this week, following the much-publicized resignations from the RKO directorate. He pointed out that rumors of a dissolution of RKO assets for quick capital gains were nonsense and that the company intends to remain in the business of manufacturing films for sale in theatres.

Grant and his team are enthusiastic and confident of RKO's future. The are anxious to get on with the job. Under this fine leadership, RKO should regain its rightful place in the production and distribution of motion pictures.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

Grant Calls RKO Basically Healthy, Solvent; Presidency Remains Open

After many new assignments and unexpected happenings, Arnold M. Grant, chairman of the board of the new management of RKO Radio Pictures, indicated at two press conferences during the past fortnight that the company, in spite of its present red ink condition, "basically is healthy and in a good financial condition."

Admitting that he and his associates "have a sick company to make well," Grant optimistically predicted that "the patient won't die." "We have as enthusiastic and able a team as any organization," he said, "and with its youth, when it gets in the black, it should stay there for many years to come."

Vacancy To Remain

According to Grant, the post of president of RKO, vacated by the sudden resignation last week of Ralph A. Stolkin, will not be filled "for some time." The board, he explained, will not be properly prepared to select one until they have had more experience with the company. "There is the possibility of an interim president being appointed," he added, but pointed out that this was "just speculation" on his part.

Another alternative, Grant said, is to leave the post vacant as an incentive to the executives of the company. Any one who proved to be a standout would thus be rewarded.

Primary problem facing the new management, according to Grant, is to cut, and possibly stem, the weekly loss of $100,000 which the company has been incurring since last June. This objective, it is hoped, can be done by liquidating the inventory of 16 pictures through maximum efforts of the sales staff in New York and abroad, and by streamlining operations as much as possible.

Revivals Slated

The RKO backlog is comprised of RKO pictures and independently produced films. Grant said the company would be happy to acquire indie pictures to aid its income through distribution. "We will also use revivals where practical," he said, "since there is no inventory cost."

The next problem, Grant outlined, is to get production started in the Hollywood studio. But since the product of this operation wouldn't be available for distribution until nine months to a year, "we have decided to take our time in selecting the right man to head production." The first step, Grant said, "is to find a top production man and then build around him." The board chairman expressed the belief that it might take time to find this right man.

TV Survey Planned

A survey to determine the advisability of selling old pictures to television will be undertaken, Grant admitted, but that a final decision couldn't be reached in less than "a year to a year-and-a-half."

With the appointment of most key posts, Grant said, "We are now pleased that over the next three years these executives will do not only the equal but better than those in most companies." He added, "If we have as able a staff on the production end, I'll feel RKO will be doing fine."

Grant said that only he and Arnold Picker, vice-president in charge of sales and distribution, have contracts. He pointed out that the responsibility for all decisions was his.

Stolkin also resigned his position as a member of the board of directors. Together with disclosure of his resignation came the announcement that A. L. Koolish and William Gorman resigned as board members. Koolish is Stolkin's father-in-law.

Remaining as board members are Grant, as chairman; William H. Clark, treasurer; Corwin, vice-president and representative of the board at its studio; Edward G. Burke and Gordon Youngman.

In submitting their resignations, the retiring officers and directors stated: "Our only interest in acquiring stock . . . was our belief that the company can be, under able and independent management, brought to the full realization of its great potential.

"We recognize that a volume of unfavorable publicity directed against us as individuals has or can be damaging to the company. Consistent with our original intent of doing that which is best for the company, and for that reason only, we have submitted our resignations."

"Journal" Story Noted

The above statement was made following publication of a series of articles about the Stoklin syndicate in "The Wall St. Journal."

An additional series of personnel changes also became effective as reorganization continued. Philip H. Reisman resigned as foreign sales manager to become vice-president of Joseph P. Kennedy Industries. Reisman will, however, act as a consultant to RKO in line with that firm's requirements.

Reisman's post was filled by Alfred Crown, who immediately assumed duties with Robert K. Hawkinson as his foreign administration manager. Crown was vice-president in charge of world-wide sales for Samuel Goldwyn.

Terry Turner, director of exploitation, resigned, effective last week, and was succeeded by Leon Brandt, national director of advertising, publicity and exploitation for Lopert Films. Brandt begins his duties Nov. 3.

S. Barret McCormick will leave the company in several weeks as advertising director. He has served with RKO for 20 years.

(*Continued on page* 16)

Goldwyn Signs Mochrie As Vice-President

Hollywood.—Samuel Goldwyn announce this week that he has named Robe Mochrie as vice-president of Samuel Gol wyn Productions, Inc. Mochrie, a form vice-president in charge of domestic di tribution for RKO, will assume his ne duties immediately upon his return fro the Coast following meetings with Goldwy and James A. Mulvey, president.

Nine RKO Films For Five Months

Nine productions have been set for di tribution by RKO Radio Pictures during th next five months, Charles Boasberg, gener sales manager, announced this week. R lease and pre-release engagements start this week and continue through February.

"In all my years with RKO, I have nev had the privilege of merchandising a stron er concentration of product set for relea during so short a period of time," Boasbe stated.

"Androcles and the Lion," Gabriel Pasca interpretation of George Bernard Shaw comedy, went into national release this wee

Other pictures, and release dates, ar "Montana Belle," Trucolor outdoor dra starring Jane Russell, Nov. 11; "Face Face," Huntington Hartford's omnibus m tion picture, Nov. 14; "Blackbeard t Pirate," Technicolor, Dec. 25.

More Dates Set

Samuel Goldwyn's Technicolor producti of "Hans Christian Andersen," starri Danny Kaye, Jeanmaire, and Farley Gra ger, will have several pre-release engagemen during Christmas. World premiere tak place Nov. 24 at the Criterion Theatre New York, and film will play a joint engag ment at the Paris Theatre, New York, sta ing Nov. 25.

"Never Wave at a Wac," Independe Artists production, will be released Jan. 1 "The Bystander," starring Robert Mitchu and Jean Simmons, Jan. 23; Walt Disne "Peter Pan," Technicolor all-cartoon featu will be pre-released in several key situatio on Feb. 13; "Beautiful But Dangerous Feb. 27.



Key personnel of the newly-reorganized RKO Radio Picture Company were introduced to th press by Arnold Grant (left), chairman of the board. (Left to right) seated: William Clark, treasurer Al Crown, foreign general manager; Charles Boasberg, general sales manager; Walter Branson assistant sales manager. Standing: Harry Pimstein, assistant to Grant; Robert Hawkinson, foreig administrative manager; William Zimmerman, legal department; and Garrett van Wagne comptroller.

Plight Of Indies Seen Responsible For Cole's Stand

Alarmed and surprised at the nature of he request made by Col. H. A. Cole—to ave Allied officials withdraw from duties ot directly concerned with exhibition—vari-us Allied States units, together with Na-onal Allied, this week rallied to the support f the co-chairman of COMPO's Federal tax epeal campaign.

A National Allied pre-convention bulletin, ritten by Abram F. Myers, general counsel nd board chairman, claimed that the Colo-el, due to his request, has been accused of engaging in a hollow gestnre as ballyhoo or Allied's 1952 convention," scheduled for Jov. 17-19 at Chicago's Morrison Hotel.

In all likelihood, Col. Cole's request will e taken up at the confab. The National bul-etin noted that implicit in it was the fact hat by spreading themselves thin, many llied leaders cannot now devote all their ime and attention to the "present desperate ondition of the independent exhibitors and he treatment being accorded them by the lm companies."

Companies Kept Silent

The seriousness of the situation on which he Colonel sought to focus attention, the ulletin noted, was recognized only by one rade paper, "Harrison's Reports," and not single film company executive.

The bulletin stated: "With grosses in an-ther tailspin following last summer's en-ouraging recovery, one might expect to find ll industry elements united in a supreme ffort to pull the movie business out of the urrent depression, intact."

The situation today, the bulletin charged, s packed with an unprecedented number of re-release pictures sold on terms which re-uire hiked admissions; an unprecedented umber of "must" percentage films, and a ike number of demands for extended play-ime or preferred playdates, together vith unprecedented "all-around gouging."

The bulletin stated that "it is a very seri-us matter when exhibitors report that they re not benefiting and cannot benefit from he current crop of good pictures, and must leny their patrons the privilege of seeing hem. because they cannot possibly afford to exhibit them on the terms demanded—serious for the exhibitor, serious for the distributor and serious for the public."

Snaper Follows Through

Backing up the bulletin's charges was a statement from Wilbur Snaper, National Al-ied president, that appeared in the latest service bulletin of Independent Theatre Own-ers of Ohio:

"Too . . . much time has been spent by your national officers in trying to work out a system in co-operation with distribution. This office has been deluged by individual complaints to the point that it is impossible for anyone, or even a group of men, to han-dle the problems that have arisen in the past 6-8 months."

Snaper charged that discrimination is still rampant, laws are still being evaded, and "dictatorial, oppressive tactics are being used by many distributor representatives." He said he believed it will be necessary to "lift the manhole from the sewer and let the nostrils of our industry realize the stench that is being covered up at the present time."

Suspend Theatre TV Hearings As Industry Witness Withdraws

WASHINGTON.—The first phase of the FCC hearings which are designed to determine whether motion picture industry interests are to secure television channel allocations for closed-circuit big screen television operations came to a rather sudden close this week.

Termination came about when the MPAA-NETTC witness who was expected to give the most interesting testimony to date was withdrawn from the stand with only a puzzling explanation offered. The witness was Manfred Toeppen. He was supposed to relate complicated cost figures into a reasonably understandable presentation of just what it would take in the way of money to start and operate a theatre TV network. He was withdrawn with an industry statement to the effect that his exhibits were not complete.

The hearings resume Jan. 12 and will be more on the order of regular proceedings, with witnesses, cross-examination, opposition witnesses, etc. The phase just concluded was merely a presentation of highly technical engineering problems in connection with theatre video.

Technical Figures Given

Figures presented at last week's session covered technical equipment and operating costs, as well as installation and maintainence costs, together with related subjects. They covered the entire range and were not correlated to give a picture of what a theatre TV service would actually cost in dollars and cents.

Key witnesses late last week were Stuart L. Bailey and Frank McIntosh, for NETTC and MPAA, respectively. They gave groundwork cost figures which were opposed by Ernest North, long lines counsel for American Telephone and Telegraph Co.

Objected to in Bailey's testimony was a detailing of costs for an inter-city trunk system. North wanted acceptance put off until the witness could be cross-examined in January. North's position was acceded to by the FCC. The same ruling was given when McIntosh gave testimony.

From the proceeding battle, it appeared virtually certain that when January hearings begin AT&T would make a strong effort to break down the industry's cost figures.

It was considered certain that the industry figures would be well under those of AT&T for the same service, if and when AT&T provides the industry with figures for a theatre TV service of required quality using AT&T common carrier facilities.

Percentage Error Cited

Regarding the Toeppen question, an industry spokesman said that there was an error of five percent on the fourth page of his 300-page presentation, and that this cost error carried over into all remaining calculations.

He said that this was the reason for withdrawing Toeppen until the Jan. 12 hearings get underway. He denied a comment from some quarters to the effect that the industry preferred not to give AT&T the extra months in which to study the figures for defects.

Other industry sources revealed that industry cost studies indicated it would cost $3,300,000 to construct a relay system from New York to Washington, and an extra $650,000 to build program source links.

Cost of a Washington intra-city theatre TV network was estimated to run $1,500,000. No other cities were surveyed, the sources added, but the New York to Washington relay would be expected to serve en route Trenton, Philadelphia, Atlantic City, Reading, Allentown, Wilmington and Baltimore.

Same sources said it would probably cost between $50-60,000,000 to build the network with service at least to all indoor theatres within the limits of the nine cities.

Operating costs based on a phenomenally rapid three-year amortization period would run $1,600,000 per year for the intercity hookup, $580,000 per year for the Washington intra-city network, and $250,000 per year for the program source links, it was estimated.

Since it is figured that all construction costs under these totals would be paid off in the first three years, operating costs would be far below these levels starting with the fourth year.

Raibourn Testifies

At earlier sessions last week, Paul Raibourn, Paramount vice-president and head of Paramount Television Productions, endorsed a theatre TV system using a 10 megacycle band width to transmit an image based on 735 scanning lines—as compared to the 525-line, six megacycle system for ordinary black-and-white TV reception.

Raibourn explained that industry experts "do not feel that these standards of performance proposed for this TV system equal 35mm. quality, but in our opinion, represent a suitable compromise of all the factors to allow competitive images on the motion picture screen."

Raibourn added that five years of Paramount research had as its "basic technical objective" the achievement of "TV pictures that will compare favorably with 35mm. films."

RKO Executives Honored By ITOA At Luncheon

A record turnout of exhibitor leaders was present at a testimonial luncheon this week honoring RKO Radio Pictures' executives Arnold Picker, Charles Boasberg and Walter Branson, tendered by The Independent Theatre Owners Association of New York, at the Hotel Astor.

Dais guests included: Theodore Black, Harry Brandt, Leo Brecher, William H. Clark, Richard Condon, S. H. Fabian, Charles J. Feldman, Emanuel Frisch, William J. German, Morey Goldstein, Arnold M. Grant, Harry M. Kalmine and Herman Levy.

Also, Maury Miller, Walter Reade Jr., Sam Pinanski, Sam Rinzler, Herman Robbins, Fred J. Schwartz, Sol A. Schwartz, Al Schwalberg, Spyros S. Skouras, Wilbur Snaper, Solomon Strausberg, Joseph Vogel, Richard F. Walsh, David Weinstock and Milton C. Weisman.

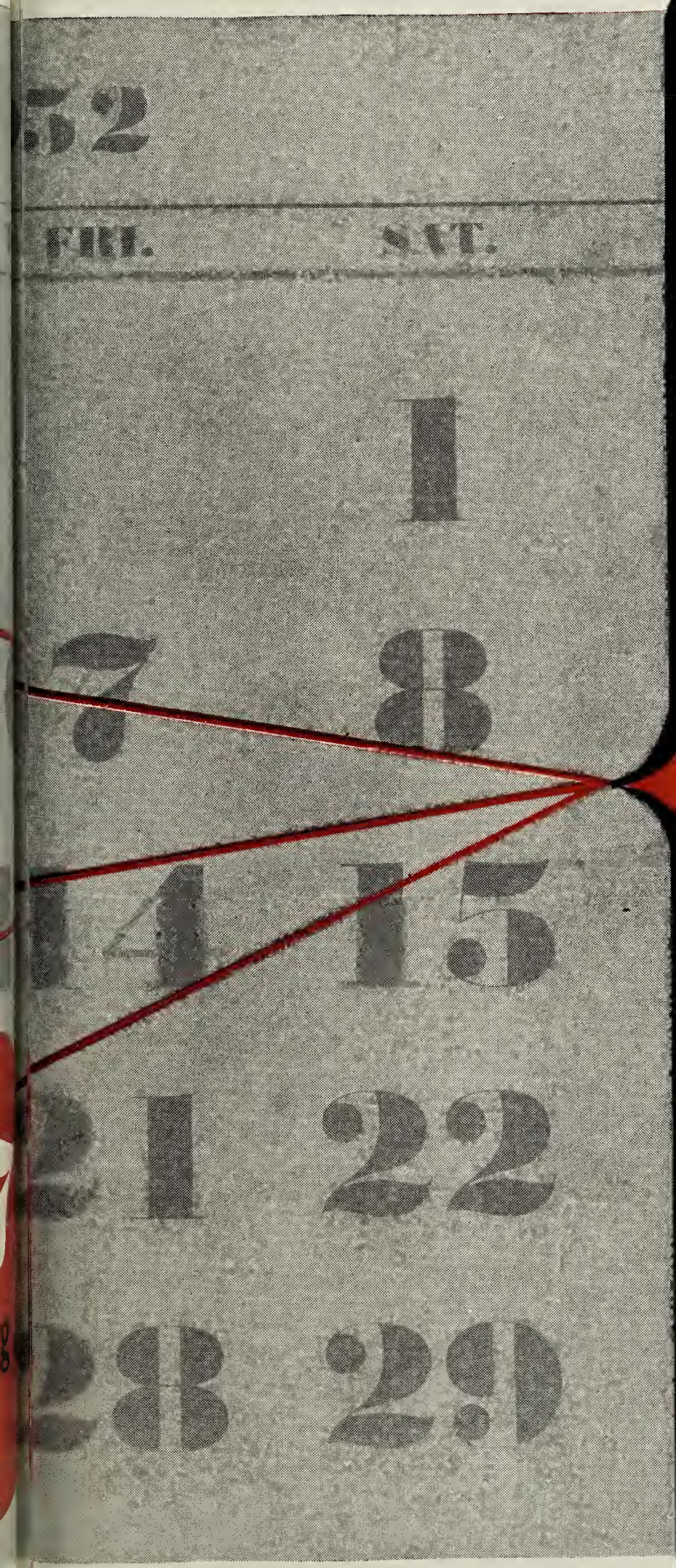
More Holiday Playing Time In
And Paramount Has The Pict



BING CROSBY · BOB HOPE · DOI

THEIR NEWEST AND FUNNIEST '

ember Than Any Other Month...
That Can Cash In On It Best!



THE TURNING POINT

THE SAVAGE
Color by Technicolor

Cecil B. DeMille's
THE GREATEST SHOW ON EARTH
Color by Technicolor

JUST FOR YOU
Color by Technicolor

Perlberg-Seaton's
SOMEBODY LOVES ME
Color by Technicolor

SON OF PALEFACE
Color by Technicolor

Hal Wallis'
JUMPING JACKS

UR in **ROAD TO BALI**

FIRST IN Color by TECHNICOLOR.

Revised Arbitration Draft Seen Getting Approval of Exhib Groups

The revised draft of an industry arbitration system was the subject of study this week by the leading exhibitor organizations of America. Leaders of these associations, through direct and indirect statements, were seen to be in agreement with the major issues set forth in the distributor version of the draft. Action, however, was not forthcoming in any circle.

Most positive reaction to the revised draft was expressed by Alfred Starr, Theatre Owners of America president. Starr told the trade press that he is in favor of a meeting among all parties at which consideration could be given to some minor changes TOA would desire in the existing draft.

Claims Draft Discussed

Starr said that excepting a few matters TOA feels in need of change, "the basic mechanics of operation and the substance have remained almost intact." The draft, Starr added, had been discussed by "available" members of the TOA arbitration committee.

Lukewarm response was accorded the draft by Abram F. Myers, National Allied Board chairman and general counsel. Myers, who drew up the original arbitration draft, noted this week that it would probably be some time before he could give comment on the revised draft.

The Allied general counsel claimed that he had not as yet read the revised draft, but would go over it in great detail and confer with Allied's arbitration committee prior to releasing a statement.

Myers Gives Talk

A week earlier, in Detroit, Myers told the Allied Theatres of Michigan convention that an arbitration plan will be intra-industry and not manned from the outside. His speech was taken as a forecast of the final form of an arbitration plan.

Meanwhile, official endorsement of the ultimate plan which the TOA arbitration committee would agree on was given by the MPTO of St. Louis, Eastern Missouri and Southern Illinois; Theatre Owners of Albany and Motion Picture Exhibitors of Florida.

TOA's general counsel, Herman M. Levy, told the annual convention of the Florida unit that he is confident that arbitration is a reality. "It is here, and will stay here, despite attempts at sabotage by certain shortsighted individuals. You see, the principle of arbitration is a much stronger force than the people against or for it," he said.

Plan Explained

Levy stated that the plan currently provides for arbitration to be in existence for a period of 18 months. "During that time the National Administrative Committee, which is to be the parent, guiding organization, and on which it has been agreed, exhibition will have more than a majority representation, will, I am certain, watch diligently for points of weakness and of strength in the system as it functions, with the object in view to see to it that the former may be eliminated, and the latter, expanded."

Levy added that the plan will be "at its best, of course, when the scope of arbitrability has been broadened to offer an avenue of relief for every grievance, large or small. This is not to be taken as a basis of inference that the proposed plan will be restricted to its uses. Far from it."

Levy said that arbitration, when practiced, would cost the exhibitor less than $100 to settle a general problem. He noted that the plan, as it now stands, "will be the greatest boon to the 'forgotten man' of the industry, the small independent exhibitor, who hitherto has had difficulty finding a willing ear to listen. . . ."

Also in receipt of copies of the revised draft are Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association of New York and Western Theatre Owners. Each will act on the draft at the forthcoming or special meetings.

Draft Study Pledged

Myers, in his Michigan talk, gave indication that National Allied will give full study to the practicality of every aspect of the revised draft. He said that if a system of arbitration is instituted, issues growing out of competitive bidding will be discussed in detail of record.

Myers expressed the view that interest in arbitration on the part of both film companies and distributors has declined in recent months. He warned theatremen that they should be ready for responsibility in the event that they are called upon to served on committees to set the system into proper operation at the local level.

He stated a belief that the new system will stress speed, with lawyers not interested in cases involving only clearance or the question of whether two distributors have violated the rules of competitive bidding.

MPEF Convention Okays Principles of Arbitration; 'Movietime Florida' Starts

JACKSONVILLE.—Motion Picture Exhibitors of Florida have unanimously resolved in favor of the principles of arbitration for the industry and approved and further endorsed the plan of arbitration ultimately to be concurred on and passed by Theatre Owners of America or by its arbitration committee.

Resolution was a main point of the fourth annual convention last week of MPEF. Also highlighting the convention was the inauguration of a "Movietime in Florida" celebration. Six Hollywood personalities were present for a week of local touring.

Cumbaa Elected

Elected president of the MPEF for the coming year was Bill P. Cumbaa, Leesburg, Fla. Horace Denning and Bob Cannon were named first and second vice-presidents, respectively; B. B. Garner, treasurer, and Pete Lucas, secretary. New chairman of the board of directors is Maurice Hensler, past president.

New directors are Mitchell Wolfson and Hugh Martin, Sr. New committee chairmen are B. B. Garner, finance; Lamar Sarra, legislative; Nat Williams, conciliation, and Mark Chartand, public relations.

It was announced at the close of the confab that Florida State Theatres, largest circuit in the state, had joined the organization.

L. B. Mayer Heads Cinerama Board; Stock Sale Active

Louis B. Mayer has assumed duties a chairman of the board of directors c Cinerama Productions Corp., producers c motion pictures for projection on a larg curved screen in three-dimensional effect. I his new post, Mayer will supervise produ tion in association with Merian C. Coope general manager in charge of the Cineram Corp. production program.

Appointment of Mayer was announced b Dudley Roberts, Jr., president of the co poration. Mayer succeeds Lowell Thoma who becomes vice-chairman, a post fro which he will continue active participatio Mayer will supervise also the expansion c exhibition. He will divide his time betwee New York and Hollywood, where Cineram headquarters will soon be opened.

Cinerama Lauded

In accepting his new post, Mayer said "Cinerama is as new and challenging a sound was. It opens a whole new world t us."

Reportedly enthused about a future fo Cinerama projection were booth operator The projection requires the services of 1 members of the IATSE New York Proje tionists Local 306 at the Broadway Theatr where the exhibition of "This Is Cinerama is taking place. Combined weekly salari come to about $2,000, it was disclose Weekly gross at the Broadway is said to b about $35,000 on a reserved-seat policy.

Meanwhile, over-the-counter securities c Cinerama, Inc., firm controlled by Cineram Productions Corp., created a minor sensatio by rising and falling in quick succession o the market during the past two weeks.

Stock Changes Noted

The rise began immediately after favo able reviews of "This Is Cinerama" ap peared in the daily newspapers. Cautionar action by brokers in New York and Bosto was largely responsible for the decline.

It was made known that the compan would have to gross $35,000,000 before could show dollar earnings. Cinerama share in exhibition receipts is said to rang from 25 to 10 percent, with aggregat receipts touching $1,000,000.

"Movie Guide" Directory Set In "News" By ITOA

A "Movie Guide" classified directory c motion picture theatres in the Metropolita New York area will appear beginning th Sunday in the "News," daily and Sunda paper, it was disclosed this week by the In dependent Theatre Owners Associatio New York. Arrangements were set for th "News" as have been for the "Post" an "Mirror" by the ITOA business promotio committee.

The new listing will have a run-of-pape position and appear under the heading "Your Neighborhood Movie Guide, Clip an Save." It will extend across the five columr of the daily. Rates are $13 for houses i Manhattan, Bronx and Staten Island; $9.8 for Brooklyn; $6.80 for Queens, and $ for Nassau.

Zanuck Denies Rumors About Leaving Fox

arryl F. Zanuck, 20th Century-Fox vice-ident in charge of production, has de-ie rumors that he will leave the company r ake pictures independently.

. a statement released last week, he said: A the largest single stockholder in the .. company my interests are concen-ra d exclusively with this studio and will o deviate for the 17 years that my con-ra t calls for.''

nuck added that no basis exists for u ors of his leaving 20th-Fox or filming a pendently. He pointed out, however, h he can elect to change his status from c e production to an advisory capacity.

3,000,000 Asked n Exhib Actions

oston. — Three sets of exhibitors have l anti-trust suits in District Court here o lling $3,000,000 in damages demanded of h majors and various eircuits. George S. y n, attorney, entered all three suits.

ne action, brought by Walter E. Mitchell f the Morse Theatre, Franklin, Mass., a es as defendants the RKO Rhode Island o .; New England Theatres, Inc.; Inter-te Theatres Corp., and the eight majors n Republie. Combination and eonspiraey o estrain and monopolize by maintaining l al strueture of runs, elearanees and ad-m ions is eharged.

Second Suit Brought

econd suit brought by Herbert I. Brown o himself and for Louis Rosenzweig in b lf of the Vietoria Theatre, Greenfield, M s., names as defendants Western Massa-h etts Theatres, M. A. Shea Corp., the m rs and Republic. Conspiracy beginning o r to 1934 is charged.

hird suit was filed by Park Neponset C o. of the Park Theatre, East Walpole, M s., against Philip and Riehard A. Smith o Smith Management Co.; George A. Giles C M&P Theatres Corp.; New England T atres, Ine.; Publix Netoco Theatres C p.; Ameriean Theatres Corp.; Loew's B ton Theatres Co.; Keith Mass. and RKO T atres; all first run Boston operators, the m ors, Republic and Monogram. Complaint h ges all as engaged since 1946 in a combi-n on and eonspiracy in restraint of trade.

NBC Radio Spots Boost New York City Theatres

tation WNBC, key radio station of the N C network, in furtherance of the mutual p motion paet with the Organization of the M ion Picture Industry of the City of N York, started last week to present a sp t announcement during the afternoon fo ball broadcast eaeh week promoting a outstanding aetion film to listeners.

ommeneing each week, theatres in the m ropolitan area will begin to display sp ially prepared posters and to exhibit sp ially prepared trailers urging theatre a iences to listen to Skiteh Henderson's p grams on WNBC and WNBT for recom-m ded current and popular films to be s at the neighborhood theatres.

Wald Signs Pact As Columbia VP, Production Head

HOLLYWOOD. — Rumors which have been circulating for the past six months regarding the future connections of producer Jerry Wald eame to an end this week with the announcement that he had become a viee-president of Columbia Pictures Corporation and the executive producer of Columbia Productions. Harry Cohn, president of Columbia, who made the disclosure, added that the deal was arranged in a long-term contract.



Jerry Wald

Wald authorized the following statement: "The making of a film depends upon many mature minds working toward a single objective . . . entertainment that will reach the minds and hearts of a world audience. This opportunity of allying myself with Columbia is one which excites me greatly and fills me with limitless enthusiasm."

Wald Lauded

Cohn commented: "I have, for some years, reeognized Jerry Wald as a vital force in the forward progress of the motion picture medium. His experience and his creative talent will be an important and valuable addition to Columbia."

Wald, 40 years old, is a veteran of 20 years in the industry. Starting as a writer at Warner Bros., he has won the Irving Thalberg Memorial Award of the Academy of Motion Picture Arts and Sciences, and has produeed such successes as "Johnny Belinda," "Key Largo," "Mildred Pierce" and most recently, "The Blue Veil," "Clash by Night" and "The Lusty Men."

Returns From Abroad



Silas F. Seadler

Excellent business in the international market was aseribed to M-G-M by Silas F. Seadler, advertising manager, upon his return from an extended trip abroad last week. One of the eountries doing top M-G-M business is France, Seadler said. Other countries visited were Italy and Spain, where a new studio is being eonstructed to deal exclusively with voice and sound syncronization, he added.

Seadler this week was named the new chairman of MPAA's advertising and publicity directors committee. He suceeeds Charles Simonelli, eastern ad-publicity manager and national exploitation chief of Universal. The eommittee chairmanship is a rotating post involving a minimum tenure of six months.

Simonelli, who served as chairman for the last nine months, won a unanimous vote of thanks from the committee for his able guidance of the group's activities since the first of the year.

Gregory Stresses Patron's Comfort



Attending the 17th annual fall meeting of Alliance Theatres at Indianapolis were (l. to r.): Irving Long, Fourth Ave. Amusement Co., Louisville; Tom Harmeson, Anderson Drive-In Theatres; Matt Welsh, Vincennes, Ind.; Sam Neall, Kokomo, Ind.; Dee Long, Fourth Ave. Co.; S. J. Gregory, Alliance executive vice-prexy and general manager; William Welsh, Vincennes; P. J. Dee, prexy; J. B. La Plante, associate in Vincennes, and Robert George, associate in Logansport, Ind.

INDIANAPOLIS. — Pleasing surroundings and upkeep in theatres has a tendency to invite the public into the theatre, it was pointed out bv S. J. Gregory, executive vice-president and general manager of Alliance Theatres, at the circuit's 17th annual fall meeting here reeently. Purpose of the meet was to distribute awards for the 16-week drive held annually within the eireuit. Approximately $15,000 in cash awards was distributed to winning managers by Gregory.

In line with keeping theatres modernized, Gregory told an audience of managers, assistants, associates and home offiee personnel that during 1952 the eorporation completed a furbishing program that eost approximately $1,500,000 over a three-year period.

Gregory, in dealing with expansion, disclosed that the firm had acquired the Embassy Theatre, Fort Wayne, which he called one of the largest in the state. He said the theatre will open after remodeling.

Ruffin Succeeds Solomon

MEMPHIS.—W. F. Ruffin, Jr., Covington, this week succeeded Jay Solomon as Tennessee Theatre Owners president. Elected vice-presidents were J. A. West, Earl Hendrew and Cowan Oldham. Emil Bernstecker was named secretary and Charles A. Simpson, treasurer. Solomon was elected national Theatre Owners of America director.

Staff Reviews

"Androcles and the Lion"

(RKO) 98 Min.

Cast: Jean Simmons, Alan Young, Victor Mature, Robert Newton, Maurice Evans, Elsa Lanchester, Reginald Gardiner, Gene Lockhart, Alan Mowbray, Noel Willman, John Hoyt, Jim Backus, Lowell Gilmore.

Credits: Presented by Gabriel Pascal; Produced by Pascal; Directed by Chester Erskine; Screen adaptation by Erskine and Ken Englund; From the play of the same name by George Bernard Shaw.

A rare commercial accomplishment has been achieved in this screen version of George Bernard Shaw's comedy-drama, "Androcles and the Lion." By a careful blending of urbane and literate Shaw dialogue with exciting visual spectacle and sex, plus a cast of box office and distinguished names, this Gabriel Pascal production should acquire strong grosses from both the average movie-goer and the discriminating film patron. Expert acting, down to the mere bit parts, projects tongue-in-cheek humor against an ever-present background of serious and straight drama. The revealing scenes of the vestal virgins in their bath, and the encounters to the death in the Colosseum offer about the best type of exploitation for this incident of Christians in the ancient days of Rome.

STORY: While fleeing from Roman soldiers who are rounding up Christians, Androcles, Alan Young, a tailor, and his wife, Elsa Lanchester, find an injured lion. Young helps the animal, who responds kindly. Captured, Young is taken with other Christians, including Jean Simmons and Robert Newton, a super-strong warrior, to Rome to be fed to the lions. Capt. Victor Mature, in charge of the group, falls in love with Jean and asks her to save her life by renouncing her religion. She refuses. In the Colosseum, Newton's powers as a warrior impress Caesar, Maurice Evans, and he releases all the Christians. But the crowd has been promished a show and Young is sent to face the lion. The animal turns out to be the one Young helped and the lion dances with him. Evans gives Young his freedom too.

"Plymouth Adventure"

(M-G-M) Technicolor 104 Min.

Cast: Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, Lloyd Bridges, Dawn Addams, Rhys Williams, Barry Jones, Noel Drayton, John Dehner, Tommy Ivo, Lowell Gilmore.

Credits: Produced by Dore Schary; Directed by Clarence Brown; Screen play by Helen Deutsch; From the novel by Ernest Gebler.

Set for release during the Thanksgiving Holiday period, this colorful tale of the trip of the Pilgrims to the new world should rack up a bounty of grosses wherever it plays. In sparkling Technicolor and with a top-name cast, "Plymouth Adventure" will receive the added benefit of a strong publicity and advertising campaign. With realistic incident, the picture follows the organization of the Pilgrims in England, their false start and finally the harrowing trip across the Atlantic. Credibility of the presentation is weakened by an artificial and unconvincing romance between Spencer Tracy, as an overly-cynical sea captain, and Gene Tierney, wife of one of the Pilgrim leaders. Scenes aboard the boat during a wildly-lashing storm are thrilling and exciting, making what comes after seem anti-climactic.

STORY: Spencer Tracy is captain of the Mayflower, a ship which has been chartered to take a group of political and religious refugees and tradesmen to Virginia to establish a colony. Tracy, cynical about the people and their motives, doesn't care when Rhys Williams, representing the company financing the trip, orders him to land at Cape Cod. Williams has a plan to make money. Leaving in two ships, the Pilgrims are forced back to England when one boat has trouble. Tracy agrees to take them all across in his ship. During the perilous trip, he continues to be nasty to everyone, but makes advances to Gene Tierney, wife of Leo Genn, a religious leader. Gradually Gene responds, but when they reach Cape Cod she commits suicide because of her attraction to Tracy and her loyalty to Genn. Won over by the courage of the Pilgrims and understanding their faith, Tracy keeps his ship at dock throughout the winter to give them protection while they build their settlement. The Pilgrims give Tracy their thanks and he returns to England.

"Bloodhounds Of Broadway"

(20th-Fox) Technicolor 90 Min.

Cast: Mitzi Gaynor, Scott Brady, Marguerite Chapman, Mitzi Green, Michael O'Shea, Wally Vernon, Edwin Max, George E. Stone, Henry Slate, Richard Allan, Ralph Volkie, Charles Buhinski, Timothy Carey.

Credits: Produced by George Jessel; Directed by Harmon Jones; Screen play by Sy Gomberg; Adapted by Albert Mannheimer.

A pleasant and entertaining balanced Technicolor musical, this contains no big stars but has more of a story line than usual, and some deft comic touches. Songs and dances are smartly styled and delivered with zest and appeal by Mitzi Gaynor, Mitzi Green and youngster Sharon Baird. The story concerns the operations of several Damon Runyon-like characters involved in bookmaking on Broadway. Much of the comedy thus has an urban slant, but Miss Gaynor portrays a backwoods girl whose honesty and simplicity win her a man despite the lures of big city nightclub singer Marguerite Chapman, a time-tested solution to satisfy the non-urban audience.

STORY: Scott Brady, a Broadway bookie, flees a criminal investigation. His girl friend, Marguerite Chapman, testifies falsely and the investigation is dropped. Brady returns with Mitzi Gaynor who saved his life. Her evolution from a simple backwoods girl into a performer of beauty and talent doesn't please the jealous Marguerite. She goes to detective Michael O'Shea, a boyhood pal of Brady's who is appointed to get evidence for a new crime commission. Brady hides out in town but is tracked down by Mitzi and her backwoods bloodhounds. She convinces him to give himself up, inform on his higher-ups, and serve a year in jail. The finale finds Brady and his former colleagues employed gainfully in the nightclub at which Mitzi is the star performer.
nei.s.,apmsskhina

"It Grows On Trees"

(Universal-International) 84 Min.

Cast: Irene Dunne, Dean Jagger, Joan Evans, Richard Crenna, Edith Meiser, Sandy Descher, Dee Pollock, Les Tremayne, Malolm Lee Beggs, Forrest Lewis, Frank Ferguson, Bob Sweeney.

Credits: Produced by Leonard Goldstein; Directed by Arthur Lubin; Story and screen play by Leonard Praskins and Barney Slater; From the Cosmopolitan Magazine story.

Continuously engrossing is this fast-moving and spirited comedy-fantasy about a family that discovers money growing on trees. Director Arthur Lubin, a master of whimsy with his "Francis" the mule and "Rhubarb" the cat pictures, has created the same light-hearted and exploitable atmosphere for the basic situation in "It Grows On Trees." Fortifying merry doings are the box office names of I Dunne and Dean Jagger. Their performa as the married couple blessed with the gi trees are solidly comic and should be gre with warmth and laugher by family audie Patrons at the RKO 86th St. Theatre, N.' where the film was sneak previewed, chuc throughout the proceedings, obviously ca along by the sustained whimsy of this en tainment

STORY: Although Irene Dunne and Dean ger have enough money to keep their chil in clothes, they are hard-pressed at provi them with luxury items. After Irene indu in a bit of luxury by buying two trees, five ten dollar bills mysteriously begin to tur around the house. Irene wants to spend it Jagger decides to give it to the police. I then claims the money at the station h Soon she discovers that the trees are bloor with money. She gathers the bills and be refurnishing the home while Jagger is a Coincident with his return, the money be crumbling like dead leaves and the governm men investigate. The story gets national licity and it is proven that the trees do g money. The government then confiscates trees and Jagger's home returns to normal til Irene comes home with an antique l which gives rise to a geni.

"Eight Iron Men"

(Columbia) 80

Cast: Bonar Colleano, Arthur Franz, Lee Ma Richard Kiley, Nick Dennis, James Griffith, Moore, George Cooper, Barney Phillips, Robert ols, Richard Grayson, Douglas Henderson, Castle, David McMahon.

Credits: A Stanley Kramer Production; Produce Stanley Kramer; Directed by Edward Dmy Screen play by Harry Brown; Adapted from play, "A Sound of Hunting."

"Eight Iron Men" is another strong e from Stanley Kramer, which, though it do boast any star names of importance, wil okay business once the word-of-mouth around. This war drama shows the relation between eight soldiers on a front line detai a realistic manner which abounds in hu drama, suspense and pathos. It is also a ve studded with top-notch performances. Stan is Bonar Colleano, who has appeared with success in quite a few films made in Engl and who, in this, displays a magnetic pe ality and outstanding ability. Arthur F Lee Marvin, Richard Kiley, Nick Dennis, Moore, Richard Grayson, James Griffith George Cooper all turn in expert characte tions, while Mary Castle, whose eye appe great, handles her assignment with charm grace. The exploitation possibilities for se this one are very apparent.

STORY: A three man reconnaissance pa composed of Arthur Franz, James Griffith George Cooper, is trying to locate an e machine gun. Cooper is pinned down by gu Franz and Griffith are forced to return to base, a shell-torn house. Here they pass o word about Cooper's predicament to their dies, Lee Marvin, Richard Kiley, Dick M Nick Dennis and Bonar Colleano. They given the news that the company is going being replaced by a fresh unit. The seven diers decide that they want to get Cooper. when they ask Capt. Barney Phillips, h fuses to let them go after their buddy. H lieves it a dangerous risk. Marvin, Kiley Moore disobey Phillips' orders and go Cooper. They return unsuccessful, unable t lence the gun. Colleano, who is looked up the company goldbrick, sneaks out, and re Cooper.

See Your Congressman On Tax Repeal

"The Steel Trap"

(20th-Fox) 85 Min.

Cast: Joseph Cotten, Teresa Wright, Jonathan Hale, Walter Sande, Eddie Marr, Carleton Young, Katherine Warren, Tom Powers, Stephanie King, Aline Towne, Hugh Sanders, Marjorie Stapp, Bill Hudson.

Credits: Presented by Thor Productions; Produced by Bert E. Friedlob; Directed and written by Andrew Stone.

"The Steel Trap," an independent effort by Bert Friedlob's Thor Productions, comes across as an absorbing melodrama boasting valuable names for the marquee. Picture seems sure to make a good account of itself all the way down the line. In spinning the adventure of an average family man who makes a big try at stealing a million dollars, the film has been plotted to make the most of suspenseful and exciting situations. A novel ending, in which the stolen money is returned before its loss has been detected, imparts something different to the story, but at the same time leaves the morality of the picture open to question.

STORY: Joseph Cotten, junior bank executive, after years of faithful service gives in to the temptation to steal $1,000,000. He makes plans to hideout in Brazil since there are no extradiction laws between that country and the U. S. He tells his wife, Teresa Wright, that he is being sent on a secret mission by the bank. She agrees to go with him, but leaves their daughter at home. Cotten steals the money on a Friday, just before the bank closes, knowing its theft won't be discovered until Monday. He and Teresa fly to New Orleans for a plane to Brazil. They miss it because of bad weather and then when the contents of his bag is revealed. Since no theft has been reported and there is no evidence, Cotten cannot be held. But Teresa suspects him and when he admits his guilt, she returns home. Alone and without his loved ones, Cotten returns to the bank on Monday morning and places the money before any one can see that it is missing. Cotten then goes to his home and his wife and child.

●

"Thunder in the East"

(Paramount) 98 Min.

Cast: Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet, Cecil Kellaway, Mark Cavell, John Abbott, Philip Bourneuf, John Williams, Charlie Lung, Leonard Carey, Nelson Welch.

Credits: Produced by Everett Riskin; Directed by Charles Vidor; Screen play by Jo Swerling; Adaptation by George Tabori and Frederick Hazlitt Brennan; From the novel by Alan Moorehead.

A cast of strong names should give "Thunder in the East" its strongest attraction at the box office. Its story of impending fury as the British quit India and a small province is left to the mercy of a murderous band maintains suspense and takes time for romance. While the legion of Alan Ladd fans may want for more action by their man, he is properly heroic throughout the crises. Picture has been on the shelf since 1951.

STORY: When India gains its independence and the British troops leave, the province in which Charles Boyer is advisor to the Maharajah is threatened by an attack from rebels. Alan Ladd, an adventurer, flies in to sell guns and munitions for the city's defense. But Boyer, a believer in peace, refuses and takes away the arms. Ladd meets Deborah Kerr, blind daughter of the British colony's clergyman. They fall in love and when the rebels approach he wants to fly her out. She refuses when he asks the others to pay an exhorbitant price. Ladd's plane burns and they are at the mercy of the invaders. They can fight back with the arms Ladd brought, but Boyer won't tell where he has secreted them; he still is against violence. But when he sees how the rebels destroy, he hands out the machine guns and the small group repels the rebels while awaiting help.

"The Black Castle"

(Universal-International) 81 Min.

Cast: Stephen McNally, Richard Greene, Paula Corday, Boris Karloff, Lon Chaney, Jr., Michael Pate, Tudor Owen, Otto Waldis, John Hoytt, Henry Corden.

Credits: Produced by William Alland; Directed by Nathan Juran; Story and screen play by Jerry Sackheim.

"The Black Castle" fits the bill as a horror picture, from its appropriate title to the names in the cast. And the mysterious and suspense-building story carry through to satisfy those who are attracted by such entertainment. Beginning with the intriguing situation of a young couple about to be buried alive, a flash-back recreates the tale of revenge and cruelty which led to their plight. Moving along at a proper pace, the film always maintains its mood of ever-present but hidden evil.

STORY: Richard Greene and Paula Corday are about to be buried as dead. Actually, they are still alive, but helpless, and Greene reveals how they got into such a spot. Using a different name, he visited the estates of Stephen McNally, an Austrian nobleman whom he suspected of murdering two friends. Paula, McNally's wife, couldn't stand her husband's cruelty. She and Greene fell in love, but when he discovered proof that McNally killed his friends he left. McNally, discovering Paula's love for Greene, decided to kill her. Boris Karloff, the castle physician, told Greene, who returned to save Paula. He was captured and his identity discovered. Karloff gave them each a medicine to make them appear to be dead and promised to help them before time for burial. But McNally discovered the plan and killed Karloff. He then ordered the couple buried. Greene recovers in time to kill McNally and his accomplice, Michael Pate. Paula and Greene return to his home.

●

"The Promoter"

(Universal-International) 88 Min.

Cast: Alec Guinness, Glynis Johns, Valerie Hobson, Petula Clark, Edward Chapman, Veronica Turleigh, George Devine, Gibb McLaughlin, Frank Pettingell, Joan Hickson, Michael Hordern, Alison Leggatt, Peter Copley, Deirdre Doyle, Harold Goodwin, Lyn Evans, Michael Trubshawe, Paul Hopkins, Matthew Guinness.

Credits: A J. Arthur Rank presentation; A Ronald Neame Production; Produced by John Bryan; Directed by Neame; Screen play by Eric Ambler; From a novel by Arnold Bennett.

Alec Guinness' inimitable and imaginative characterizations seem endless. Here, again, in a J. Arthur Rank offering, is an unusual and whimsical story which holds interest and creates belly laughs, all in the style of the preceding "Man in the White Suit," "Lavender Hill Mob, "Kind Hearts and Coronets," etc. And, like them, this is perfect product for the box office activity of the art houses. This time, Guinness portrays a mild-looking and acting opportunist who slickly takes advantage of every development to rise from the son of a washerwoman to the youngest mayor of his town. During his climb, he doesn't fail to pay proper attention to accumulating large sums of money or to indulge in romance with attractive young women.

STORY: Alec Guinness is the son of a poor washerwoman in a small manufacturing town. From an early age he showed indications of getting ahead: like altering his marks in school to get a scholarship to a fancy school. After graduating, he takes a job in a solicitor's office where he adds his name to the list of invitations to a party given by Valerie Hobson, a countess. He makes the acquaintance of Valerie, and also Glynis Johns, a dancing teacher who prepares him for the party. By varied and opportunistic means, he becomes affluent as a rent collector and sponsor of an installment buying and money lending association. Valerie helps him, recognizing his talents. Guinness becomes engaged to Glynis until he realizes she is like him, looking out for herself and after his money. Instead, he turns to Petula Clark, whom he marries when he is made mayor.

●

"Hangman's Knot"

(Columbia) Technicolor 80 Min.

Cast: Randolph Scott, Donna Reed, Claude Jarman, Jr., Frank Faylen, Glenn Langan, Richard Denning, Lee Marvin, Jeanette Nolan, Clem Bevans, Ray Teal, Guinn "Big Boy" Williams, Monte Blue, John Call, Reed Howes.

Credits: A Scott-Brown Production; Produced by Harry Joe Brown; Directed and written by Roy Huggins.

Harry Joe Brown has come up with a potent outdoor drama here that spells good box office. Boasting star names Randolph Scott and Donna Reed, the film also has additional assets in excellent Technicolor, a well written story and a variety of top performances from supporting players. Randolph Scott turns in an impressive, rugged portrayal in this outdoor drama dealing with a group of Confederate soldiers who learn that they have ambushed and engaged in deadly battle a group of Union soldiers carrying gold bullion only to learn a short time later, that the war has been over for a month. Miss Reed is fine as the femme interest, while Lee Marvin is outstanding as Scott's buddy. All the supporting players in this one are good. One of the strong points of the film is that all the characterizations ring true, giving the film a terrific sense of reality.

STORY: Major Randolph Scott and his men engage a group of Union soldiers in battle over some gold bullion. In the battle, four of Scott's men are killed, one of the fatally wounded Union soldiers gives Scott the news that the war has been over for a month. Scott and his men later find out that Capt. Glenn Langan had let them engage in the battle so he could get his hands on the gold. Lee Marvin, Scott's lieutenant, kills Langan. Scott and his men, Marvin, Frank Faylen, Claude Jarman, Jr., and John Call commandeer a stage coach with passengers aboard. At the stage coach way station, Scott and his men are trapped by vigilantes with the passengers, Donna Reed and Richard Denning, along with the way station master Clem Bevans, and his daughter, Jeannette Nolan. The vigilantes, Ray Teal, Guinn "Big Boy" Williams, Monte Blue and Reed Howes, are out for the gold and try various means to get Scott and his men to reveal its hiding place. The vigilantes are really renegades, and after a terrific pitch battle are driven off with only Jarman, Jr. and Scott left.

●

"Ride The Man Down"

(Republic) Trucolor 90 Min.

Cast: Brian Donlevy, Rod Cameron, Ella Raines, Forrest Tucker, Barbara Britton, Chill Wills, J. Carroll Naish, Jim Davis, Taylor Holmes, James Bell, Paul Fix, Al Caudebec, Roydon Clark, Roy Barcroft, Douglas Kennedy, Chris Pin Martin, Jack LaRue, Claire Carleton.

Credits: Associate producer, Joseph Kane; Directed by Kane; Screen play by Mary McCall, Jr.

This filmization of Luke Short's Saturday Evening Post story is loaded with marquee power, boasting such names as Brian Donlevy, Rod Cameron, Ella Raines, Forrest Tucker, Barbara Britton, Chill Wills and J. Carroll Naish in the cast. "Ride The Man Down" stacks up as a good outdoor drama that should get a healthy response throughout the country. The Trucolor photography is good here and the film boasts excellent scenic appeal. The story of a crumbling cattle empire and an iron-willed foreman determined to hold it together, the film has lots of action, some romance, and deft touches of drama. Cameron, Tucker, Miss

(*Continued on page* 16)

20th DELIVERS A DOUBLE-BA
TO HELP YOU SELL A GR

NATIONAL MAGAZINE ADS!

20th lists *your* theatre and *your* town in powerful two-page spreads in

Look

and

Collier's

on "THE THIEF OF VENICE" to pre-sell every reader of these multi-million circulation magazines in your entire territory — *at no cost to you!*

ALL YOU HAVE TO DO:

Set your booking of "**THIEF OF VENICE**" to play before Mar. 1, 1953. (Deadline for listing your engagement in our national ads is Dec. 20, 1952).

Any First Run Theatre in the United States is Eligible to Participate in these Pre-Selling Ads



ROBERT HAGGIAG presents "THE THIEF OF VENICE" starring MARIA MONTEZ • PAUL CHRISTIAN • FAYE MA
HAGGIAG • Directed by JOHN BRAHM • Screenplay by JESSE L. LASKY, JR. • From original story by MICHAEL PERTWEE • Music by AL

There's No Showmanship Like 20th Century-

LED SHOWMANSHIP PUNCH
SHOWMANSHIP PICTURE!



FREE 10-DAY, ALL-EXPENSE TRIP FOR TWO - TO ITALY!

for the best and most productive advertising, publicity and exploitation campaign on "THE THIEF OF VENICE."

You'll be flown to Venice via Italian Airlines! Live like a king! See the celebrated Bridge of Sighs . . . relax on a gondola on the famous canals of this romantic city!

This contest is open to all theatres playing "THIEF OF VENICE" before June 1, 1953.

START PLANNING YOUR PRIZE-WINNING SHOWMANSHIP CAMPAIGN IMMEDIATELY!

In the event of ties, duplicate prizes will be awarded.

SEND YOUR COMPLETE CAMPAIGN TO "THIEF OF VENICE" SHOWMANSHIP CONTEST COMMITTEE, 444 W. 56 ST., NEW YORK 19, N. Y.

RULES:

ENTRY DATE: All entries must be postmarked on or before midnight of July 5, 1953.

THE JUDGING: Judging will be bosed upon the best and most productive advertising, exploitation and publicity compaigns for "THE THIEF OF VENICE". In judging winners, consideratian will be given ta the noture of the run, the closs af house, its locotion and business praduced, in arder ta permit equol competition between smoll town theatres, neighbarhaod houses and downtown de luxe theotres.

HOW TO ENTER: 1. Submit a written summary of the campaign documented with newspaper tear sheets, photos ond other specimens. This summary moy be in ony form you elect. Judging will be dane salely on the basis of the foctors outlined in these Rules. Elaboroteness of campaign books or of presentations will have no beoring whotever on the decisian af the judges.

The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same material and/or ideas therein contained may be freely copied or otherwise used by or through said corporation. This contest is subject to federal, state and local regulations.

TELEVIEWS

By AARON SLOAN

Big Screen Convention

Unprecedented use of big screen theatre television on a closed circuit hookup will be made from 12-1 p.m. on Monday, Dec. 8, at approximately 15 theatres in as many key cities with the projection for an invited audience of a national sales conference of James Lees and Sons Co. The firm, manufacturers of carpets, will use NBC video studios in New York for the telecast, which will be relayed to the selected theatres via AT&T cable. Managers, salesmen and other invited personnel of the carpet firm will be able to ask questions of and listen to corporation officials during the telecast by means of a special two-way audio system.

The above information was given film press writers by Nathan L. Halpern, president of Theatre Network Television, and Victor M. Ratner, director of "Theatre Tele-Sesions," a division of TNT, firm which is arranging the telecast. Ratner will supervise operations while Halpern will be in charge of lining up participating theatres in each of the following cities: Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, New York, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco, Los Angeles.

Halpern said that the Lees firm will invite stockholers, architects, contractors, newspaper columnists, civic officials and notables to each theatre in addition to firm personnel. He said that this first use of the big screen for a convention opens up, on a practical basis, the potential revenues to theatres for off-hour use by large companies and organizations on a network basis.

Phonevision's Progress

Latest Phonevision experiments show that the pay-as-you-see home video system devised by Zenith Radio Corp. could be available to all home set owners, regardless of whether they own telephones. According to E. F. McDonald, Jr., Zenith prexy, his firm has come up with "a completely flexible Phonevision system which combines three collection methods in the same transmission to serve all homes in range of the TV station, whether or not they have telephones." Earlier billing methods relied solely on the telephone to facilitate collection for shows watched over home sets.

McDonald Blasts Suit

E. F. McDonald, Jr., president of Zenith, asserted his opposition to the Justice Department features-for-television suit in a letter to top motion picture executives. McDonald wrote: "You may or may not have heard rumors that Zenith is behind the recent . . . action. I don't believe that a denial is necessary—it is in Zenith's interest that producers receive the best possible financial return from television."

Skouras Advises Japan

Since the American motion picture industry was not prepared for the coming of video, that medium hit theatre box office sales to the tune of 40 percent, Spyros P. Skouras, president of 20th Century-Fox, told Japanese motion picture officials in Tokyo. He urged them to make plans to meet the TV challenge before video arrives in their country, advising them to launch large screen TV theatre operation at the same time conventional video begins in Tokyo. News of Skouras' talk appeared in an issue of the New York "Journal-American."

Random Notes

Jean Renoir, for his Italian production of "The Golden Coach," ntilized TV in Italy to give exhibition in that land a boost. He had actors appear on an experimental telecast in three sketches which are duplicated in the picture. Stunt figured as a pre-release promotion and was reported a success. . . . A few color television receivers of the electronic rather than mechanical variety will be placed on the market late in 1954 by Sylvania Electric Products, Inc., if the FCC permits.

A Video Rebellion

Much press comment was evoked when a resident of Long Island shot a .38 caliber revolver bullet into his home TV set, after which his wife called the police. Only charge made against the irate set owner was one from the TV repair man. The "Herald Tribune" wanted to know, editorially, whether a TV set ultimately would be produced to fire back at the aggressive watcher.

New Station News

Missouri's first new TV station permit goes to the Independent Broadcasting Co., Springfield. . . .KXOK, Inc., St. Louis, operators of radio stations KXOK and KXOK-FM, retained Jansky & Bailey, Washington, to prepare plans for their proposed $533,800 TV station. . . . Courier-Post Publishing Co., Hannibal, Mo., contemplates a $206,000 TV station. . . . 24 of 66 pending TV station bids from Texas will require FCC hearing since it appears that if bids are approved and stations constructed, these would interfere with other applicants or existing stations. FCC already approved eight Texas stations: three in Austin, two in El Paso, two in Lubbock, one in Amarillo. Six other stations already are on the air.

Commentator's Encouragement

Barry Gray, popular in the New York area as a disc jockey over radio and a commentator over TV, gave encouragement over a recent TV show to the industry in its fight to win repeal of the Federal 20 percent admissions tax.

Nava Strikes Suit

Opposition to the government's features-for-TV suit and a pledge of "whatever support it can give" to the industry were offered by the board of directors of the National Audio Visual Association, according to Don White, executive vice-president. NAVA is a trade association of companies in the 16mm. non-theatrical film field.

Government Gets Most Of Theatre Income—Myers

DETROIT.—Barring only a few major show cases, not one film theatre in the nation garners net earnings that even approximate the sums they turn over to the Federal government in the form of admissions taxes, Abram F. Myers, National Allied general counsel and board chairman, told the convention of Allied Theatres of Michigan last week.

The convention unanimously re-elected for a second term the entire slate of officers: John Vlachos, president; E. J. Pennell, vice president; Irving Belinsky, secretary-treasurer, and Allan Johnson, national Allied director. Chosen as alternate national director was Mrs. Dolores Cassidy. Ernest T. Conlon remains executive-secretary.

The Myers speech carried also a tirade against the government for trying, in the features-for-television suit, to force distributors to sell 16mm. films to TV and other outlets competing with regular theatres.

Legislator Hits Tax

Myers' blast against the 20 percent tax was coupled with messages in opposition to the levy by Charles E. Potter, Republican candidate for U.S. Senator from the state and Congressman John Dingell, member of the House Ways and Means Committee. Latter said he was contemplating introduction of a bill to exclude the industry from the tax.

Myers predicted that theatres will compete in the future more successfully with TV. He reminded his audience that the movies have during the past 50 years survived over 1,000 time-consuming fads, including canasta, mah jong, radio and automobiles.

Claiming that they are "caught in a vise" by the 20 percent tax, Myers stated that theatremen are at the breaking point, cannot stand the tax any longer, and some have already been forced to shutter theatres.

Myers said: "While Congress cannot undertake to bail out every individual businessman who is down in his luck, it is no new thing for Congress to come to the aid of a whole industry, to grant it relief from the general tax laws and even to subsidize its operations."

Bamberger Speaks

Also at the convention, Leon J. Bamberger, RKO public relations director, spoke of the alliance between exhibition and newspapers. "The idea of newspapers charging a higher rate for amusement advertising than commercial advertising is out-of-tune with current times and we must all seek to eradicate it," he said.

An attack against the free showings of films by business concerns and others was delivered by Lawrence Griffin, an exhibitor with experience in the food field. It was suggested during the session that laws be passed to make these free showings unlawful.

Taxes Total $8,104,000

WASHINGTON.—Amusement taxes levied in 1951 by cities of 250,000 population and larger totalled $8,104,000, the Census Bureau has reported. Of these 41 cities, 12 levied amusement taxes in 1951. Philadelphia led with $3,078,000 receipts from this source. Chicago collected $1,810,000; Pittsburgh, $1,172,000.

Theatreman Halts Tix Sales, Asks Donations, Instead

OKANOGAN, Wash. — Veteran exhibitor Lois A. Gillespie faced and surmounted an extraordinarily heavy burden of taxation at his Okanogan Theatre in a manner that was bold and revolutionary in its success.

Gillespie did away with admission prices and asked for donations instead. As a result, Gillespie, rather than the Federal, state and city tax departments, profited.

Before he took his bold step, matters at the Okanogan had become financially unbearable. Gillespie paid during September $700 in admission taxes. The Federal government got 20 percent while seven percent went to the city.

Many Taxes Paid

Gillespie also paid a business and occupational tax to the state; real estate taxes to the county, and other nuisance levies.

The direct result of the high taxes was a boosted admission which kept patrons away, he said. Gillespie, who once owned a string of theatres and now operates only two, decided it would be more profitable if he let the city operate the Okanogan.

But the city turned down his offer. He had sought a seven percent take of the gross under his municipal operation plan.

Then, feeling unable to raise admissions without driving away still more business, Gillespie took the bold step of opening his doors free to the public.

Instead of charging regular admissions, he began asking patrons to "donate" any sum they like upon entrance. Gillespie posted a girl in the foyer to accept such fare.

Response Called Amazing

He said the response was amazing: the first week, instead of playing to a half-empty house, the theatre was filled to capacity. Business at the popcorn and refreshment stand was reported trebled.

Gillespie disclosed that patrons dropped over into the foyer "collection plate" averaging 29 cents for each adult, 23 cents for students and seven cents for children.

He said that his gross business for the first week of free admissions amounted to as much as his normal business had previously been—but 27 percent of the gross did not go for taxes.

Andersen' Preem Profits Set For Rogers Hospital

World premiere of Samuel Goldwyn's Technicolor production of "Hans Christian Andersen" will be held for the benefit of the Variety Clubs Will Rogers Memorial Hospital at the Criterion Theatre, N. Y. C., on Nov. 24, according to an announcement by Abe Montague, president of the organization and vice-president of Columbia Pictures. G. S. Eyssell, president of Rockefeller Center, Inc., has accepted the chairmanship of the event.

Trustees of the Will Rogers Memorial Hospital have indicated their intention to make this an annual affair, not only to raise money for the institution, but also to create a traditional hallmark for the industry.

News From London

J. Arthur Rank will film a feature, in Technicolor, of next year's coronation of Queen Elizabeth II at Westminster Abbey with Castleton Knight producing. Color facilities are being expanded to furnish a world-wide market with hundreds of prints of the picture, which has already started in partial production.

New Anglo-American film pact allows total dollar expenditures on U. S. films to account for two percent of Britain's dollar spending. Pact permits also the conversion into dollars of slightly more than half the total earnings of U. S. films in England. For the year ending next Sept. 30, the total allowed for conversion will be about 20,000,000 pounds.

Culturally, England established a National Cinema to perform historic films of the past and experimental work for the future. It was opened by the British Film Institute and the National Film Library in an up-to-dtae hall specially built for last year's Festival of Britain. Building is wired for large screen television and for the subsequent introduction of stereophonic sound.

The Rank Group's Circuit Management Association is reorganizing its setup to economy. Four existing area supervisors are being replaced by two. District managers are also being reshuffled. . . . Star Cinema Circuit, London, awarded a prize in a showmanship campaign to an all-women's team of projectionists for keeping an orderly box.

Joseph Vacates Position As Metro Publicity Exec

John Joseph will leave M-G-M at the end of the year as eastern publicity manager and take up residence in Los Angeles, where he maintains a home, it was announced this week. With M-G-M almost four years, Joseph had previously been Universal national director of advertising and publicity for 12 years.

Joseph will probably leave the M-G-M home office before the end of the year for a vacation. He stated that the chief factor behind his resignation was his wish to live in Los Angeles. According to Howard Dietz, M-G-M's vice-president in charge of advertising, publicity and promotion, Joseph "has always been a valuable asset" to M-G-M.

Republic Nets $1,677,447

For the 39 weeks ended July 26, 1952, Republic Pictures Corporation and its subsidiaries reported a net profit of $1,677,447, before Federal tax provision, estimated Federal normal and surtaxes of $870,000.00, for a net after taxes of $807,447.

For the similar period in 1951, Republic showed a net profit of $1,358,270.06, before Federal tax provision, estimated Federal normal and surtaxes of $630,000.00, or a net after taxes of $728,270.06.

Arkansas Exhibs' Popularity Poll To Select Stars

LITTLE ROCK.—A popularity poll to determine Hollywood's most popular actor and actress, in the opinion of Arkansas movie fans, will be launched by the Independent Theatre Owners of Arkansas at member houses Nov. 16. The poll will continue 15 days, including three Sundays and the Thanksgiving Holiday.

According to an ITOA bulletin, the poll, besides helping to create interest in the movie, will be used to aid the March of Dimes drive and provide "an excellent chance of gaining good press relations."

Drawing Planned

As a sideline to the balloting, a state-wide drawing among school children aged 7-12 will be held, with winners (one boy and one girl) to receive an all-expense paid trip to Little Rock, where they would sit next to the stars at the dinner.

Exhibitors could promote the drawing on their own stages, with local winners receiving autographed photos of the two winning stars, the bulletin added.

Winning actor and actress will be invited to attend a dinner at the Marion Hotel ballroom here sometime during the March of Dimes campaign, the bulletin noted. Dinner would launch a Movietime tour in the area.

While profits would not be large, it was disclosed that publicity derived from the dinner "would be of great value to the Polio Fund drive."

Opportunity Offered

The publicity would also afford ITOA an "opportunity to review the work done by our industry in past years and reveal our current activities in behalf of the March of Dimes," the bulletin added.

In event the winning performers could not attend the dinner, ITOA announced it would try to arrange for "substitutes of equal stature."

ITOA advised its members to slant the poll toward teen-agers; make use of special trailers; incorporate news of the campaign in newspaper ads, theatre programs, monthly calendars and special heralds; employ balloting booths with colorful signs in lobbies; encourage personnel to talk up voting.

N. Y. Barkers Nominate Lachman For Club Chief

Variety Club of New York nominating committee, headed by Martin Levine, has placed Edward Lachman up for chief barker, Edward L. Fabian for first assistant, Ira Meinhardt for property master and Harold J. Klein for dough guy. Levine has been nominated for second assistant chief barker. Elections will be held Nov. 10 at the Paramount Caterers during a luncheon meeting.

Nominated as canvassmen were Bernard Brooks, Russell Downing, Nathan Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles E. Lewis, Harold Newman, Walter Reade, Jr., Morris Sanders, Bert J. Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman, Max Wolff, Harold Rinzler and Burt Robbins.

Staff Reviews

(Continued from page 11)

Raines and Wills turn in fine performances with Donlevy, Miss Britton and Naish handling their roles effectively. There are plenty of exploitation angles in this one to help sell it.

STORY: The Hatchet, a 700,000 acre ranch, is crumbling after the death of the man who built it. Rod Cameron, his foreman, tells James Bell and Ella Raines, who have inherited the ranch, that he plans to keep it intact. Forrest Tucker, owner of the neighboring ranch, and Ella's fiance, starts a campaign to get Cameron fired, so that he and his partner, Brian Donlevy can use Hatchet grassland. When Cameron contacts the sheriff about ranchers infringing on Hatchet land, he finds that Sheriff J. Carroll Naish sides with Donlevy and an opportunist saloon owner, Jim Davis. In his fight to keep the ranch intact, Cameron loses Barbara Britton, whose father, Taylor Holmes owns cattle that have been seized for grazing on Hatchet land illegally. When Bell is murdered by Paul Fix, Cameron trails him down and kills him. After this, he settles with Tucker and Donlevy. Cameron gets Ella and all looks well for the Hatchet ranch with Naish and the law ready to punish any infringers.

●

"Montana Belle"

(RKO) 81 Min.

Cast: Jane Russell, George Brent, Scott Brady, Forrest Tucker, Andy Devine, Jack Lambert, John Litel, Rory Mallinson, Ray Teal, Roy Barcroft, Holly Bane, Ned Davenport, Dick Elliott, Eugene Roth, Stanley Andrews.

Credits: Produced by Howard Welsch; Directed by Allan Dwan; Screen play by Horace McCoy and Norman S. Hall; Story by M. Coates Webster and Welsch.

"Montana Belle' is a standard western in Trucolor with the box office advantages of Jane Russell in revealing costumes, a cast of popular and familiar names, and the appeal for action fans of a story about the vicious Daltons and Belle Starr, the legendary female outlaw. A full quota of shootings and intrigues cover over the film's slow spots and the story's shortcomings. Miss Russell sings two songs, one being ridiculous for the old West, a syncopated blues with a muted trumpet in the background. Making heroes out of the two leading villains as they are shot down by the law is a touch of unnecessary melodrama.

STORY: Belle Starr, Jane Russell, is rescued from a lynching by the Dalton brothers. One of the brothers, Scott Brady, falls for her. But when she thinks the brothers have double-crossed her, Jane forms her own band with Forrest Tucker and Jack Lambert, formerly with the Daltons. After they have robbed many banks, Jane disguises herself and becomes a partner in George Brent's gambling hall. Brent recognizes her, but, anxious to catch the Daltons, whom he thinks she is connected with, he plays along. The two fall in love. When Brent sets a trap for the Daltons, she admits her identity and Brent sends her to Mexico where they can marry. But Tucker steps in and forces Jane to join him and the Daltons in the robbery. Everyone is killed but Jane; she is wounded. Brent promises to wait for her while she pays her debt to the law.

See Your Congressman On Tax Repeal

Foreign Films

"Savage Triangle"

(Burstyn) FRENCH 110 Min.

Cast: Madeleine Robinson Frank Villard, Pierre Michel Beck, Beauchamp, Henri Vilbert, Arius, Dora Doll, Rene Genin, Janine Miller, Sardou.

Credits: Produced by Joseph Bercholz; Directed by Jean Delannoy; Scenario and dialogue by Henri Jeanson; Based on the novel, "Le Garcon Sauvage," by Edouard Peisson.

"Savage Triangle" is a magnificent dramatic entertainment, perfect for those discriminating film-goers who attend foreign movies. As a matter of fact, this is about the best picture from France in a long, long time. Side-stepping realism-for-the-sake-of-sensationalism, Jean Delannoy has kept his eye on natural characters and the logical circumstances which derive from them. Discernment and consistency always are in evidence in this understanding exposition of a youngster's jealousy of his mother's lover and the men she deals with as a prostitute. Excellent English titles convey the child's emotions as well as those of his involved elders.

STORY: Madeleine Robinson, having left her son, Pierre Michel Beck, to live with a family in the country, takes him with her to Marseilles, where she is a prostitute. Deeply in love with his mother, Pierre comes to resent the time she spends with her customers. When Madeleine falls for Frank Villard, a smooth and sharp character who claims to be a sailor, Pierre senses the man's falseness. The boy grows to hate the rival for his mother's affection. But Madeleine realizes nothing, being completely in love with Villard, even when she discovers he is not a sailor and is involved in passing counterfeit money. Fearing the police, Villard informs on his buddies and attempts to leave town. Pierre unsuccessfully tries to kill him and Madeleine, finally understanding the boy's feelings, lets him go to sea. She is to join Villard, who is leaving town. But Villard's buddies kill him and Madeleine is again alone.

●

"The Berliner"

(Joseph Burstyn, Inc.) GERMAN 80 Min.

Cast: Gert Frobe, Tatjana Sais, Ute Sielisch, Aribert Wascher.

Credits: An Alf Teichs production; Produced by Gunther Neumann; Directed by R. H. Stemmle; Screen story by Neumann; Narration written and spoken by Henry Morgan; English titles by Herman G. Weinberg.

An intelligently contrived and often humorously rendered social satire about Western Germany today, "The Berliner," a German-language film with much English commentary, should generate a good deal of favorable comment among art house and class audiences. Film is often funny and touching at the same time since its theme deals with the pathetic attempts of a veteran of Hitler's army at trying to adjust in post-war Berlin to a life frustrated by ration cards and unemployment. Every angle of civilian life is either lampooned or burlesqued to the hilt. Comedian Henry Morgan's English narration aids the satire; so does a clever musical score and trick photography. English titles are good.

STORY: Back in Berlin after World War II, Gert Grobe, veteran of Hitler's army, finds his home partly destroyed. Unable to get a job, he grows hungry and dreams continuously about good pastries. When he does work, the job quickly ends as raw materials become scarce. Soon he meets Ute Sielisch, who appears in his food dreams, and rushes into marriage. But hard times bring quarrels, which send him into the cafes. During a political discussion, he is hit, collapses and taken for dead. Awaken in a coffin at his own funeral, he lectures would-be mourners about life, command them to bury their prejudices.

Grant Calls RKO Basically Healthy

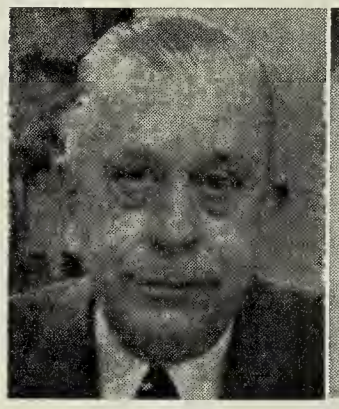
(Continued from page 4)

Ben H. Grimm was promoted to advert ing manager to succeed McCormick.

Grimm had been assistant to McCorm for several years. He entered the moti picture industry as a unit publicist i M-G-M, after several years with the N York Journal. Grimm has held the post advertising manager for David Selznick a Universal Pictures.

Appointed publicity manager was K Norton, who previously headed her own ganization where she handled special r tional and New York campaigns for ma of the major film companies.

Miss Norton, in turn, named Fred Go berg, formerly newspaper contact man f Paramount Pictures, as assistant publici



Ben Grimm



Kay Norton

manager and head of the special events se tion. For a short time between his Pa amount and RKO assignmnts, Goldbe worked with the Samuel Goldwyn organiz tion.

Other staff positions announced in Mi Norton's department were: Ruth Cosgro to head the radio and TV and music depar ment, assisted by Walter Wood; Al Ster formerly trade paper contact, to join Ja Lewis in the writing department; Jol Springer and Betty Folker to handle ma azines.

Also, Bob Boehnel to remain as daily pre contact; Frank Petraglia to work as sync cate contact and handle "B" magazine Murray Siegel, formerly Paramount tra paper contact, to handle similar duties wi RKO.

Held, Norman Resign

Resigned were George Held, assistant Prince, and Fred Norman, in charge of rad and music activities. Held and Norman ha been with the company for six and seve years, respectively.

Grant was meanwhile elected a memb of the Motion Picture Association of Ame ica executive committee, succeeding Ned Depinet, former RKO president, as compar representative.

The company dispensed with the servic of Sidney Korshak, Chicago attorney, labor counsel.

Production at the studios in Hollywood r sumed this week with work on "Split Se ond," an Edmund Grainger production.

William Fadiman, with the studio sin 1947, was assigned to the post of sto editor to succeed Harry Tatelman, who w moved to another position within the firm



"Operation Secret"

The assassin-hunt that zigzagged across the globe! There's a bullet with his name on it in every language of the world!

STARRING

CORNEL WILDE · KARL MALDEN · STEVE COCHRAN · PHYLLIS THAXTER

WITH

PAUL PICERNI · LESTER MATTHEWS · DAN O'HERLIHY · JAY NOVELLO · SCREEN PLAY BY JAMES R. WEBB AND HAROLD MEDFORD · PRODUCED BY HENRY BLANKE · DIRECTED BY LEWIS SEILER

On Armistice Day from Warners...

AND FOLLOWS 'SPRINGFIELD RIFLE' AT THE N.Y. PARAMOUNT!

NEW APPOINTMENTS

Promotion of Lester Zucker, branch manager for Universal Pictures in Cleveland, to head of a new district which will include the Kansas City, Omaha, Des Moines, Salt Lake City and Denver branches, has been announced by Charles J. Feldman, Universal general sales manager.

The promotion was made as a move designed to provide more effective service for exhibitor customers by the delegation of greater authority to the local level, Feldman disclosed. Headquarters for the new district will be Kansas City.

To succeed Zucker, Edward Heiber was appointed Cleveland branch manager. He had been associated with Universal for 20 years until he resigned in 1947 to enter his own business.

Edward Solomon was made assistant advertising director of 20th Century-Fox. With the company isnce 1940, Solomon's first duties were as head of the Chicago office, in complete charge of all advertising, publicity and field exploitation forces throughout the mid-West. He previously was on the staff of the Balaban & Katz circuit in Chicago.

Ira Tulipan, Leo Pillot and Harold Rand also received promotions at 20th Century-Fox. Tulipan was elevated from trade press to newspaper publicity contact. Pillot was promoted from a post in the publicity department to the position of assistant exploitation manager. Rand, assistant to Tulipan for the past 13 months, was named trade paper contact.

Tulipan has been a member of the publicity and advertising staffs of the company since 1942. He previously was with Warner Bros. and before that time had been in exhibition. Pillot has been with the company for the past 18 months. In 1948, he served as personal manager for comedian Sid Caesar. Rand joined 20th-Fox in May, 1950, and worked initially in the press book department.

Charles J. Lazarus joined Barry Gray, radio and television disc jockey and commentator, as researcher and writer. Lazarus is a former "Motion Picture Herald" staff writer who previously had experience with newspapers in Canada and the U. S.

James Ricketts was named branch manager of Paramount's Denver exchange. He formerly was office booking manager in Denver, and last July was appointed acting branch manager.

C. A. McCrork succeeds Dave Peterson as Altec's eastern division branch manager with headquarters in Philadelphia. McCrork has been active in the sound field for many years.

New IFE Board Set Up

A five-man board of directors, composed of three Americans and two Italians, will direct the new distributing corporation now being established by Italian Films Export, Dr. Renato Gualino, IFE general director, announced last week.

UPT Loses 24 Theatre Holdings

United Paramount Theatres holdings decreased by 24 houses during the third 1952 quarter, it has been pointed out by Leonard H. Goldenson, UPT prexy, in a report of corporation finances for the first nine months. Ten of the theatres were disposed by termination of joint interests. A net of $446,023 in cash and $212,850 in notes was received from disposal of the 24 houses.

Estimated earnings for the first nine months of 1952 were $5,435,000, including $1,465,000 capital gains as compared with $9,537,000 earned, including capital gains of $3,483,000 for the first nine months of 1951.

Earnings Reported

Earnings for the 1952 nine-month, including capital gains, equalled $1.65 per share as compared with $2.80 for the same 1951 nine-month.

Estimated consolidated earnings for the third quarter amounted to $1,627,000 as compared with $2,391,000 for the third 1951 quarter. Capital gains for the third quarter totaled $300,000 as against $2,297,000 for the same 1951 quarter.

Arthur Mayer Attacks Myths About Industry

Five misconceptions held by many people about the industry were exploded and labeled as myths by Arthur L. Mayer, former executive vice-president of COMPO, in a speech before the Women's Press Club at the Hotel Statler, New York, over the weekend.

Mayer blasted these beliefs with facts: that the public is hungry for mature pictures with messages but deprived of them by uneducated Hollywood tycoons; that foreign films are superior to U. S. pictures; that the industry is nearing bankruptcy; that it is now being replaced in the affections of the American people by television, and that Hollywood is dominated by a crew of communists and left-wing followers.

Technicolor Net Drops

Consolidated net profit for Technicolor, Inc., for the first nine months ended Sept. 30, 1952, was estimated this week by Dr. Herbert T. Kalmus, president and general manager, at $1,499,507, after taxes, or $1.60 per share. Profits for the corresponding 1951 period were $1,561,525, or $1.68 per share, Dr. Kalmus stated.

For the quarter ended Sept. 30, 1952, the consolidated net after income taxes was $474,087, or 50 cents per share.

Screen Producers Lecture



Producer Julian Blaustein addresses students of the Cinema Department of the University of Southern California.

LOS ANGELES.—First three of a six-lecture series sponsored by the Screen Producers Guild for students of the Cinema Department of the University of Southern California here have already taken place with Arthur Hornblow, Jr., M-G-M producer; Julian Blaustein, 20th Century-Fox producer, and Sol Lesser, RKO Radio-independent producer, appearing as guest speakers.

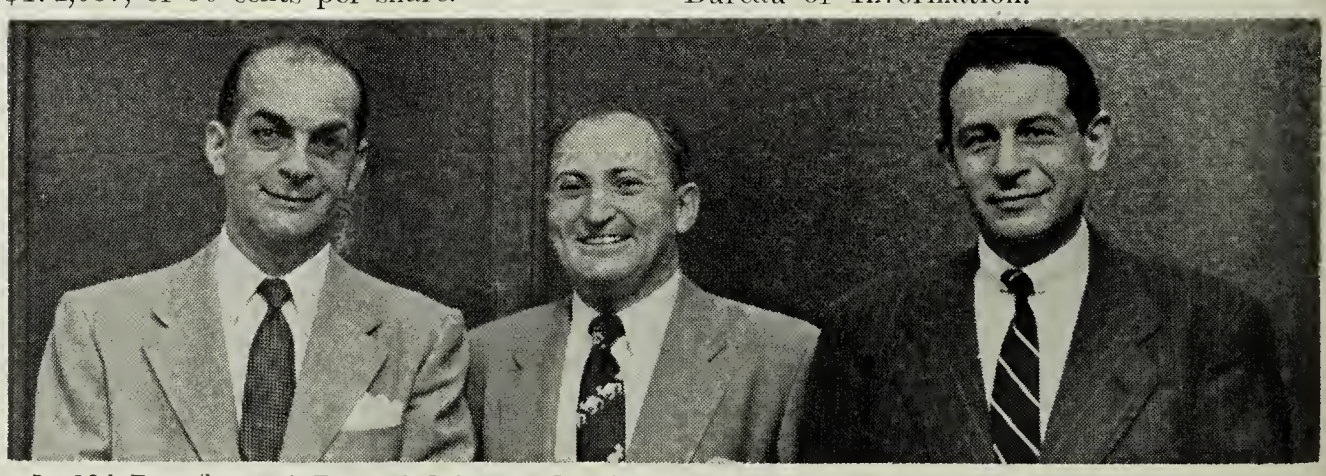
Hornblow, speaking of "First Moves in Picture Making," said that Hollywood's virtual world monopoly on production is due to the fact that "Hollywood makes pictures that by reason of the personalities in them, the stories they tell, and the manner in which they are made aim deliberately to give people everywhere the greatest entertainment satisfaction for their money."

Blaustein said that today, more than ever before, audiences want to know what is the content of a picture as well as who is in it, before they step up to the box office to buy their tickets.

Countries Showing Italian Pictures Jump To 62

The exportation of Italian films has jumped 683.4 per cent since 1946 with 62 countries now distributing Italian product as compared to 16 in the first full post-war year, according to "The Italian Motion Picture Industry—1952" issued last week by Italian Films Export.

First factual compilation of data on the post-war Italian film industry published in this country, the 18-page brochure was edited by Jonas Rosenfield, Jr., IFE public relations director, and researched by Dr. Leandro Forno, head of the organization's Bureau of Information.



At 20th-Fox, (l. to r.) Edward Solomon, Leo Pillot and Ira Tulipan were appointed assistant advertising director, assistant exploitation manager and newspaper publicity contact, respectively.

These are the things that are well worth doing!





Your ONCE-A-YEAR CONTRIBUTION TO THE CHRISTMAS SALUTE

PUTS YOU IN THE BIG LEAGUE IN THE *TB Battle*

Once a year, and only once, your WILL ROGERS MEMORIAL HOSPITAL comes to you with the request for funds to maintain the institution for the ensuing fifty-two weeks... And *this is it* for 1952-53.

That your hospital is worthy of support is proved by the success it has achieved in fighting TB... by the services it has rendered to your fellow man during the twenty-six years you've owned it.

Its enviable record of over 90% of cases CURED... its average per-case cost of almost HALF the National estimated average ... *These* are the things well worth doing! *Saving* lives, *preventing* the spread, and *healing* the otherwise helpless. And this at *no cost* to the afflicted.

These are the things *you* are doing through *your* hospital. Yes, if you have any kind of job in the amusement industry, or allied to it, you share this glory. You share the protection and the responsibility too.

Autograph THE SALUTE SCROLL *and give*— "A DIME, A DOLLAR, OR AN ENDOWMENT"

So, sign the Christmas Salute Scroll where you work. Get others to do it too, and give a "dime, a dollar, or an endowment." The Christmas Salute is NOW ON—Give a lift in November and December.

It's Your Hospital **You share the glory, the protection, and the responsibility.**

Owned & operated by the amusement industry

Variety Clubs

WILL ROGERS MEMORIAL HOSPITAL

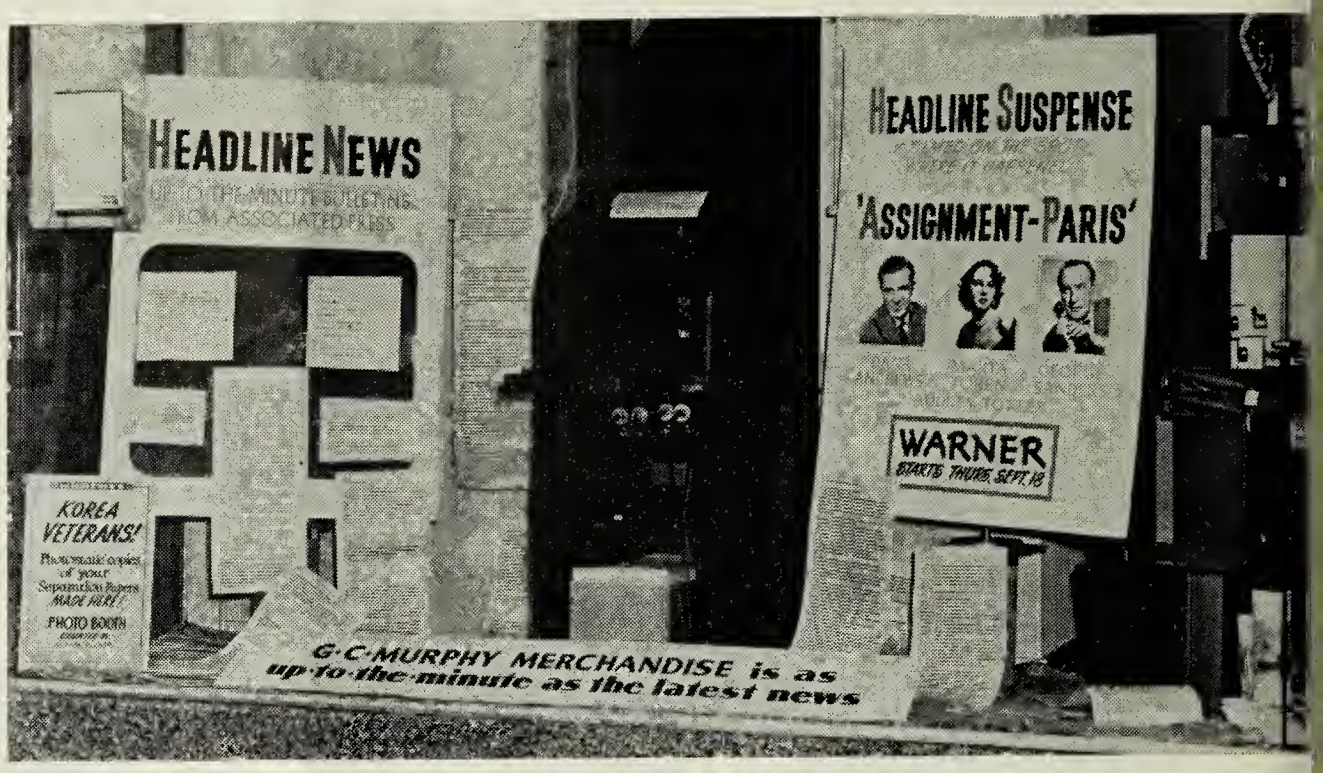
National Office: 1501 Broadway, Room 1309, New York 36, N. Y.

Saranac Lake

Exploitation Scenes



Girls dressed in pirate costumes carried banners plugging Columbia's "The Golden Hawk" for the E. M. Loew's, Hartford.



An elaborate window display was engineered for the playdate of Columbia's "Assignment-Paris" through the co-operation of the Associated Press, a Washington department store and the Warner Theatre.



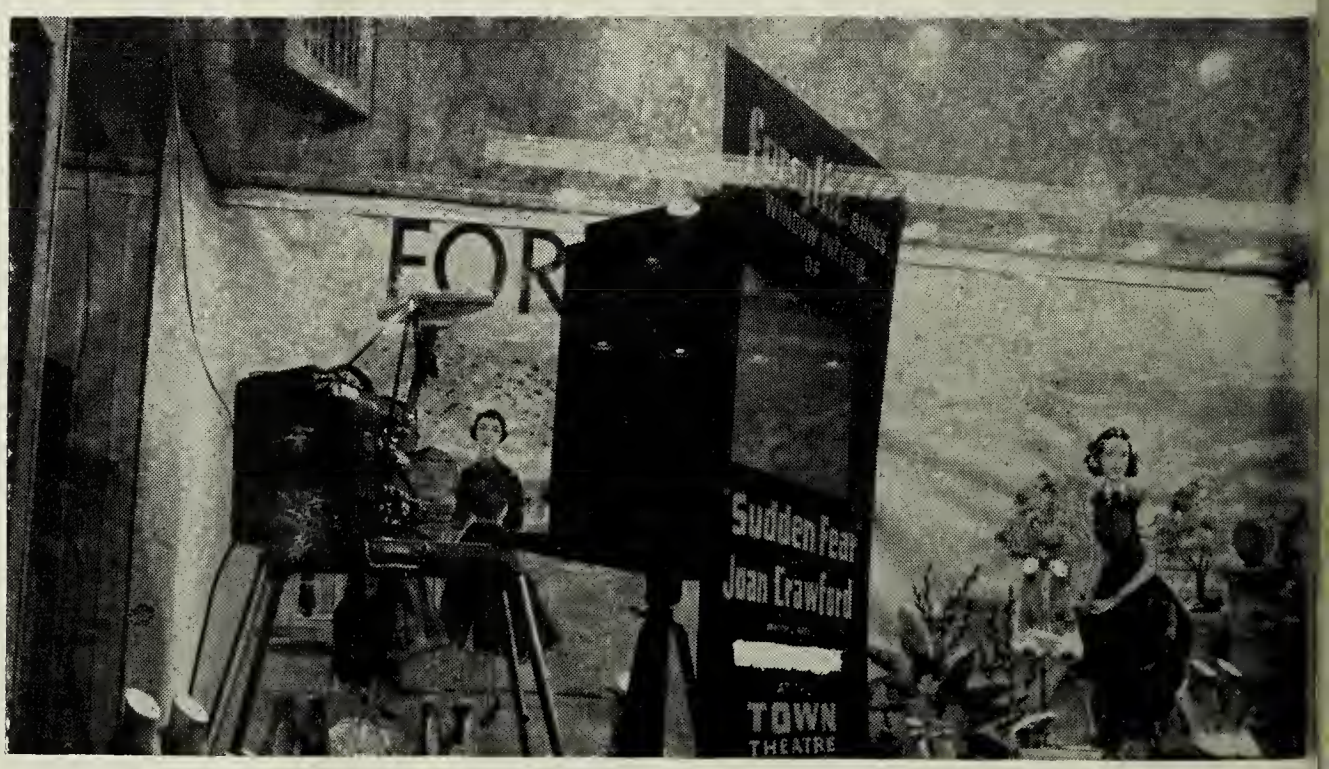
Barrel-clad model walked through Albany to bally UA's "Without Warning" at the Ritz.



A horse-drawn cart containing characters representing the central figures in "High Noon" attracted attention to the United Artists' release for its engagement at the Astor Theatre, Boston.



A man dressed as "Charley's Aunt" aided WB's "Where's Charley?" at the Chicago Theatre.



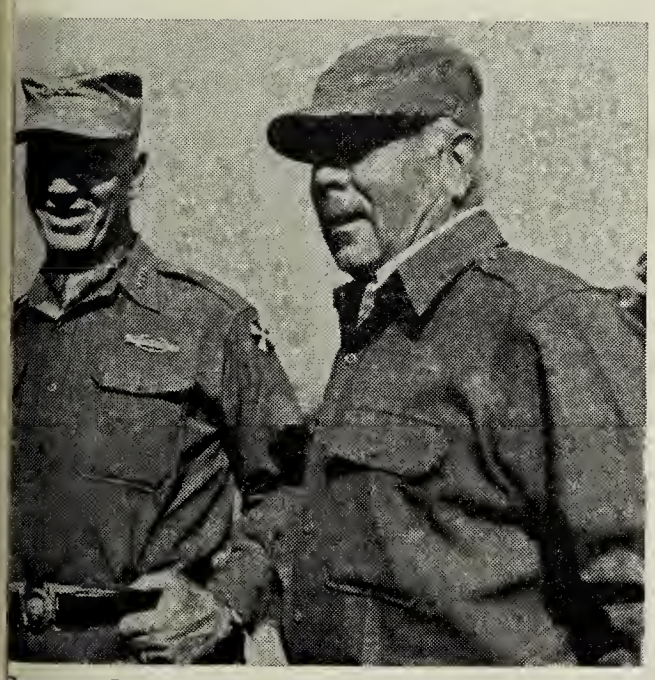
M. Robert Rappaport of the Town Theatre, Baltimore, used a TV trailer for "Sudden Fear," an RKO release, in a local store window through the help of a 16mm. projector.

REGIONEWS

BOSTON

The Beacon Hill Theatre is seeking to restrain Universal from releasing "The Promoter" to the Exeter St. Theatre, both independent houses in this city. The Beacon Hill claims that terms were negotiated with Universal in N. Y. for a Nov. playdate and that later the Boston office entered into a verbal agreement with the Exeter, reneging on the Beacon date. . . . Independent producer Matt Freed, while in from the west coast, secured motion picture financing for $200,000 from private Boston interests to start production on a series of low-budget films, to be released through Lippert. . . . Helen Eager, film and drama critic for the Boston Traveler, passed away; also Leonard Richter, 42, owner of the Star Theatre, Pascoag, R. I., and the Bellingham, Mass., Auto Theatre. . . Bob Newhook, former publicist for Loew's Boston theatres, has accepted a post in Miami, Fla. as public relations director for the Greater Miami Community Chest. . . . Bob McNulty, owner of the Warwick, Marblehead, is in Lynn Hospital for an operation.

Charles Caruso of Belmont has been named asst. to Floyd Fitzsimomns, Metro publicist for New England. . . . Joe Cohen, independent buyer and booker, has taken on the Warwick Theatre, Marblehead. . . . Bill Moran, Warner branch mgr., on sick leave since last spring, is pinch-hitting for branch mgr. Max Birnbaum in New Haven, who is on the sick list. . . . Hy Fine, dist. mgr. for New Eng. Theas., and Jack Saef, publicist, have moved their offices back to the Metropolitan Theatre after a few months at the Paramount. . . . TV set sales in the Boston coverage area increased by 14,043 during the month of Sept., bringing the entire set distribution here to more than 945,000. . . . At a meeting of Local B-2, IATSE, shippers union, it was voted to ask for a 30% increase in wages, a 35-hour week, double time Saturdays, Sundays and holidays. Old contract expires Nov. 30.



Spyros P. Skouras (right), 20th-Fox prexy, is pictured on the Second U.S. Division front in Korea with Gen. James A. Van Fleet, during a tour of the front, where he spoke with hundreds of American soldiers as well as members of the famed Greek Battalion of the U.N. forces. Skouras is currently surveying company interests in the Far East.

Irving Green, local circuit operator, has given back leases on the Felsway and Medford theatres, Medford, to the owner and now operates only the Park, Everett. His lease on the Coolidge, Watertown, expired several months ago and theatre has been closed. . . . E. M. Loew has taken over lease on the Sanford Drive-In, Sanford, Me from Russell Martin. . . . Harry Browning, New England Theatres exec., was appointed Rear-Commodore of the Medford Boat Club on Mystic Lakes on the Arlington-Medford line. . . . An art policy is being tried out at Warner's Modern Theatre in Lawrence, managed by James McCarthy. . . . James M. Connolly, 20th-Fox branch mgr., was named distributor chairman of the 1953 Red Feather campaign for metropolitan Boston; Frank Lydon, exec. secy. of Allied of New Eng., was named exhibitor chairman.

E. M. Loew's State, Holyoke, is now open Friday to Sunday, with William Moore as mgr. . . Members of Independent Exhibitors, Inc., local Allied group, planning to attend the national convention in Chicago, Nov. 17-19, which is being held simultaneously with the TEDA-TESMA convention and trade show at the Hotel Morrison, are pres. Norman Glassman, exec. secy. Ray Feeley, Ted Rosenblatt, Julian Rifkin, Kenneth Forkey, Nathan Yamins, Melvin Safner, Walter Littlefield, Meyer Stanzler and Henry Gaudet.

BUFFALO

James G. Fater, local branch mgr. of Columbia, has been reassigned, at his own request, to his home town area of Rochester-Syracuse as a field salesman. Ben Felcher, a salesman attached to the Philadelphia office, was upped to the post of branch mgr. here. . . . Most drive-ins in the area are now on a day-to-day basis but those already closed are W. P. Rosenow's Lake Shore and Niagara Skyways; Lewis Drew's Delaware; the Transit at Lockport, operated by G. E. Tater and Anthony Ragusa; J. D. Woodburn's Higgins Hall at Chautaugua; Parkway Drive-In at Canandaigua; East Drive-In at Sennett; the Kallett at Syracuse. . . . Joan Leary has resigned as asst. booker to join United Artists as booker, succeeding James Ryan, who is in the Army. . . . The Rexy Theatre in Rochester, operated by F&H Theatre Corp., is now closed on Wednesdays. . . . Schine Service Co. has reopened the Strand at Oswego with a new policy of closing Tues., Wed., Thurs., and showing reissues only.

Perkins Theatre Supply moved its offices into quarters formerly occupied by National Screen on the third floor of 505 Pearl St., and National Screen moved to the first floor. Jack Goldstein resigned as mgr. of National Screen to become field salesman for the company. . . . All local downtown show houses are making plans, in cooperation with the Buffalo Evening News, to provide patrons with up-to-the-minute returns on Election night. . . . While the performance of "Carmen" by the London Opera from the stage of Shea's Buffalo was a complete sellout, it was a disappointment to patrons and received unfavorable notices from the drama critics. . . . Community Theatres took advantage of the Fall teachers convention meetings to present special children's matinee programs at its houses. . . . It is expected that all major theatres in the area will coopertae 100% in the Will Rogers Memorial Fund drive currently under way. . . . "Snows of Kilimanjaro" played to the biggest opening at advance prices in the history of the Center Theatre, according to Charles B. Taylor, associate gen. mgr. of Buffalo Paramount Corp. Plans are under way for an extended run.



Columbia honors three of its sales executives, each with a 25-year record of service to the company, at a luncheon in New York's "21." Guests of honor (l. to r.) are: B. C. Marcus, mid-West div. mgr.; H. E. Weiner, div. mgr. for Southern N. J. and Eastern Penn.; and Lester Wurtele, Philadelphia branch mgr.

CHICAGO

New use for a closed theatre has been found by Tony Sacco, who turned the auditorium of the former B&K Cine Theatre into a kiddyland. Local theatre men are watching the experiment with interest. . . . Kroeschell Engineering Co. installed new air conditioning equipment at the Roosevelt and plans are underway for moderning equipment in other theatres of the circuit. . . . Charles Shapiro named booker for Essaness theatres. . . . Arthur Samoore took over management of the Ashland Theatre, Ashland. . . . Variety Club is moving to Congress Hotel quarters next month. . . . Local Censor Board is again reviewing "Miracle" on demand of Civil Liberties Union for Chicago permit to show film. . . . Thomas Maddock Co., carpet factors, have been awarded contract to supply B&K's Chicago Theatre with 3,500 yards of carpet, one of the items needed in the company's modernization program for its flagship house. Rapp and Rapp are architects for the job. . . . Walter Lyons, mgr. of B&K's Covent Garden, is in Michael Reese hosiptal.

Judge Michael Igoe has ruled that Winston Theatre Corp., operating loop Grand, was still subject to Jackson Park decree and could not play films longer than two weeks. . . . Albert Dezel has concluded distribution arrangements with Harry Thomas, for representing

CHICAGO (cont'd.)

Souvaine Selective Pictures, in this area. . . . Attorney Aaron Stein asked Judge Michael Igoe for extended loop showing time on "Peter Pan." . . . "Beauty and the Devil," French film, will have its midwest premiere at the World Playhouse starting Nov. 1. . . . Judge Walter LaBuy ordered B&K, Paramount and RKO dropped from anti-trust suits filed by Sullivan and Depee for Avenue and Alex theatres as statute of limitations had expired. Judge Michael Igoe ordered same action in Bell and California theatres cases but attorneys Sullivan and Depee filed notice of appeal. . . . C. J. Bulliet, former Chicago Daily News film critic, passed away.

Attorney Nat Hoffberg served notice of appeal in Judge Sam Perry's court on behalf of Eagle Theatre because B&K was dismissed as defendant in case account expiration of statute of limitations. . . . Stagehands are asking for pay adjustments from both film and legitimate theatres. . . . "Miracle" opened to large business at B&K's United Artist Theatre—evening admission $1.25. . . . Steve Bennis has closed his Auto View Drive-In, Lincoln, Ill. and reopened the Grand Theatre there. . . . Dave Gould has sold the 1,200-seat Plaza Theatre to the Plaza Theatre Corp. . . . Telenews Theatre will get a Trad TV installation this month from the Motiograph Co. . . . Thieves broke into the safe of Warner's Cosmo Theatre and stole the week-end receipts.

CINCINNATI

Emil George of Wapakoneta, O., celebrated his 30th year in the theatre business. He started with a one-half interest in the Brown Theatre of Wapakoneta and is today one of the outstanding independent exhibitors in Ohio. . . . The Jungle Drive-In, Parkersburg, W. Va., was formally opened last week by owner Carl Westbrook. The new ozoner has all RCA equipment, installed by Midwest Theatre Supply, and will remain open as long as weather permits. . . . Clark Rader served notice to the film companies that he is closing his New La Max Max Theatre in Wilmington, O. . . . John Woodward of Zanesville, O., is reportedly in Florida. The Variety Theatre, which he formerly opertaed, is included in the block of buildings purchased by a chain outfit and will be otherwise utilized. . . . Realart of Cincinnati has acquired distribution rights to the Alan Ladd combination, "Hell's Devils" and "Gangs, Inc." . . . Dick Miller, brooker and buyer for the Jur Circuit of Salem, W. Va., is trying to locate office headquarters in Cincy for carrying on details of the Jur operation.

Keith's Theatre has been leased by a local corporation headed by Ruben Shor and Peter Palazzolo and will reopen Nov. 30 with a policy of first-run films after rehabilitation which is currently going on. Terms of the lease, made recently in N. Y. C. with City Investment Corp., owners of the theatre, were not disclosed. . . . Jack Finberg, UA mgr., is reported improving from a heart attack. . . . Rosemary Meyer has been upped from contract dept. head at UA to student booker, succeeding Frank Lambing, resigned. . . . Alan Schreiber, son of UI city salesman Frank Schreiber, was married recently to June Cox. . . . Theatre Owners Corp., headed by Rex Carr, has added the following clients: Corlee Theatre and Auburn Drive-In, Cumberland, Ky., owned by A. P. Corder, and Deer Park Theatre, Deer Park, Ohio. . . . States Film Service will handle shipping for Realart of Cincinnati, effective Oct. 27. . . . Variety chief barker Vance Schwartz is busy laying the groundwork for the Old Newspaper Boys Day on Nov. 17 for benefit of the Hamilton County Council for Retard Children, which is being co-sponosred by the Cincinnati Enquirer.



James S. Abrose, newly appointed Central district manager for Warner Bros., is honored at a testimonial dinner tendered by Cincinnati Variety Club. Shown here (l to r): Successor to the post of branch manager, Robert H. Dunbar; Abrose; and Jules Lapidus, Warner's Eastern and Canadian Division sales manager.

CLEVELAND

Almira Theatre here has been sold to a church group. . . . Loew's State switches opening from Saturday to Wednesday; the two other local Loew's, Stillman and Ohio, are expected to follow. . . . Variety Club moved into its new quarters at the Hotel Hollenden, with more than 250 attending the opening party. Henry Greenberg, chief of Tent No. 6, presided. . . . Alan Rubin, former Clevelander, has returned to manage Warner's Vogue. . . . Liberty Theatre, Akron, dark most of this year, reopened with Max and Charles Schneier as operators.

Jack Silverthorne, Hippodrome mgr. won a Kaiser auto as first prize in Universal's national trade contest for best exploitation job on "Steel Town." . . . Jack Fine, operator of several neighborhood theatres, filed a bankruptcy petition, stating he had debts totaling nearly $70,000 and only $290 in assets. He had been instrumental in starting a now-closed TV film venture. . . . Faurot House in Lima will be razed to make way for a S.S. Kresge store. . . . J. Knox Strachan, formerly with Warner here, is expected to take a top post with Hotel Allerton.

DALLAS

Interstate has sold the Sunset Theatre, San Antonio to Bob Yancey. Another San Antonio deal saw the South San Theatre pass from Clifton Brome to B. L. Wallace. . . . Jerry Ebeier sold the King Drive-In, San Marcos, to Frank W. Zimmerman, and the Capitol, New Braunfels, to Johnny Crain. Another Interstate deal brought the Majestic Theatre, Shamrock, into the hands of Seibert Worley. . . . Lou Novy, owner of the Queen in downtown Austin, after several weeks of experimenting with full-week runs, decided in favor of twice-weekly openings. . . . The championship football team of the Variety Club Peewee League in Houston will be host in the 1952 National Milk Bowl football classic Dec. 6 in Rosenberg, Tex., with an out-of-state opponent. The game has Texas Lions Clubs sponsorship in addition to that of the Houston Tent. . . . Few showmen outside of Texas know that Dallas has a voluntary reviewing board whose pronouncements on pictures and recommendations on cuts, backed by no legal authority, are usually heeded. A 14-member board of clubwomen daily classify films at Interstate's Dallas screening rooms. Mrs. Clarence Echols, who has voluntarily been reviewing films for 25 years, is its pres., visits Hollywood every three years, and talks on movies throughout the state.

Trans-Texas Theatres has settled for $324 a damage suit by one of 14 persons injured in collapse of the ceiling of the Queen Theatre, Austin, last summer. . . . Interstate city mgr. Bill Hellums copped front-page pubblicity in Austin when he treated 150 newsboys to a special showing of "Son of Paleface," in honor of National Newspaper Boys Day, at a special Saturday morning unreeling at the Paramount. . . . The Metropolitan, Houston, staged the local finals for the Texas' Most Luscious Cowgirl contest as part of the Houston promotion for "The Lusty Men." . . . The class-film River Oaks Theatre, Houston, ran a sneak preview of a new British film to obtain American audience reaction for the producers. . . . The Rice Theatre, Eagle Lake, burned down with $30,000 damage to the 400-seater, according to H. C. Johnson, owner. Defective wiring is believed to have caused the fire.

DETROIT

Charles Simpson of Exhibitors Service is still negotiating for a valuation on his loss in the big July film vault fire. . . . Roy L. McKenzie of Dairy Freeze of Mich. is establishing Grand Rapids headquarters to in-

Watch These Dates!

Nov. 9-11: Charlotte — Theatre Owners of North and South Carolina 40th Anniversary convention—Hotel Charlotte.

Nov. 12: Hollywood — Screen Producers Guild dinner honoring Louis B. Mayer—Statler Hotel.

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Nov. 22-23: Atlanta—Colosseum of Motion Picture Salesmen of America annual meeting—Ansley Hotel.

Nov. 25: New York—Motion Picture Pioneers 13th annual dinner—Hotel Astor.

Dec. 1-2: Pittsburgh—MPTO of Western Pennsylvania annual convention—William Penn Hotel.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Dec. 9-11: Memphis — Allied Independent Theatre Owners of the Mid-South and Tennessee Press Ass'n joint exhibitor-press convention.

DETROIT (cont'd.)

troduce his product to the theatre trade. . . . Saul Korman had terrific busines for two shows at the Broadway-Capitol with "Jazz at the Philharmonic." . . . Mr. and Mrs. Howard Duprau, newcomers at Mt. Morris, are taking over the Cinema, formerly operated by Mrs. R. (Alice) Ingram. . .. Earl Bradley, successor to the late Frank Lorenzen, is moving to Couzens Hyway and establishing a new firm name of Mount Vernon Gardens. . . . Leonard L. Radner has dissolved Theatre Air Conditioning Corp. . . . Norman F. Wheaton, Telenews mgr., is still recuperating from his serious operation last spring. He's bought a new Royal Oak home. Claude Sheriden and Fred Sweet, both ex-theatre managers, are keeping in form by relief chores at the Telenews.

Plans by Louis Danley, who has the Mendon Theatre at Mendon, to build a new drive-in near Fisher's Lake, for spring opening, have been announced. . . . Floyd Akins is still looking for some good bowlers to round out the teams. . . . Max (Curly) Kolin is out on his own with closing of the Oriole, where he had been for 15 years. . . . Dillon M. Krepps, UA mgr., received a special okay from the City Council for his spectacular marquee cover. . . . Bill Schulte made his first public appeareance in almost two years following his accident during the Allied convention. . . . The Virginia, formerly operated by Dave Korman and Samuel Mazell, is being converted into a store structure. . . . Mr. and Mrs. Missel, well known in the theatre concession field, have just opened a new "Sweet 'n Snak" shop in the old Woodworth home in Dearborn.

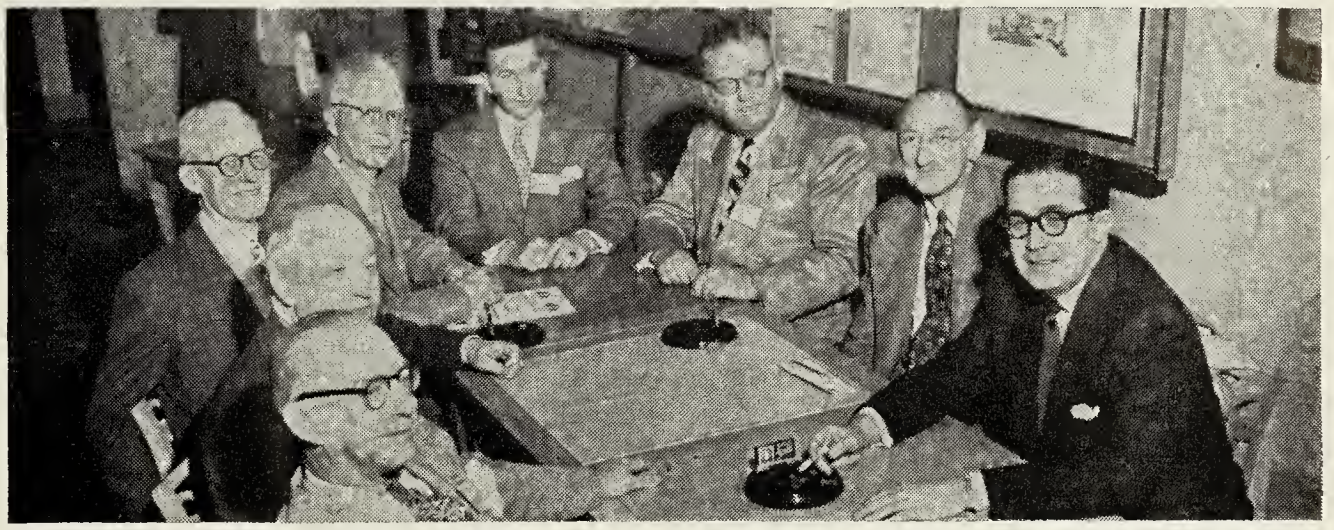
The Franklin Theatre began an exclusive German feature policy on Oct. 17, operating Friday through Monday, by arrangement with Casino Film Exchange, only company in the U. S. specializing in distribution of German language films. . . . Albert Dezel has concluded distribution arrangements with Harry Thomas, for representing Souvaine Selective Pictures in this area.

INDIANAPOLIS

Attorney for Alliance Theatres and Fourth Ave. Amuse. Co., Terre Haute. filed briefs in Indiana district court asking dismissal of Government suit alleging restraint of competition in Terra Haute by defendants. . . . Arthur Wall named mgr. of LeRose Theatre, Jeffersonville, Ind. . . . Robert Gainy succeeds William Brenner at the booking desk at M-G-M. Brenner has joined the sales group at U-I, working the Kentucky territory. . . . A. R. Glaubinger has resigned as mgr. at Allied Artists and will enter the textile business in Ohio. . . . James Franklin, booker at 20th-Fox, resigned his post and is succeeded by William Zoetis, formerly in the shipping room. . . . James Heringer of the Albion at Albion has engaged Mrs. D. Centliver as mgr. of the house. . . . The open air Beacon at Portland has closed.

Charles Niles, chairman of Caravan committee, is at the Allied offices making plans for the Allied Convention in the Morrison Hotel, Chicago, Nov. 15. . . . Peter Fortune acquired the Tuxedo Theatre here, operated by Al Ackerman. . . . W. H. Ledbetter of the Howard, Nonon, is in St. Elizabeth's Hospital, Lafayette, for a minor operation. . . . The Melody Drive-In at Bass Lake and the Blackford, Hartford City, closed for the season. . . . The Walcott at Walcott has been taken over by Kenneth Barnard, who op-

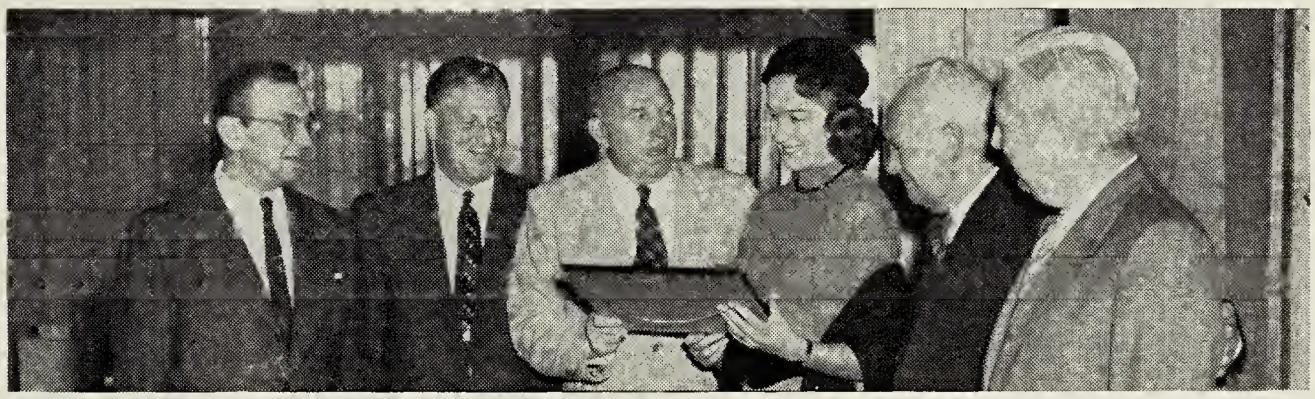
Personalities In The News



Talking things over in between sessions of the Allied Theatres of Michigan convention in Detroit (l to r) are: John B. Schuyler, Delft Theatres; L. O. Griffin, Manton and Lake City; Ernest Conlon, exec. secy. of Allied of Mich.; Otto Ebert, RKO branch mgr.; John Vlachos, re-elected Allied pres.; E. J. Pennell, v.p.; Leon J. Bamberger, RKO sales promotion mgr.; Wilbur Snaper, pres. of Allied States Ass'n.



Election of new officers and directors at the recent Motion Picture Exhibitors of Florida convention, held in Jacksonville, brought in the following slate: shown here (l to r): Hugh Martin, Sr. of Martin Theatres of Columbus, Ga., director; Horace Denning, Jacksonville, 1st v.p.; Bill P. Cumbaa, Leesburg, pres.; Maurice Hensler, Auburndale, board chairman; and B. B. Garner, Lakeland, treas. Not shown: Pete Lucas, Kissimmee, secy.; Bob Cannon, Live Oak, 2nd v.p.; and Mitchell Wolfson, Miami, director.



Admiral Ross T. McIntyre, head of the President's Committee for Employment of the Physically Handicapped, presents a special citation to Universal-International for "Bright Victory." Accepting for the company is Julia Adams, co-starred in the film, and looking on are (l to r): William Goetz, U-I production chief; Milton R. Rackmil, pres.; N. J. Blumberg, board chairman, and Steve Broidy, Motion Picture Industry Council president.



Among some 300 representatives of the industry, press, radio and TV present at a reception to congratulate Lilli Palmer and Rex Harrison on their 10th wedding anniversary and premiere of their Columbia-Kramer starring vehicle, "The Four Poster," were (l to r): Columbia execs Paul Lazarus, Jr., Leo Jaffe and Jack Cohn, seen with the stars.

INDIANAPOLIS (cont'd.)

erates the Oxford at Oxford. . . . Richard Smith, operator of the DeVon, Francisville, reports the arrival of a baby boy.

LOUISVILLE

Work is to begin shortly on the new drive-in for Elizabethtown Aumsements, headed by Robert Enoch, near Elizabethtown, Ky., where the company also operates the Star-Lite Drive-In as well as the Grand and State theatres. . . . The Clarksville Drive-In, loctaed between New Albany and Jeffersonville, will be open week-ends only for remainder of the season. . . . The Preston Drive-In here is advertising a special price of 28¢ up to 7 o'clock. . . . Jess Lausman, mgr. of the Broadway Theatre, has been elected pres. of the newly formed Loyal Republican Club, which now boasts some 300 members.

Planning to attend the TEMSA-TEDA convention and trade show in Chicago, Nov. 15-19, are W. E. Carrell, Sr., head of Falls City Theatre Equip. Co.; Eddie Huber and Irving Long, Fourth Ave. Amuse. Co.; E. L. Ornstein, Ornstein Theatres; Louis Arru, Twin Drive-In Theatre; Gene Lutes, Chakeres dist. mgr.; Ralph McClanahan, pres. of Kato and owner of the Mack and Irvine Theatres, Irvine, Ky. . . . Maysville, Ky., where Rosemary Clooney was born and lived until 1938, has been chosen for world premiere of her first motion picture, "The Stars are Singing." It will be held at Schine's Russell Theatre, managed by Ben Tureman, and tentative date is Feb. 12.

MILWAUKEE

The State and Riviera theatres here, operated by Fox-Wisconsin, have closed again. . . . More than 75 Wisconsin Allied members are going to Chicago Nov. 17-19 to attend the national convention. Among those planning to attend with their wives are Ben Marcus, Harold Pearson, Harry Perlewitz, Ray Trampe, J. Schuyler, A. Provinano and A. LaPorte of Milwaukee, and Sig Goldberg, Wausau; Fred Leinhardt, New Glarus; Floyd Albert, Mt. Horeb. . . . Distributors along film row have been informed by P. Stathis, Sparta, that Joe Woodward, Milwaukee, is doing all booking and buying for his Sparta, Classic and Highway No. 16 Drive-In. . . . Jake Kaiser, formerly head booker at Warner, is now their city salesman. Andy Kenny, formerly with Gran Enterprises, is now a Warner booker. . . . Two local outdoor theatres which have closed for the season are Standard's '41 Twin Outdoor and Delft's Victory. The Bluemound is still open, taking advantage of favorable weather.

Oliver Trampe is planning to attend the Monogram meeting in Hollywood in November. . . . When Monica Lewis recently toured the state promoting Cameo stockings, Louis Orlove had her appear at the Capitol in Madison during showing of her latest picture, "Everything I have is Yours." Those in the audience who found a sticker under their seats were invited on stage to meet her and were presented with a certificate for a pair of stockings. . . . Albert Dezel has concluded distribution arrangements with Harry Thomas to represent Sonvaine Selective Pictures in this area. . . . Edward Rafferty, N.Y. attorney, will appear before Master in Chancery William Saltiel, Chicago, Nov. 24, in the United Artist ownership of stock in the Towne Theatre. Attorney Thomas McConnell will represent Papas brothers, owners of the rest of the Towne stock, who are seeking return of the UA Towne stock, claiming it was secured from them under duress.

MINNEAPOLIS

An all-industry Christmas party is being planned, in the form of a dinner-dance, with tickets tentatively set at $5.50. Joe Rosen, Paramount booker, is acting chairman. . . . Martin Braverman, formerly with Theatre Associates, buying and booking combine, is new office mgr. for Don Swartz's Lippert setup. Swartz, operator of Independent Film Distributors, acquired the franchise from the parent company. . . . The Time, which had been shuttered for several months and then converted to commercial property, is for rent. . . . Clem Jaunich, exhibitor at Delano and Austin, Minn., is recuperating from an operation at University Hospital. . . . About 200 publishers books were donated by the Star & Tribune to the Variety Club heart hospital through the efforts of Mrs. Eleanor Bloom, wife of Al Bloom, mgr. of the 7-Hi Drive-In.

Free coffee is being served to patrons of the World, art house, as result of a tieup with a coffee distributor, who gets free advertising in the newspapers and on the screen in return. . . . Don Potter is new asst. mgr. at the RKO Pan, replacing Leland Davis, who was assigned to the RKO Iowa, Cedar Rapids, Ia. . . . Mrs. William Cammeron, wife of the operator of the Gem at Waterville, Minn., passed away. . . . Carl Rowan, Tribune reporter, will address the monthly meeting of Variety Club of the Northwest at its clubrooms in the Nicollet Hotel.

NEW HAVEN

The 1,409-seat Strand Theatre, Waterbury, has been sold to Murray Schoen Associates of N. Y. for a reported price in excess of $143,000 by Loew's Poli-New England Theatres. . . . Warner Bros. will close down the 800-seat Regal Theatre, Hartford, the end of this month, when the Grant Stores chain, located next door, will take over in an expansion move. . . . Michael Tomasino has sold his Avon Theatre, New Haven, to Anthony Augliere, Inc. for conversion into storage warehouse and garage. . . . Phil Langner, partner in the New Parsons, 1,167-seat downtown Hartford legit theatre, announced a new "film fill-in" policy, which will bring back "distinguished" art films and an occasional first-run picture. . . . An April 1, 1953, opening is planned for the 700-car ozoner being constructed in Manchester, Conn. by Bernie Menschel and John Calvocoressci of Community Amuse. Corp. . . . Linus H. Albee, 51, head of Local 486, and projectionist at the Warner Regal, passed away.



"Bwana Devil," Arch Oboler's three dimension Natural Vision feature, which premieres late in Nov. at the Paramount Downtown in Los Angeles and the Paramount Hollywood in Hollywood, is getting an early promotion campaign through a tieup arranged with Stereo Realist Co. for special lobby displays in both theatres, which feature scenes from the film in third dimension Natural Vision.

The Pike Drive-In, Newington; Farmington Drive-In, Farmington; and East Windsor Drive-In, E. Windsor, are now closed the early part of the week for remainder of the season. . . . Mary Castle, featured player in "Eight Iron Men," flew in from Los Angeles for several weeks of promotion on the film's opening in Conn. and Mass. . . .Jack Mitchell resigned as chief projectionist at the Colonial, Hartford, to go into the dry cleaning business. Replacing him is Fred Levesque, formerly in the booth at the Eastwood, E. Hartford. . . . Herman M. Levy, general counsel of TOA and exec. secy. of MPTO of Conn., has been elected secy. of the New Haven County Bar Ass'n. . . . Ray Wylie, one time New Haven branch mgr. for UA, is serving as political adviser to former Senator Samuel Malkan, candidate for State Senator.

The 1,800-seat Star, Hartford, booked three first-run westerns, "Border Saddlemates," "Thundering Caravan" and "Wild Horse Ambush." . . . The Warner Empress, Danbury, has a new performance schedule. Doors now open at 4:45 p.m., with two complete shows nightly at 5 and 8. . . . A dual theatre premiere is planned for U-I's "It Grows on Trees," Nov. 5, at the Allyn, Hartford, and Paramount, New Haven. Jeff Livingtson and John McGrail of U-I met with Ray McNamara, Allyn, mgr., and Allen M. Widem, Hartford Times motion picture editor, on advance promotion.

NEW ORLEANS

Two ozoners recently opened at Pensocola, Fla. are Teddy Solomon's Twin Drive-In and the Ranch Drive-In. . . . No plans have been announced for rebuilding the May Theatre, Stamps, Ark., recently destroyed by fire. . . . The Star Drive-In, Monroe, La., announced its winter closing on Nov. 2. . . . The Fox Theatre, Marks, La., was destroyed by fire of undetermined origin.Mgr. Wayne Frank reports that a new building will be erected. . . . Neal Robinson closed his Eglin Theatre, Crestview, Fla., permanently. . . . The Nabor Theatre, Garyville, La., also closed permanently. . . . Abe Berenson, pres. of ATO of the Gulf States is now sufficiently recovered to visit his office daily for a short time. . . . A charter has been issued to Joy Avoylles Drive-In Theatre, Inc., with offices at 218 S. Liberty St. and headed by Harold Schambach and Willis Houck.

Republic reports that "The Quiet Man," in a pre-release engagement at the Saenger Theatre, topped all grosses at this Paramount Gulf house. . . . Kay Film Exchanges, operated by Ike, Harry and David Katz, are now located at 160 Walton St., N.W. The company has branch offices in Charlotte, Memphis, New Orleans and Washington. . . . "Cry, the Beloved Country" received wide acclaim from New Orleans audiences during its engagement at the Civic Theatre, at regular prices. . . . The New Orleans Catholic Fatima Committee distributed 270,000 copies

NEW ORLEANS (cont'd.)

of a synopsis of the message of Fatima during showing of "The Miracle of our Lady of Fatima" here. . . . Plans are under way for meetings to be held in Mississippi with state exhibitors and congressman to help repeal the 20% Federal admissions tax, fostered by Mississippi Theatre Owners' board of directors.

NEW YORK

Harry A. Harris, operator of a chain of Spanish speaking theatres, has taken a long-term lease on the Schuyler Theatre. Lessee corporation is headed by Ben Knobel. . . .Another long-term lease recently consummated involes the 1500 seat Avalon Theatre in the Bronx, which property is owned by Edward J. Rinaud of Bronxville. Lessee is a corporation headed by Joseph Green. Theatre is being completely rehabilitated and will open soon with a policy of vaudevile and pictures. . . . Tommy Rodgers of the Trans-Lux Theatres was married recently. . . . William A. White has moved his offices to the Riviera Theatre Bldg. at 2575 Broadway.

Walter Reade's Broadway Theatre at Kingston, N. Y., managed by Vogel Gettier, will present the "Gay 90's Revnue" on stage Nov. 14 and 15 together with first run film, "The Lady Says No." . . . Munio Podhorzer, pres. of Casino Film Exchange, left for Cincinnati and St. Louis for the purpose of establishing in both cities theatres to operate on an exclusive German feature policy. . . . Allied of New Jersey has scheduled a beefstake dinner at the Ritz Restaurant, Passaic, N. J., on Dec. 10. . . . Sylvia Gold, former secretary to Lou Brandt of the Brandt Theatres, reports the birth of a son. . . . Betty Barnsteal, secy. to Charles M. Reagan, was tendered a luncheon by friends and associates at M-G-M to celebrate her forthcoming marriage to Thomas Rice. . . . S. Arthur Glixon, motion picture industry attorney and prominent B'nai B'rith leader, will be honored for his outstanding services to community welfare and human rights at a testimonial breakfast on Dec. 7 at the Hotel Delmonico, sponsored by the Joint Defense Appeal.

PHILADELPHIA

"The Snows of Kilimanjaro" was shown at advanced prices at the Midtown here, with Wiliam Goldman Theatres joining the advanced price lineup. Other current advanced admissions are at the Boyd, Mastbaum, Fox, Trans-Lux and Arcadia. . . . Cheaper seats for London Opera's production of "Rigoletto," which played movie houses here and upstate, sold out fast enough but the top-price chairs went abegging. . . . Mary Castle, "dream girl" of the picture "Eight Iron Men," made four personal appearances on the stage of the Goldman Theatre during recent premiere of the film. . . . The Earle is planning to stage the first all-sepia amateur talent show ever put on in this town. . . . Leonard Hettelson has taken over management of the Unique Theatre.

The Abbey Theatre, formerly the Wissahickon, has been converted into an art film house. . . . Renel Theatre now has new sound and projection equipment along with its newly decorated interior. . . . Abe Sunberg has been named buyer, booker and mgr. of the Wynne. . . . Great Northern, which closed Nov. 1, will be torn down and the property converted into business establishments. . . . Harry Knoblauch, formerly of the Cross Keys, is now managing the Lane.



Edward Arthur, gen. mgr. for Fanchon & Marco-St. Louis Amusement Co. theatres in St. Louis, presents checks totaling $3,775 to Edith Bryant, winner of the "Know Your Movies" Quiz jackpot which the theatre chain sponsors locally over Radio Station KWK.

PITTSBURGH

The cycloramic screen of the recently opened Airport Theatre at the Greater Pittsburgh Airport will be dark until 6 P.M. hereafter. Mgr. Francis L. Milton reports afternoon attendance poor. This modern 320-seater in the world's largest airport administration building is Milton's first venture in the theatre business. . . . Allied MPTO of Western Penna. is making special appeal by mail and telephone to all theatre owners to attend the national convention in Chicago. . . . John D. Walsh, mgr. of the Fulton Theatre expects 30 theatre mgrs. of M. A. Shea Theatrical Ents. at a two-day meeting at the Roosevelt Hotel. Business on the agenda will include theatre TV. . . . Carnegie Library displays boost "Ivanhoe," picture and book. . . . The Enright Theatre will show "The Miracle of Fatima" beginning Nov. 4 and is distributing student tickets at 50c through East Liberty merchants. . . . Dave Smith, mgr. of Shadyside Theatre is now showing foreign films on Weds. and Thurs. Art Policy nights. He announces the first Pittsburgh popular price opening of "Greatest Show on Earth" on Nov. 8.

PORTLAND-SEATTLE

An initiative measure which would outlaw the showing of movies in Oregon on Sundays has been filed with the State Election Bureau in Salem by employees of the Portland Meadows race track, who resent the action of theatre operators in supporting a measure on the Nov. ballot to repeal pari-mutuel wagering in Oregon and their assistance to the Oregon Council of Churches in its fight against pari-mutuel wagering at horse and dog races. . . . Arthur Fox announces the closing of his American Theatre at Columbia City, Wash. . . . The Hollywood Theatre, Salem, Ore., has been purchased by Mr. and Mrs. Michael Brown from Mr. and Mrs. Joe Hassenstab. . . . Ralph W. Wood, former theatre mgr. in Portland, is now associtaed with Films, Inc. at 2129 N.E. Broadway, outlet for 16 mm films.

The Roosevelt at Grand Coulee, owned by R. A. Gardiner and Ron Hartman, opened. . . . Russell Tate and J. M. Hutchinson opened the Pullman Drive-In at Pullman, Wash. . . . The Elm Theatre, Parkland, Wash., recently demolished by fire, is being rebuilt by mgr. Frank Willard. . . . Drive-Ins in the Pacific Northwest enjoyed an extra long season with upwards of 60 daws of Indian-summer and no rain.

ST. LOUIS

Being a movie fan paid off very well for Edith Bryant of Maplewood when she hit the $3775 jackpot of the "Know Your Movies" telephone quizz, conducted by Carl McIntire over Station KWK for Franchon & Marco, wherein questions are asked concerning pictures shown in F&M first run houses. . . . Lester Bona, Warner mgr., is busy with the Salute to Will Rogers Memorial, which is to run through November to Christmas day. Bona is also concerned with distribution of a reel aimed to get recruits for the WACS and WAVES in this territory. . . . "Assignment 103," a 10-minute Community Chest film will have been shown in 101 theatres by Nov. 5. . . . The St. Louis Loge of the Colosseum of Motion Picture Salesmen elected W. W. Sharpe of Paramount and R. C. Lightfoot of Monogram as delegtaes to the annual national meeting in the Ansley Hotel, Atanta, Ga., Nov. 22 and 23. . . . Joe Sarfaty, U-I salesman, who was injured in an auto accident last Feb., has progressed to the point where he is able to walk with the aid of a cane. . . . William P. Horten, a member of Operators Local 143, passed away.

Harry Londoff is now operating the Palm Theatre on Union Blvd. near Greer Ave. . . . Theodore Lending, who operates the Kirkwood Theatre, Kirkwood, Mo., has been named a member of the Grand Jury for the St. L. County Circuit Court. . . . At Breese, Ill., Bernard Temborious, owner of the 400-seat Avon Theatre, announced plans to construct, own and operate a drive-in to cost some $75,000 to serve the people of that general area. . . . Paul Kruger, co-gen. mgr. of Fred Wehrenberg Theatres, announced con-

FILMS TELEVISED OCT. 18 to OCT. 31

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Ace of Spades	Michael Hogan	
The Angelus	Nancy O'Neill	
Blind Justice	John Mills	
Department Store	Geraldine Fitzgerald	
The Gladiator	Joe E. Brown	Col. 8-8-38
Hammer The Toff	John Bentley	
Never Trust A Red Head	Sandra Dorn	
Pioneer of Terror	Michael Rennie	
Pride of the Plains	Bob Livingston	
Return of the Frog	Gordon Harker	
Rough Riders of Cheyenne	Sunset Carson	Rep. 11-1-45
Winterset	Burgess Meredith	RKO 11-17-36

ST. LOUIS (cont'd.)

struction on the proposed South Drive-In near Butler Hill and Lemay Ferry roads, to have an eventual capacity of 1000 cars and to cost about $300,000, will start early next year.

Dickinson Operating Co. has completed plans for construction of a drive-in at Monroe City, Mo., where they operate the 350-seat Southside and 400-seat Monroe. . . . The 350-car ozoner south of Alsey, Ill., recently opened by Paul Stehman and Tom Danner, has space for exnansion of its car capacity. . . . Jack Beresin of Philadelphia, International chief barker, was a visitor here and prescribed a program for revitalizing Tent No. 4, the St. Louis Variety Club. . . . Represenatives from all segments of the film industry in this area met at the Paramount Exchange recently to discuss plans for formation of a permanent welfare fund for all members of the amusement and entertainment fields. . . . A certificate of incorporation has been granted to Crest Investment Co., Kansas City, Mo., authorizing it to own, manage, operate and control theatres, moving picture shows, etc., with R. F. Withers, B. Spencer and R. P. Lyons listed as incorporators.

The 500-car Starlite Drive-In at Harrisburg, Ill., recently opened by Turner-Farrar Theatres and designed by O. W. Stiegemayer of St. Louis County, boasts the latest in equipment and other facilities for the pleasnre and comfort of patrons. . . . The Park Drive-In adjacent to the Benton, Ill., Water Works in Lake Benton Park, operated under lease from the city by Sam Stuart Marshall, closed for the season. . . . Olin J. Ingram, owner of the Harrisburg Drive-In at Pankayville, north of Harrisburg, Ill., contemplates the enclosing of one of the ramps to permit year-round operation. . . . Mrs. Mary Passalacqua, owner of the Rockne Theatre, Palmyra, Ill., recently underwent a major operation in St. John's Hospital at Springfield, Ill.

SALT LAKE CITY

Claire L. Harvey, owner of the Central in Mountain View, Wyo., on a recent visit to film row, revealed that he anticipates rugged competition with the entry of TV, out of Magna, Utah, into his section this winter. However, he is still buying and booking heavily. . . . "Warden Overman" is the title beestowed by teen agers on the manager of the Camark, which is again open. Overman has overcome the problems of the Saturday and Sunday matinees by passing down the aisles with his flashlight and calling in officers to handle troublesome cases, but the children have learned to behave as a result. Youngsters accompanied by parents are admitted for 14¢; without them, 25¢. . . . Bus Campbell of Associated, who also runs the Marlow, met the situation another way—he simply refuses admittance to children under six unless a parent is with them. His admission charges are 10¢ for children under 12, 30¢ from 12 to 17, and 50¢ for adults. He found that mothers were sending 4 to 6 year olds in while they spent the afternoon shopping.

Ed Pegram of the Bozeman Theatre, Bozeman, Mont., was in town purchasing new seats for his theatres. . . . There are two new 400-seat theatres in Irwin, Idaho, where the new Palisades Dam is being built. Opening between now and New Year's day will be one owned by Mr. Kaufman and one by Ross B. Euyr, neither of whom are theatre men. . . . Columbia is proud of winning first place in the "Round the World" contest. Harold Green earned a trip to any place he chooses. . . . Honeymooning on the coast are Margaret McKellar of Columbia and her spouse salesman Don McMurdie of Universal. . . . Eleanor Wheadon is new booking clerk at M-G-M. . . . The Tower Theatre has been leased by the Tower Corp., headed by L. Howard Marcus, son of the late Louis Marcus, former Salt Lake City Mayor and operator of theatres throughout the Intermountain states. The Tower will be operated as an art theatre, with a program of high quality domestic and imported films.



Yvette Dugay, co-starred in Allied Artists production "Hiawatha," soon to be released, visits the New York offices and meets Edward Morey, v.p. and exec. asst. to president Steve Broidy.

SAN FRANCISCO

Louis R. Lurie purchased the 1500-seat Curran Theatre for $800,000 from the Homer Curran estate and Wobber Brothers. Theatre will continue to operate under management of William J. Zwissig. . . . John Norcop, who has been shuttling back and forth between Fox West Coast Theas. and 20th Century-Fox, has again been assigned as publicist to 20th and will cover the San Fran., Seattle and Portland territories with Eddie Yarbrough. . . . The Rio at Monte Rio, booked by Ed Rowden, will close Nov. 1 for the season. . . . "Snows of Kilimanjaro" at the Fox topped the box office record there. . . . Following a unanimous strike vote by Projectionists Local 162 against FWC's five houses here, Joe Tuohey, FWC negotiator from L.A. requested a meeting for Oct. 28. The strike vote was decided because FWC refused to go along with other S.F. exhibitors in the inclusion of a health and welfare plan in the master agreement. . . . Thomas J. Kearney, projectionist at the Esquire and pres. of MPO Local 162, passed away suddenly at 47. Otto Roush, New Mission projectionist, was appointed temporary chairman. . . . The City Parking Authority has bought the northwest corner of O'Farrell and Mason Sts. to build a 1250-stall garage.

Para Extends L. A. Plan

Paramount's expanded first-run releasing plan for the Los Angeles area, put into operation three months ago with "The Greatest Show On Earth," will be continued for an additional six pictures, A. W. Schwalberg, president of Paramount Film Distributing Corporation, announced this week.

Roundtree Elected Head Of Tri-States Exhibitors; Starr Hits TV's Threat

MEMPHIS.—Tri-States Theatre Owners o Mississippi, Arkansas and Tennessee thi week elected Leon Roundtree, Holly Spring Miss., president to succeed M. A. Lightman Jr., Memphis. Also at the three-day annua convention, Lightman was named boar chairman; Roy Cochran, vice-president fo Arkansas; Nathan Flexer, vice-presiden for Tennessee, and R. B. Cox, vice-presiden for Mississippi.

Elected secretary-treasurer was Jim Car bery; national representatives to the Thea tre Owners of America, Jack Bomar, Ma Connett and M. A. Lightman, Sr.

New board members, besides Lightman are K. K. King, Bill Sockwell, Mrs. Jess Howe, Louis Haven, Jr., Gordon Hutchins Miss Nona White, Orris Collins, Bert Bays E. W. Clinton, Charles Eudy and Ben Jack son.

Also, Earl Elkins, R. X. Williams, T. M Jourdan, Norman B. Fair, Mrs. H. A. Fitch W. E. Ruffin, Jr., Mrs. Louise Mask, Lip Hensley, Jack Marshall and E. P. Sapinsley

In addressing the confab, Alfred Starr TOA president, said that television's prin cipal function is to sell soap. Fear that th medium would put theatres out of business was labelled nonsensical by Starr.

NPA Grants Allotments For Seven New Theatres

WASHINGTON. — National Production Authority has announced allotments of controlled materials for building of six drive-ins and one conventional theatre and for alterations to one standard house. Two drive-ins one standard theatre and one remodeling job were approved for use of materials already in builders' hands.

Largest project gaining an allotment was Black Hills Amusement Co. for a $110,00 drive-in at Rapid City, S. D. Other drive-in bids approved were for Brooks Drive-In Corp., Presque Isle, Me.; Central States Theatres, Charles City, Iowa; W. O. Woody Bolivar, Mo.; L. E. Wilson, Shattuck, Okla.; Walter Matney, Decatur, Tex.

Fox Meet To Determine Nine-Month Release Slate

Twentieth Century-Fox's releasing schedule for the first nine months of 1953 will be revealed at a special Division Managers meeting set for the home office, November 12-13, it was announced this week by Al Lichtman, director of distribution, who will preside at the confab.

Representing the company's sales forces throughout the United States and Canada, the managers will hear an outline of sales and advertising plans for the pictures.

New Charge Plan Started

Three Walter Reade Theatres in New Jersey, Strand, Paramount and Oxford, have joined a local bank's charge plan whereby the houses are automatically credited with the cash value of admission charge slips made out by patrons. Bank collects monthly.

Henreid Lauds British Filming; Independents Busy

Paul Henried, who just returned from London where he starred in "There Is No Escape," an Exclusive Films production, reports that the British film industry is booming again. This, he explains, is due to the Ede Plan. The Ede Plan calls for an additional admission tax of one half penny a person taken from every movie-goer when they go to a motion picture theatre.

This tax is turned over to the producers of the pictures playing at the theatres at the rate of their gross. This gives the producers pre-production money.

Mostly Indie Production

Henreid reports that most of the production in England is conducted by independent production companies. He also pointed out that there are quite a few American films being lensed in England: "The Sea Rogue," which stars Errol Flynn; Walt Disney's "The Sword and The Rose," which stars Richard Todd; Sam Spiegel's "Melba," starring Patrice Munsel; M-G-M's Gene Kelly starrer, "Invitation To The Dance," and the Alan Ladd starrer, "The Red Beret."

"The attraction that England offers is lower costs and no overhead. There is no place like Hollywood to make motion pictures if you have the money, but today a picture of equal quality can be shot in London but it won't be done as easy as it can be done in Hollywood. Technical equipment has improved over there tremendously," Henreid explained.

Struggle For Space

He also stressed that lighting, which used to be a major problem, has been solved in England. Henreid also said that it is a struggle to get studio space in London today, which is a far cry from a few years ago when Denham was sold to industry because of inactivity in the film business.

Henreid, who also appeared in "Stolen Face," which was lensed in England and released in the United States by Robert Lippert, studied production in Rome and Italy as a whole. He also looked over conditions for filming in Munich.

Exclusive which made "There Is No Escape," in England, has its own studio in Brey. It is an old castle that has been converted into a motion picture studio. James Carreras was executive producer on the film, while Michael Carreras co-produced with Alexander Paal.

Top Actors Available

Henreid pointed out that top actors and actresses can be obtained abroad. He was particularly strong in his praise of Lois Maxwell, Hugh Sinclair, Keiron Moore, who was a Korda discovery, and Kay Kendall, whom he believes is an excellent comedienne.

Henreid is preparing his independent production, "The Stubborn Wood," in which he will play the male lead and direct. He will shoot the film in Hollywood and is now in the midst of an intensive search for a femme lead.—*R. B.*

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Denise Darcel has been signed by producer Sam Katzman to play the title role at Columbia in "Flame of Calcutta," which is slated to go before the Technicolor cameras Nov. 11. Miss Darcel recently completed a leading role in M-G-M's "Dangerous When Wet." . . . Greer Garson's next film at Metro will be "Interrupted Melody," scheduled for a late fall start, based on the life of Marjorie Lawrence, famed concert singer. She has "Miss Baker's Dozen" as a fourth film in which she will star. The other two films, which she has already completed, are "Julius Caesar" and "Vicki."

* * *

"The Glass Web," a novel by Max Ehrlich, was bought by Universal-International and assigned to Anton Leader to produce. The story will be brought to the screen under the title, "Spin The Glass Web" Lee Leonard will develop the screen play. . . . Andre de Toth has been assigned by Jack L. Warner to direct "Don't Cry, Baby," a melodrama starring Steve Cochran, Frank Lovejoy and Phyllis Kirk. "Don't Cry, Baby," is adapted from a "Saturday Evening Post" story by John and Ward Hawkins and will be produced by Bryan Foy.

* * *

Director Arthur Lubin has bought the screen rights to "The Wisdom of the Serpent," a novelette by Adela Rogers St. Johns, and will package the story with Irene Dunne starred, early in January, after he makes "Sulu Sea" for Warner Bros. The off-beat comedy will be published in "Cosmopolitan" magazine in three installments starting with the Dec. issue. It is the story of a dowdy school teacher, who, through a series of unusual circumstances, becomes transformed into a glamorous creature. . . . Three screen plays have been set to go before the Allied Artists cameras during November, according to Walter Mirisch, executive. The films and their starting dates are: "The Homesteaders," Nov. 11, with Vincent M. Fennelly producing and "Wild Bill" Elliott star; "White Lightning," Nov. 12, to star Stanley Clements, and "Jalopy," Bowery Boys comedy co-starring Leo Gorcey and Huntz Hall, Nov. 28. Latter two will be produced by Ben Schwalb.

Dennis Morgan has in his hands a baseball script titled "The Mighty Casey," written by Harold Conrad. . . . The colors used in advertising "I Confess," according to Alfred Hitchcock, will be brown and purple. He claims these colors are most indicative of horror. . . . M-G-M has purchased "Half A Hero," an original dramatic story by Max Shulman, which will be made into a motion picture during the coming year. Matthew Rapf will produce. Kathryn Grayson will return to Metro to star in the Technicolor filmization of the Cole Porter musical, "Kiss Me Kate," after she completes "The Grace Moore Story" at Warners. . . . Wanda Hendrix has been signed for the femme lead in Columbia's "Posse," which also has Broderick Crawford, Charles Bickford and John Derek topping the cast. Harry Joe Brown is producing and Alfred Werker directing. Miss Hendrix recently returned to Hollywood from England and North Africa, where she appeared in "South of Algiers."

* * *

Claude Dauphin, French screen and stage star, who made his American film debut in "April In Paris" at Warner Bros., has been signed to an exclusive contract with the Burbank studio by Jack L. Warner. . . . "Mlle. Modiste," the musical starring Kathryn Grayson and now in preparation at Warners with David Weisbart producing, is planned as Dauphin's first picture. . . . Alex Gottlieb will produce "The Blue Gardenia" from an original story by Vera Caspary, for Independent release with a screen play by Charles Hoffman. Fritz Lang has been signed to direct the feature. Lang has already checked in with Gottlieb to start work on the final screen play with Hoffman. . . . Red Skelton's leading lady in his next picture at M-G-M will be Clara Williams, who just signed a studio contract. Edwin H. Knopf will produce with Robert Z. Leonard directing. . . . Roy Rogers and Dale Evans returned to Hollywood early this week and the two western stars have proceeded with conferences on future production plans.

* * *

Negotiations were completed between Steve Broidy, president of Allied Artists, and Technicolor, whereby for the first time

(*Continued on next page*)



Philippine film magnate, Ficente Rufino, head of the Rufino Bros. theatre interests in the Philippine Is., visits Warner Bros. studio and is entertained by J. L. Warner. Back row (l. to r.): Gordon MacRae, Leon Ames, Rosemary DeCamp, Russel Arms, Mary Wickes and Doris Day, principals of "By The Light of The Silvery Moon." Front row (l. to r.): Billy Gray; Sofronio V. Abrera, Philippine Is. Consul in Los Angeles; Mariano Pena Florida, Governor of the Province of Ilo Ilo; Fernando Lopez, vice president of the Philippines; Warner; and Rufino.

More Love Tales Needed In Films, Claims Director Gottfried Reinhardt

By Richard Bernstein

"There is a need for more love stories for the screen," said M-G-M Director Gottfried Reinhardt at lunch at the studio commissary. "Love story films are big money makers."



GOTTFRIED REINHARDT

Reinhardt is a specialist on motion pictures which have love stories, having directed the fabulous "The Great Waltz," a tremendous grosser.

The director-producer directed another popular love story for M-G-M "Invitation." His latest effort also deals with love. It is the film, "The Story of Three Loves," which M-G-M has just completed. Reinhardt directed two of the film's three episodes, "The Jealous Lover" and "Equilibrium." The latter episode stars Kirk Douglas and Pier Angeli.

Reinhardt is quite enthused about the picture and stated, "This is the first time that a major studio went out and made a big picture in these terms. Each episode has big stars. If it is successful, I am sure that other major studios will do it too."

All About Love

"The Story of Three Loves" is composed of three separate stories connected by a frame. The frame is that some of the stories' characters happen to be on a boat and pass each other. Although they don't know each other, they all have the same problem, a problem of love.

Reinhardt is a versatile movie-maker, having also recently co-produced the Glenn Ford starrer, "Young Man With Ideas."

The producer-director explained that the most important thing in the making of motion pictures is getting a good story. He believes that no matter how good the cast, direction, dialogue, if you haven't got a good story you've got nothing. "I constantly look for good material for films. Most of the motion pictures that I have made have been developed from scratch. I made it a point to work closely with the writer or writers. I always think of a particular star for a certain role in a script, but I don't always get that person. I have found that if a part fits a personality that's half of the battle in directing."

Public Makes Stars

Reinhardt puts it this way in regard to new faces being built in high-powered stars: "It's like a man who says, 'I'd like to get married.' Then comes the question, 'To whom?' That's an academic question. The mere theory of making a star out of a new face means nothing unless you are sure that you have the right person. There are people who talk themselves into believing that a new person is a coming new star, when he or she isn't. I think that we should concentrate on keeping the stars we have stars." However, he believes that new people will become stars through public recognition.

He believes that Pier Angeli, a new star, will become a screen name of great proportions. He also thinks that Kirk Douglas will be a top star for years. He emphasized the fact that it is tough for a straight leading man to become a character actor.

Reinhardt believes that the current era of competition is a healthy one. It gives the creator an urge to make better pictures today. There is no room for any lethargy today in the making of motion pictures.

Reinhardt is now working on "Ember Days," which will be shot in Europe. It is a realistic story which will be located in Rome and Paris. He would somedav like to do "Rosalinda," the popular musical as a motion picture. He would like to film it in color and have as his star, Moira Shearer.

Foreign Gross Important

He believes that motion pictures have become international. This is a healthy situation, because there is an interchange of talent which will strengthen Hollywood. This is what made Hollywood in the first place. Today, when you make a big film, you think about how it will gross internationally. The foreign gross has become an important factor in the making of motion pictures, Reinhardt stated.

"There should be more spectacle pictures," Reinhardt concluded. "You can't see a spectacle anywhere else well except motion pictures."

William Dieterle Directs "Elephant Walk" Abroad

William Dieterle has been assigned to direct "Elephant Walk," whieh Paramount plans to film in Ceylon, where the story takes place. Shooting will be in Technicolor. Based on a novel by Robert Standish, the story is set against the background of the white man's struggle in the tropics, with herds of huge elephants as the menace. Irving Asher, who is familiar with Ceylon through his war service there, is producing the film. The screenplay is by John Lee Mahin.

Dieterle is well acquanted with the exigencies of film making in overseas locations, having just recently returned from directing a picture in the Middle East.

Exhib Turns Producer

Matt Freed, former theatre owner well-known in the local distribution field, has turned producer and will make "Hangtown" for Lippert release. The film will start shooting early in December.

Title Changes

Allied Artists: "**The Roar of the Crowd**" is the new title for "The Roaring Crowd." (Stars Howard Duff; Richard Heermance produces).

RKO: "**Sea Devils**" is the new title for "Toilers of the Sea." (Stars Yvonne De Carlo and Rock Hudson; Raoul Walsh directs).

HOLLYWOOD

(*Continued from preceding page*)

in the history of the company Allied Artists will have a number of Technicolor productions on its release program. The commitment calls for a mimimum of three major features on the 1953 schedule to be done in Technicolor. These, in addition to one already completed in Great Britain and previously announced. The three Technicolor features to be filmed in Hollywood are "Wichita," "The Annapolis Story" and "The Black Knight." The English-made picture is "Affair in Monte Carlo," by Associated British-Pathe with Allied Artists. It stars Merle Oberon, Richard Todd and Leo Genn and was produced by Victor Saville.

* * *

Sol Lesser acquired U. S. rights to the British developed Tri-Opticon, a process which imparts an absolute illusion of three dimensions to films. The purchase was finalized with the arrival in Hollywood of Raymond J. Spottiswoode, technical director of London's Stereo-Techniques, Ltd. Extensive trade and press sereenings will be held this week. At their conclusion Lesser will launch the first of ten units which will roadshow every major city in the United States in regular theatre public presentations. Tri-Opticon's perfection of third dimension lies in the revolutionary camera mount and mechanical calculator which have been developed by Stereo-Techniques. . . . "Easy To Love" is the title selected by M-G-M for Esther Williams' next Technicolor musical, to go before the cameras in Cypress Gardens, Florida, in January. The swimming star recently completed "Million Dollar Mermaid" and "Dangerous When Wet," both awaiting release. Joe Pasternak will produce "Easy To Love" from the seript by Laslo Vadnay and William Roberts.

* * *

Lillie Hayward checked in at Republic to prepare the screen play for the studio's forthcoming producion, "Santa Fe Passage." An adptation will be made from the Clay Fisher novel. . . . Metro will make a sequel to "The Stratton Story." Arrangements have been made with Monty Stratton, former Chicago White Sox pitching ace, for the new film, which will center on him and his son, Monty, Jr. Jack Cummings, who produced "The Stratton Story," will also make the sequel. . . . Farley Granger will star in U-I's "The Golden Blade." Arrangements were made between the studio and Samuel Goldwyn, to whom Granger is under long term contract. The film will be lensed in Technicolor with Nathan Juran directing and Richard Wilson producing. It will roll in mid-November. The screen play, based on an original story by John Rich, was written by W. R. Cox.

* * *

"Merely Colossal," an informal history of the movies, by Arthur Maver, will be published soon. . . . Loretta Young will star in "It Happens Every Thursdav," adapted from the book by James S. McIlvaine. Story deals with the experiences of Mrs. McIlvaine and her husband in publishing a weekly newspaper in Downington, Pa. Joseph Pevney will direct with Anton Leader producing. Film will roll in mid-November. . . . Howard Duff will star in "Spaceways," to be produced in London for Lippert release.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Mar. 9th	5104	Rodeo (Cinecolor)	70	Jane Nigh, John Archer
Mar. 23rd	5211	Hold That Line	64	Leo Gorcey, Huntz Hall
Mar. 30th	5242	Man From the Black Hills	51	Johnny Mack Brown
Apr. 6th	5215	Jet Job	63	Stanley Clements, Elena Verdugo
Apr. 13th	5252	The Gunman	52	Whip Wilson, Fuzzy Knight
Apr. 27th	5205	Wild Stallion (Cinecolor)	70	Ben Johnson, Edgar Buchanan
May 4th	5225	Kansas Territory	65	Bill Elliott, Peggy Stewart
May 11th	5209	Desert Pursuit	71	Wayne Morris, Virginia Grey
May 25th	5207	African Treasure	70	Jonnny Sheffield, Laurette Luez
June 8th	5220	Gold Fever	63	John Calvert, Ralph Morgan, Ann Cornell
June 15th	5212	Here Come the Marines	66	Leo Gorcey, Huntz Hall, Myrna Dell
June 29th	5203	Wagons West (Cinecolor)	70	Rod Cameron, Peggie Castle
July 6th	5243	Dead Man's Trial	59	Johnny Mack Brown, Jimmy Ellison
July 20th	5210	Arctic Flight	78	Wayne Morris, Lola Allbright
Aug. 10th	5221	Yukon Gold	62	Kirby Grant
Aug. 17th	5253	Montana Incident	54	Whip Wilson
Aug. 24th	5204	Rose Bowl Story (Cinecolor)	71	Marshall Thompson, Vera Miles
Sept. 7th	5226	Fargo	69	Wild Bill Elliott, Phyllis Coates
Sept. 21st	5213	Feudin' Fools	63	Leo Gorcey, Huntz Hall
Sept. 28th	AA22	Battle Zone	81	John Hodiak, Stephen McNally, Linda Christian
Oct. 5th	5216	Army Bound	61	Stanley Clements, Karen Snarpe
Oct. 12th	5225	Canyon Ambush	53	Johnny Mack Brown, Phyllis Coates
Oct. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
Oct. 26th	5201	Flat Top (Cinecolor)	87	Sterling Hayden, Richard Carlson
Nov. 9th	5254	Wyoming Roundup	....	Whip Wilson, Phyllis Coates
Nov. 23rd	5214	No Holds Barred	....	Leo Gorcey, Bowery Boys
Nov. 30th	AA23	Tarpedo Alley	....	Mark Stevens, Dorothy Malone

COLUMBIA

Feb.	424	The First Time	89	Robert Cummings, Barbara Hale
Feb.	423	Death of A Salesman	111	Frederic March, Mildred Dunnock
Feb.	422	Harem Girl	70	Joan Davis, Arthur Blake
Mar.	430	My Six Convicts	104	Gilbert Roland, John Beal
Mar.	432	Okinawa	67	Pat O'Brien, Cameron Mitchell, Richard Denning
Mar.	415	Scandal Sheet	82	Broderick Crawford, Donna Reed, John Derek
Mar.	475	Night Stage to Galveston	61	Gene Autry, Pat Buttram
Apr.	427	Thief of Damascus (Technicolor)	78	Paul Henreid, Jeff Donnell
Apr.	425	The Marrying Kind	93	Judy Holliday, Aldo Ray
May	434	The Sniper	87	Arthur Franz, Marie Windsor
May	428	Sound Off (Super Cinecolor)	83	Mickey Rooney, Ann James
May	435	Yank in Indo-China	67	John Archer, Jean Willes
May	471	Apache Country	62	Gene Autry, Pat Buttram
June	426	Walk East on Beacon	98	George Murphy, Virginia Gilmore
June	436	Paula	80	Loretta Young, Alexander Knox, Kent Smith
June	441	Brave Warrior (Tech)	73	Jon Hall, Christine Larson
June	438	Montana Territory (Technicolor)	64	Lon McAllister, Wanda Hendrix
July	437	The Brigand (Tech.)	94	Tony Dexter, Gale Robbins
July	442	Cripple Creek (Tech.)	78	George Montgomery, Jerome Courtland
July	440	California Conquest (Technicolor)	79	Cornel Wilde, Teresa Wright
July	439	Red Snow	74	Guy Madison, Ray Mala
July	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
Aug.	502	Captain Pirate (Technicolor)	85	Louis Hayward, Patricia Medina, John Sutton
Aug.	504	Last Train From Bombay	72	Jon Hall, Christine Larson
Aug.	509	Clouded Yellow	89	Jean Simmons, Trevor Howard
Sept.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
Sept.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
Sept.	476	Wagon Team	61	Gene Autry, Gail Davis
		The Mine With The Iron Door (Re-issue)	66	Richard Arlen, Cecelia Parker
Oct.	507	Assignment—Paris	85	Dana Andrews, Marta Toren
Oct.	508	The Golden Hawk (Technicolor)	83	Rhonda Fleming, Sterling Hayden
Oct.	.....	Voodo Tiger	.....	Johnny Weismuller, Jean Burkhardt
Nov.	.....	Hangmen's Knot (Tech.)	.....	Randolph Scott, Claude Jarman, Jr.
Nov.	.....	Blue Canadian Rockies	.....	Gene Autry, Gail Davis

Westerns

Jan.	483	Smoky Canyon	55	Charles Starrett, Smiley Burnette
Feb.	482	The Hawk of the Wild River	54	Charles Starrett, Smiley Burnette
Apr.	485	Laramie Mountains	53	Charles Starrett, Smiley Burnette
June	487	The Rough, Tough West	54	Charles Starrett, Smiley Burnette
July	474	Barbed Wire	61	Charles Starrett, Smiley Burnette
July	486	Junction City	54	Charles Starrett, Smiley Burnette
Aug.	481	Kid From Broken Gun	56	Charles Starrett, Smiley Burnette

LIPPERT PRODUCTIONS

Feb. 15th	5107	Stronghold	73	Veronica Lake, Zachary Scott
Mar. 14th	5140	Navajo	70	Indian Cast
Apr. 1st	5106	Wings of Danger	72	Zachary Scott, Robert Beatty
Apr. 25th	5111	Valley of Eagles	83	Jack Warner, Nadia Gray
May 23rd	5111	Loan Shark	79	Geo. Raft, Dorothy Hart, Paul Stewart, John Hoyt
June 2nd	5105	Outlaw Women (Cinecolor)	75	Marie Windsor, Richard Rober
June 16th	5129	Stolen Face	71	Paul Henreid, Lizabeth Scott
July 18th	5110	Pirate Submarine	69	Special Cast
Aug. 1st	5112	The Jungle	74	Rod Cameron, Cesar Romero, Marie Windsor
Aug. 29th	5116	Secret People	88	Valentina Cortesa, Audrey Hepburn
Sept. 5th	5113	Hellgate	87	Sterling Hayden, Joan Leslie

METRO-GOLDWYN-MAYER

Feb.	220	Invitation	85	Dorothy McGuire, Van Johnson, Ruth Roman
	221	Shadow in the Sky	78	Nancy Davis, Ralph Meeker
	222	Lone Star	90	Clark Gable, Ava Gardner, Broderick Crawford
	223	Belle of N. Y. (Tech.)	83	Fred Astaire, Vera-Ellen, Marjorie Main
Mar.	224	Just This Once	90	Peter Lawford, Janet Leigh
	225	Love Is Better Than Ever	81	Elizabeth Taylor, Larry Parks
	226	The Wild North (Ansco color)	97	Stewart Granger, Wendell Corey
Apr.	227	Singin' in the Rain (Technicolor)	103	Gene Kelly, Donald O'Connor, Debbie Reynolds
	228	Talk About a Stranger	65	George Murphy, Nancy Davis
	229	When In Rome	78	Van Johnson, Paul Douglas
May	230	Young Man With Ideas	84	Glenn Ford, Ruth Roman
	231	Carbine Williams	93	James Stewart, Wendell Corey, Jean Hagen
	232	The Girl In White	93	June Allyson, Gary Merrill, Arthur Kennedy
	233	Skirts Ahoy (Tech.)	109	Esther Williams, Joan Evans, Barry Sullivan
June	234	Glory Alley	79	Ralph Meeker, Leslie Caron
	235	Pat and Mike	93	Spencer Tracy, Katharine Hepburn, Aldo Ray
	236	Scaramouche (Technicolor)	115	Stewart Granger, Eleanor Parker, Mel Ferrer
July	237	Lovely to Look At (Technicolor)	102	Red Skelton, Kathryn Grayson, Howard Keel
	238	The Washington Story	82	Van Johnson, Patricia Neal
	239	Holliday For Sinners	72	Gig Young, Janice Rule, Keenan Wynn
Aug.	240	You for Me	70	Jane Greer, Peter Lawford
	241	Fearless Fagan	78	Janet Leigh, Carleton Carpenter
	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor, Joan Fontaine
		1952-53		
Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	90	Gene Kelly, Pier Angeli
	303	My Man and I	99	Shelly Winters, Ricardo Montalban
Oct.	304	Because You're Mine (Technicolor)	103	Mario Lanza, Doretta Marraw
	305	Apache War Smoke	67	Gilbert Roland, Glenda Farrell
	306	Everything I Have Is Yours (Technicolor)	92	Marge and Gower Champion, Dennis O'Keefe
Nov.	307	Ivanhoe (Technicolor)	107	Robert Taylor, Elizabeth Taylor
	308	The Prisoner of Zenda (Technicolor)	101	Stewart Granger, Deborah Kerr
	309	The Hour of 13	79	Peter Lawford, Dawn Addams
	310	Plymouth Adventure (Technicolor)	105	Spencer Tracy, Gene Tierney, Van Johnson

PARAMOUNT

January	5109	Hong Kong (Technicolor)	91	Ronald Reagan, Rhonda Fleming
February	5114	Sailor Beware	106	Dean Martin, Jerry Lewis, Corinne Calvert
February	5118	Flaming Feather (Technicolor)	78	Sterling Hayden, Arleen Whelan
March	5105	Something to Live For	89	Ray Milland, Joan Fontaine, Teresea Wright
April	5116	My Son, John	122	Helen Hayes, Robert Walker, Dean Jagger
April	5119	Aaron Slick From Punkin Crick (Technicolor)	95	Alan Young, Dinah Shore, Robert Merrill

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
May	5117	Anything Can Happen	107	Jose Ferrer, Kim Hunter
May	5113	Red Mountain (Technicolor)	84	Alan Ladd, Lizabeth Scott
June	5120	The Atomic City	85	Gene Barry, Lydia Clarke
June	5115	Denver & Rio Grande (Technicolor)	89	Edmond O'Brien, Sterling Hayden, Dean Jagger
July	5129	The Greatest Show On Earth (Technicolor)	153	Betty Hutton, James Stewart Cornel Wilde, Dorothy Lamour, Charlton Heston, Gloria Grahame
July	5122	Encore	90	Glynis Johns, Kay Walsh, Nigel Patrick, Roland Culver
July	5121	Jumping Jacks	100	Dean Martin, Jerry Lewis, Mona Freeman, Don De Fore
August	5123	Carrie	122	Laurence Olivier, Jennifer Jones, Eddie Albert, Miriam Hopkins
August	5124	Son Of Paleface (Technicolor)	97	Bob Hope, Jane Russell, Roy Rogers, Trigger
		1952-53		
September	5201	Just For You (Technicolor)		Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)		John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)		Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson

RKO-RADIO

Feb.	217	Las Vegas Story	88	Jane Russell, Victor Mature, Vincent Price
Feb.	220	At Sword's Point (Technicolor)	81	Maureen O'Hara, Cornel Wilde, Robert Douglas
Feb.	292	Snow White (Technicolor)	83	
Feb.	266	Hunchback of Notre Dame (re-release)	117	Maureen O'Hara, Charles Laughton
Feb.	267	Cat People (re-release)	73	Simone Simon
Feb.	219	Trail Guide	80	Tim Holt
Mar.	221	Rancho Notorious (Technicolor)	89	M. Ferrer, A. Kennedy, M. Dietrich
Mar.	223	Road Agent	60	Tim Holt
Mar.	213	Pace That Thrills	63	Bill Williams
Mar.	268	Rashomon	90	Japanese Cast
Mar.	222	Whispering Smith vs. Scotland Yard	77	Richard Carlson
Apr.	271	Body Snatcher (Re-Issue)	78	Boris Karloff
Apr.	272	I Walked with a Zombie (Re-Issue	69	Tom Conway
Apr.	224	Macao	81	J. Russell, R. Mitchum
Apr.	227	Target	69	Tim Holt
Apr.	225	Tarzan's Savage Fury	80	Lex Barker
May	303	Faithful City	86	J. Smith, D. Ramati, D. Peskin
May	226	Narrow Margin	71	C. McGraw, M. Windsor
May	288	Half Breed (Technicolor)	81	Robert Young, Janis Carter
June	269	King Kong (Re-Issue)	100	Bruce Cabot
June	270	The Leopard Man (Re-Issue)	66	Dennis O'Keefe
May	230	Desert Passage	60	Tim Holt
June	229	Clash By Night	105	Barbara Stanwyck, Robert Ryan, Paul Douglas, Marilyn Monroe
July	274	The Wild Heart (Technicolor)	82	Jennifer Jones
July	391	The Story Of Robin Hood (Technicolor)	84	Richard Todd, Joan Rice Joan Crawford
Aug.	362	Sudden Fear		Robert Mitchum, Ann Blyth
Aug.	301	One Minute To Zero	105	Kirk Douglas, Elizabeth Threatt
Aug.	361	Big Sky	140	Lucille Ball, Richard Carlson
Aug.	364	Too Many Girls (Re-issue)	85	Lucille Ball, F. McGee, Edgar Bergen
Aug.	363	Look Who's Laughing (Re-issue)	79	Ida Lupino, Robert Ryan
Sept.	302	Beware, My Lovely	77	Barbara Stanwyck, Preston Foster
Sept.	365	Annie Oakley (Re-issue)	91	Claire Trevor, John Wayne
Sept.	366	Allegheny Uprising (Re-issue)	81	Robert Mitchum, Susan Hayward, Arthur Kennedy
Oct.	304	The Lusty Men	113	Dr. Hans Hass, Lottie Berl
Oct.	305	Under the Red Sea	67	Robert Clarke, Margaret Field
Oct.	306	Captive Women	64	Robert Newton, Linda Darnell
Nov.		The Pirate Blackbeard (Technicolor)		James Mason, Robert Preston
Nov.		Face to Face		

REALART

Aug.		Maytime in Mayfair (Technicolor)	74	Michael Wilding, Anna Nagle
Aug.		Geisha Girl	67	Martha Hyer, Bill Andrews
Aug.		Kid Monk Baroni	80	Bruce Cabot, Mona Knox
Sept.		Wall of Death	82	Laurance Harvey, Susan Shaw, Maxwell Reed
Sept.		Summer Storm (Re-issue)	92	Linda Darnell, George Sanders
Sept.		Breakdown	76	Ann Richards, William Bishop Sheldon Leonard

Release Date	Release No.	Production	Time (min.)	Cast
Oct.		Bela Lugosi Meets A Brooklyn Gorilla	63	Bela Lugosi, Duke Mitchell, Sammy Petrillo
Oct.		House of Darkness	63	Laurance Harvey, Susan Shaw
Oct.		Cairo Road	85	Laurance Harvey, Eric Portman
Nov.		Fame & the Devil	80	Mischa Auer, Marilyn Bueford, Marcel Cerdan
Nov.		Battles of Chief Pontiac	75	Lex Barker, Helen Westcott, Lon Chaney
Nov.		Lucy Goes Wild (Re-issue)	90	Lucille Ball, George Brent
Nov.		Cuban Pete (Re-issue)	61	Desi Arnez, Ethel Smith
Dec.		Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.		Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.		My Death Is A Mockery	67	Donald Huston, Katherine Byron

REPUBLIC

Mar. 1st	5142	The Last Musketeer	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Mar. 22nd	5171	Leadville Gunslinger	54	Allan "Rocky" Lane, Mary Ellen Kay, Slim Picken
Mar. 24th	5122	Oklahoma Annie	90	Judy Canova, John Russell, Grant Withers
Apr. 1st	5125	The Fabulous Senorita	80	Estelita, Robert Clarke, Nestor Paiva
Apr. 15th	5143	Border Saddlemates	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Apr. 15th	5069	Wild Horse Ambush	54	Michael "Red" Chapin, Eilene "Judy" Janssen
Apr. 15th	5105	Hoodlum Empire	98	Brian Donlevy, Claire Trevor, Vera Ralston, Forrest Tucker
May 1st	5128	Gobs and Gals	86	George and Bert Bernard, Robert Hutton, Cathy Downs
May 20th	4815	Black Hills Ambush	54	Allen "Rocky" Lane, Eddy Waller
June 1st	5129	Bal Tobarin	84	Muriel Lawrence, William Ching, Claire Carleton
June 15th	5106	I Dream of Jeanie (Trucolor)	90	Ray Middleton, Bill Shirley, Muriel Lawrence Eileen Christy
July 20th	5173	Thundering Caravans	54	Allen "Rocky" Lane Eddy Waller, Mona Knox
July 25th	5144	Old Oklahoma Plains	60	Rex Allen, Slim Pickens, Elaine Edwards
Sept. 5th	5107	Woman Of The North Country (Trucolor)	90	Ruth Hussey, Rod Cameron, John Agar, Gale Storm
Oct. 1st	5126	Tropical Heat Wave	74	Estelita, Robert Hutton Grant Withers
Oct. 8th	5174	Desperadoes' Outpost	54	Allan "Rocky" Lane, Eddy Waller
Oct. 10th	5123	The Wac From Walla Walla	83	Judy Canova, Stephen Dunne, Grant Withers
Oct. 10th	5109	Toughest Man In Arizona (Trucolor)	90	Vaughn Monroe, Joan Leslie
Oct. 20th	5145	South Pacific Trail		Rex Allen, Koko, Estelita Slim Pickens
Nov. 15th		Ride The Man Down (Trucolor)		Brian Donlevy, Forrest Tucker, Rod Cameron Ella Raines
	5108	The Quiet Man (Tech.)	129	John Wayne, Maureen O'Hara, Barry Fitzgerald

TWENTIETH CENTURY-FOX

1952

Feb.	203	David and Bathsheba (Technicolor)	116	Gregory Peck, Susan Hayward
Feb.	204	Phone Call From a Stranger	96	Shelly Winters, Bette Davis, Gary Merrill
Feb.	207	Red Skies of Montana (Technicolor)	98	Richard Widmark, Constance Smith, Jeffrey Hunter
Mar.	208	5 Fingers	108	James Mason, Danielle Darrieux
Mar.	209	Return of the Texan	88	Dale Robertson, Joanne Dru
Mar.	206	Viva, Zapata!	110	Marlon Brando, Jean Peters
Apr.	210	With a Song in My Heart (Technicolor)	117	Susan Hayward, Rory Calhoun, David Wayne Thelma Ritter
Apr.	211	The Pride of St. Louis	93	Dan Dailey, Joanne Dru
Apr.	212	Rose of Cimarron (Natural Color)	72	Jack Buetel, Mala Powers Bill Williams
May	213	Belles on Their Toes (Technicolor)	89	Myrna Loy, Jeanne Crain Jeffrey Hunter
May	215	Deadline—U.S.A.	87	Humphrey Bogart, Kim Hunter, Ethel Barrymore
May	216	Outcasts of Poker Flat	81	Dale Robertson, Anne Baxter
June	135	Kangaroo (Technicolor)	84	Maureen O'Hara, Peter Lawford
June	219	Lydia Bailey (Technicolor)	89	Dale Robertson, Anne Francis, Charles Korvin
June	218	Lady in the Iron Mask (Natural Color)	78	Louis Hayward, Patricia Medina
May	252	Laura (Re-Release)	88	Gene Tierney, Dana Andrews, Clifton Webb
May	253	This Above All (Re-Release)	110	Tyrone Power, Joan Fontaine, Thomas Mitchell
June	256	The Rains Came (Re-release)	95	Tyrone Power, Myrna Loy
June	255	Leave Her To Heaven (Tech. Re-release)	110	Gene Tierney, Jeanne Crain

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
ly	220	Wait 'Til The Sun Shines, Nellie (Technicolor)	108	Jean Peters, David Wayne
ly	222	Diplomatic Courier	97	Tyrone Power, Patricia Neal
ly	221	We're Not Married	85	Ginger Rogers, Victor Moore, Fred Allen, Paul Douglas, Jan Sterling
ly	258	The Black Swan (Tech. Re-release)	85	Tyrone Power, Maureen O'Hara
ly	257	To The Shores of Tripoli (Tech. Re-release)	86	John Payne, Maureen O'Hara, Randolph Scott
ug.	223	Dreamboat	83	Clifton Webb, Ginger Rogers
ug.	224	Don't Bother to Knock	76	Richard Widmark, Marilyn Monroe
ug.	225	Les Miserables	104	Michael Rennie, Debra Paget
ug.	226	What Price Glory (Tech.)	111	James Cagney, Corinne Calvet, Dan Dailey
pt.	227	Lure of the Wilderness (Technicolor)	92	Jean Peters, Jeffrey Hunter, Constance Smith
pt.	228	O. Henry's Full House	91	Fred Allen, Marilyn Monroe, Jeanne Crain, Farley Granger
pt.	230	Monkey Business	97	Cary Grant, Ginger Rogers, Marilyn Monroe
ct.	231	My Wife's Best Friend	101	Anne Baxter, Macdonald Carey
ct.	229	Way of a Gaucho (Technicolor)	91	Rory Calhoun, Gene Tierney
ct.	238	Something for the Birds	81	Victor Mature, Patricia Neal
ov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
ov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
ov.	236	Bloodhounds of Broadway (Technicolor)	90	Mitzi Gaynor, Scott Brady
ov.	237	Poney Soldier (Technicolor)	82	Tyrone Power, Cameron Mitchell
ec.	.....	Thief of Venice	91	Maria Montez, Paul Christian
ec.	.....	My Pal Gus	83	Richard Widmark, Joanne Dru
ec.	.....	Stars and Stripes Forever (Technicolor)	.....	Clifton Webb, Ruth Hussey, Debra Paget, Robert Wagner

UNITED ARTISTS

eb. 8th		Bpffalo Bill in Tomahawk Territory	64	Clayton Moore, Slim Andrews, Sharon Dexter
eb. 15th		The River (Technicolor)	99	American, English, India
eb. 22nd		One Big Affair	80	Evelyn Keyes, Dennis O'Keefe, Mary Anderson
eb. 28th		The Green Glove	86	Glenn Ford, Geraldine Brooks, Sir Cedric Hardwicke
lar. 7th		A Tale of Five Women	86	Bonar Colleano, Anne Vernon, Lane Morris
lar. 14		Mutiny (Technicolor)	76	Mark Stevens, Angela Lansbury, Patric Knowles
lar. 15		Royal Journey (Color)	50	Queen Elizabeth, Duke of Edinburgh
lar. 21st		The African Queen (Technicolor)	104	Humphrey Bogart, Katharine Hepburn, Robert Morley
lar. 28		Strange World	80	Angelica Hauff, Alexander Carlos
pr. 11th		Captive City	91	John Forsythe, Joan Camden
lay 8th		Without Warning	75	Adam Williams, Meg Randall
lay 15th		Red Planet Mars	87	Peter Graves, Andrea King
lay 23rd		The Fighter	78	Richard Conte, Vanessa Brown, Lee J. Cobb
une 6th		Red River (Re-release)	125	John Wayne, Montgomery Clift, Joanne Dru
une 6th		Tulsa (Re-release) (Tech.)	88	Susan Hayward, Robert Preston, Pedro Armendariz
une 13th		Tales of Hoffman (Tech.)	111	Moira, Shearer, Leonide Massine, Robert Helpman
une 20th		Confidence Girl	81	Tom Conway, Hillary Brooke
uly 11th		Outcast of the Islands	92	Kerima, Ralph Richardson, Trevor Howard
uly 18th		Actors and Sin	85	Edward G. Robinson, Eddie Albert, Marsha Hunt, Jeny Hecht
uly 30th		High Noon	85	Gary Cooper, Grace Kelly, Thomas Mitchell, Lloyd Bridges
Aug. 4th		Island of Desire (Tech.)	103	Linda Darnell, Tab Hunter, Donald Gray
Aug. 12th		Park Row	83	Gene Evans, Mary Welch
Aug. 22nd		Cry the Beloved Country	105	Canada Lee, Charles Garson, Sidney Poitier
Sept. 5th		It's in The Bag (Re-release)	87	Fred Allen, Jack Benny
Sept. 5th		Guest Wife (Re-release)	90	Claudette Colbert, Don Ameche
Sept. 12th		Untamed Women	70	
Sept. 19th		The Lady Vanishes (Re-release)	85	Michael Redgrave, Margaret Lockwood, Paul Lukas
Sept. 26th		The Ring	78	Gerald Mohr, Rita Moreno
Oct. 10th		The Thief	87	Ray Milland, Rita Gam
Oct. 23rd		Limelight	143	Charles Chaplin, Nigel Bruce

NO RELEASE NUMBERS

UNIVERSAL

Release Date	Release No.	Production	Time (min.)	Cast
Feb.	205	Meet Danny Wilson	88	Frank Sinatra, Shelly Winters, Alex Nicol
Feb.	210	Here Come The Nelsons	73	Ozzie, Harriet, David and Ricky Nelson
Feb.	212	Bend of the River (Technicolor)	91	James Stewart, Arthur Kennedy, Julia Adams
Mar.	209	The Treasure of Lost Canyon) (Technicolor)	81	William Powell, Charles Drake, Julia Adams
Mar.	214	Flesh and Fury	83	Tony Curtis, Dan Stelling, Mona Freeman
Mar.	215	Steel Town (Tech.)	84	Ann Sheridan, John Lun, Howard Duff
Apr.	216	Ma and Pa Kettle At the Fair	78	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	217	The Battle at Apache Pass (Technicolor)	85	John Lund, Jeff Chandler, Susan Cabot
May	219	Bronco Buster (Technicolor)	80	John Lund, Scott Brady, Joyce Holden
May	220	No Room For The Groom	82	Tony Curtis, Piper Laurie, Don Defore
May	218	Red Ball Express	83	Jeff Chandler, Alex Nicol
June	221	Ivory Hunter (Technicolor)	97	Anthony Steel, Dinah Sheridan
June	222	Scarlet Angel (Technicolor)	80½	Yvonne DeCarlo, Rock Hudson, Richard Denning
June	223	Just Across the Street	78	Ann Sheridan, John Lund
July	224	Frances Goes to West Point	81	Donald O'Connor, Lori Nelson
July	225	Sally and Saint Anne	90	Ann Blyth, Edmund Gwenn
July	226	Has Anybody Seen My Gal (Tech.)	89	Piper Laurie, Charles Coburn, Rock Hudson
Aug.	227	The World in His Arms (Technicolor)	104	Gregory Peck, Ann Blyth
Aug.	228	The Duel at Silver Creek (Technicolor)	77	Audie Murphy, Faith Domergue, Stephen McNally
Aug.	229	Lost in Alaska	76	Abbott and Costello, Mitzi Green
Sept.	230	Untamed Frontier (Technicolor)	75	Joseph Cotton, Shelley Winters, Scott Brady
Sept.	231	Son of Ali Baba	75	Tony Curtis, Piper Laurie, Susan Cabot
Sept.	232	Bonzo Goes to College	79½	Maureen O'Sullivan, Edmund Gween, Gigi Perreau
Oct.	233	Willie and Joe in Back at the Front	87	Tom Ewell, Harvey Lembeck, Mari Blanchard
Oct.	234	Yankee Buccaneer (Technicolor)	86	Jeff Chandler, Scott Brady, Suzan Ball
Oct.	235	Horizons West (Technicolor)	81	Robert Ryan, Julia Adams, Rock Hudson
		1952-53		
Nov.	301	The Raiders (Technicolor)	82	Richard Conte, Viveca Lindfors
Nov.	302	Because of You	95	Loretta Young, Jeff Chandler, Francis Dee
Nov.	303	It Grows on Trees	84	Irene Dunne, Dean Jagger, Joan Evans

WARNER BROS.-FIRST NATIONAL

Feb. 9th	114	This Woman Is Dangerous	97	Joan Crawford, Dennis Morgan, David Brian
Feb. 23rd	115	Retreat, Hell	95	Frank Lovejoy, Richard Carlson, Anita Louise
Mar. 8th	116	Bugles in the Afternoon (Technicolor)	85	Ray Milland, Helena Carter.
Mar. 22nd	104	A Streetcar Named Desire	122	Vivien Leigh, Marlon Brando
Mar. 29th	117	The Big Trees (Tech.)	89	Kirk Douglas, Eve Miller
Apr. 12th	118	Jack & the Beanstalk (Super Cinecolor)	78	Abbott & Costello, Buddy Baer
Apr. 19th	119	Lion & the Horse (Warnercolor)	83	Steve Cochran, Wildfire, the Wonder Horse
May 3rd	120	Mara Maru	98	Errol Flynn, Ruth Roman
May 17th	121	The San Francisco Story	80	Joel McCrea, Yvonne DeCarlo
May 24th	126	High Sierra (re-release)	95	Ida Lupino, Humphrey Bogart
May 24th	127	To Have & Have Not (re-release)	100	Humphrey Bogart, L. Bacall
May 31st	122	About Face (Technicolor)	94	Gordon McRae, Eddie Bracken, V. Gibson
June 14th	123	Carson City (Warnercolor)	87	Randolph Scott, Lucille Norman
June 21st	124	3 For Bedroom C (Naturalcolor)	74	Gloria Swanson, James Warren
June 28th	125	The Winning Team	98	Doris Day, Ronald Reagan, Frank Lovejoy
July 12th	128	She's Working Her Way Through College (Technicolor)	101	Virginia Mayo, Ronald Reagan, Gene Nelson
July 26th	129	The Story of Will Rogers (Technicolor)	109	Will Rogers, Jr., Jane Wyman
Aug. 16th	130	Where's Charley? (Technicolor)	97	Ray Bolger, Allyn McLerie
		1952-53		
Aug. 30th	201	Big Jim McLain	90	John Wayne, Nancy Olson
Sept. 27th	202	The Crimson Pirate (Technicolor)	104	Burt Lancaster, Nick Cravat, Torin Thatcher, Eva Bartok
Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark
Oct. 25th	204	Springfield Rifle (Warnercolor)	93	Gary Cooper, Phyllis Thaxter
Nov. 8th	205	Operation Secret	108	Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden

CATCH "THE THIEF"



HE'S OFF...
OPENING WEEK AT THE ROXY THEATRE, N. Y.
BIGGEST NON-HOLIDAY WEEK OF THE YEAR!

HELDOVER 3rd WEEK!

And running up smash business in all opening engagements:

PHILADELPHIA—Aldine—**3rd BIG WEEK;** ATLANTIC CITY—Embassy—**HOLDOVER;** LOS ANGELES—Ritz, Academy—**2nd SMASH WEEK!** Chinese, Los Angeles—**HOLDOVER;** SAN FRANCISCO—United Artists—**2nd WEEK—BIGGEST OPENING SINCE "AFRICAN QUEEN";** SALT LAKE CITY—Center—**SIMPLY TERRIFIC;** WASHINGTON—Playhouse—**2nd SOCK WEEK;** ROCHESTER—Loew's—**NECK AND NECK WITH "HIGH NOON" OPENING!**

Chuck Melven, in the Philadelphia Daily News, says it for us:
"If you haven't already heard about 'THE THIEF' then we must assume you live in a cave. For it has been a long time since any picture has gotten as much advance (free) newspaper space as this one!"

Watch for hundreds of important dates coming up—"THE THIEF" is heading for the big money!

Introducing
RITA GAM
LIFE Magazine calls her "Silent and Sexy!"

BIG B.O. REWARD!

Harry M. Popkin presents RAY MILLAND as "THE THIEF" with Martin Gabel and introducing Rita Gam
Executive Producer Harry M. Popkin · Written for the screen by Clarence Greene & Russell Rouse · Music by

Another BIG ON thru

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

PRICES PROTEST
ETED AT ALLIED MEET

STRY UNCERTAIN OF
HEARINGS OUTCOME

AN PROBES PROBLEMS
W FACES, ECONOMIES

TO MAKE 22-24 FILMS
IN '53

SETS 10 BO PIX
FOR 4 MONTHS

EXHIBS HONOR
RKO SALES EXECS

FOX SEEDS 24 FEATURES
FOR EARLY 1953 RELEASE

ACLU ADVISES FIGHT
AGAINST PRIVATE CENSORS

REVIEWS
MOVIES 13, 16, 29

No. 7 November 15, 1952

Entered as second class matter October 25, 1946, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published Biweekly by The ITOA Independent, 1501 Broadway, New York 36, New York. Subscription $2.00 a Year. Single copy 10 cents.

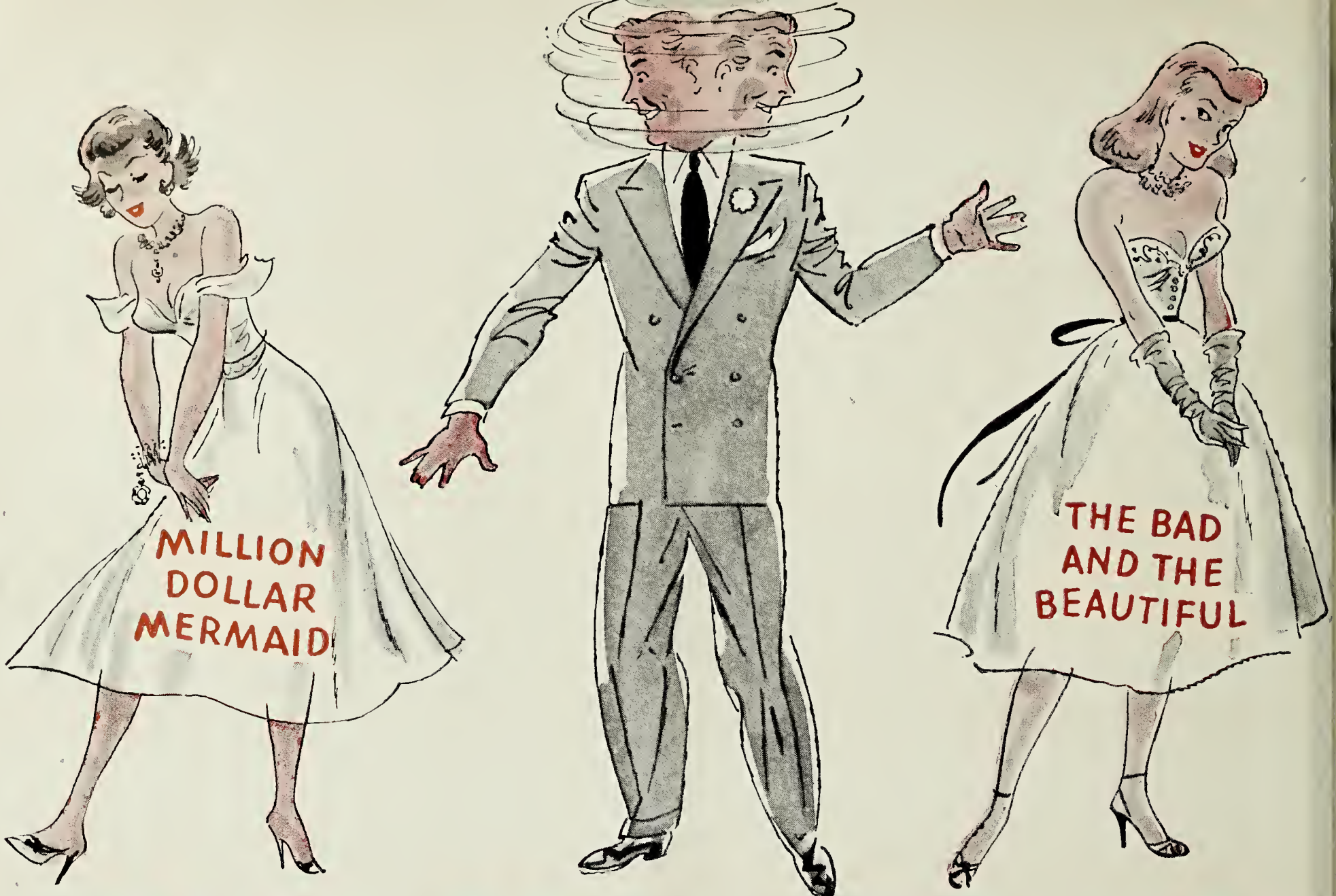
ENOUGH IS ENOUGH!

A MILITANT Allied convention is gathering in Chicago. Undoubtedly, film prices will be the major topic of discussion for the assembled exhibitors. Charges of unconscionable gouging will be aired and proposed remedies will be considered.

The seriousness of the situation is pointed out in a pre-convention bulletin, which states that exhibitors are presently reporting an inability to reap any benefits from the current crop of good pictures.

Of all the film problems plaguing exhibition, the worst is competitive bidding. This vicious practice has been employed by distribution as the means of creating an endless struggle between exhibitors for product and as a method for extracting increased film revenues. The paradox is that bidding was unknown

(See Page 5)



THE FABLE OF THE FICKLE FELLOW—

Once upon a time there was a guy, even as you and I, who went overboard for a chick called "MILLION DOLLAR MERMAID."





M-G-M presents "MILLI
DOLLAR MERMAI
starring Esther Willi
Victor Mature • Walter Pi
David Brian • with D
Corcoran • Color by Tech
Screen Play by Everett F
Directed by Mervyn LeRo
duced by Arthur Hornbl

(Things you ought to know about her→)



"When she puts on this show that tells how a BATHING BEAUTY is born, my heart goes DOUGH, REI, MI. I love this Mermaid!"



THEN ONE DAY IT HAPPENED! He met a shapely number called "THE BAD AND THE BEAUTIFUL." This kid had fire and passion. When he heard the STORY OF HER LIFE he swore *this* was the ONLY GIRL!





(This is the snapshot he carried in his wallet.)



"THE BAD AND THE BEAUTIFUL" had him in a whirl — and you couldn't blame him!

WHAT DID HE DO? How does the Fable of the Fickle Fellow end?

(The facts about her) →

M-G-M presents Lana Turner • Kirk Douglas • Walter Pidgeon • Dick Powell in "THE BAD AND THE BEAUTIFUL" co-starring Barry Sullivan • Gloria Grahame • Gilbert Roland with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman

THERE IS NO ENDING BECAUSE THERE'S NO END TO THE FLOW OF M-G-M HITS!

MORAL: With so many fine M-G-M flickers, you're bound to be fickle.

BUILD BIGGER BOXOFFICE

with the TOOLS of SHOWMANSHIP!



POSTING PAPER
24 SHEET





DISPLAYAWAY



STANDEE



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Vol. 30 No. 9
November 15, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

to the industry until proposed by the Statutory Court as a shield for the independent exhibitor. In usage, it has become a sword for gouging its intended beneficiaries.

There is no law or ethical or moral requirements which decree that bidding must be continued. As a matter of fact, it lies within the power of any film company to terminate this practice overnight.

This destructive sales weapon is neither competitive nor is it bidding. There are no standards for the proper evaluation of a winning or losing bid. The machinery is controlled by the distributors and, in the great majority of cases, the winning bid is not divulged. Be that as it may, it shouldn't take any distributor more than four or five months of bidding to know who his customers are. We know of situations where bidding has been going on for more than a year and a half.

It would be sane business policy for exhibitors not to bid. To point up this advice, a story bears repetition here. An exhibitor, meeting the operator of a competitive situation, told him that bidding was putting him out of business; that he was paying more for film than he took in at the box office, and that maybe they ought to stop bidding against each other. He nearly had apoplexy when the other theatre owner told him that he wasn't bidding on any pictures and that the exhibitor was actually bidding against himself.

This may sound funny—but actually it isn't. Exhibitors are up in arms and are listening to suggestions to seek legislation to compel assurances of a product inventory. Today, theatre owners are uncertain of their forthcoming programs and are finding it increasingly difficult to advertise their shows properly. Something must be done to put an end to this chaotic situation.

* * *

The Allied Board will also consider Colonel Cole's recommendation that its leaders now engaged in all-industry undertakings, resign and devote their time to protecting the interests of independent exhibitors exclusively. Cole maintains that other branches of the industry took advantage of exhibition for their own personal gain while Allied leaders were preoccupied.

While competitive bidding and other film problems have made things considerably tougher for exhibition, we do not think Allied or any other exhibitor associations need sacrifice the interests of its members while performing an all-industry service. It would be a tragic mistake for Allied's membership to vote in favor of the Cole suggestion and sabotage united efforts in matters of external industry concern.

However, the internal dissensions must not be overlooked and corrective efforts should be exerted for industry public relations are ultimately no better or no worse than industry trade relations.

New Broom

Veteran observers of the political scene are convinced that the Republican administration, which takes over the reins of government in January 1953, will adopt a more realistic and less rigid approach to the interpretation and enforcement of the anti-trust laws.

A house cleaning in the Department of Justice is inevitable and a new U. S. Attorney General will be appointed to head the agency. Changes in top personnel will take place in the anti-trust division.

In the pending litigation to which the new Justice Department staff will fall heir is the suit to force the motion picture companies to sell their feature films to television. This action is based on loose accusations of conspiracy as a result of the similarity of action of several film companies in preserving their market against destruction. It is generally agreed that the suit ignores the principles of free enterprise and sane business policies. Yet, the present staff of the Justice Department has stretched the offense of conspiracy beyond the point of fairness to tip the scales in favor of a competitive medium.

This is a matter which the incoming administration will have to consider and, in a realistic approach to the situation, the new Attorney General will probably regard with extreme displeasure the prosecution of this case. A discontinuance of the suit is therefore within the realm of possibility.

In this connection, responsible industry sources should do everything possible to prepare a documented brief to acquaint the incoming head of the Justice Department with the background of this case, its motivations, the opposition of both labor and business, and the expression of responsible editorial opinion berating the Attorney General for this ridiculous action.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

High Prices Protests Expected At National Allied Convention

An highly militant national Allied convention is apparently in the offing from the tone and subject matter of statements made by Allied leaders preparatory to next week's three-day confab at the Morrison Hotel, Chicago. The convention is considered to be the largest and most important in the history of the organization.

A fight against road-showing of product will be carried to the convention floor by North Central Allied with a minimum of 40 NCA members leading the battle under president Benjamin Berger, it was indicated this week. Berger termed the road-show trend "one of the most dangerous problems facing exhibitors today."

Distrib Policy Contested

Most of the ire will be directed against distributor policy. According to Wilbur Snaper, national president, distributor policy is "catch-as-catch-can" in method and expedient rather than national in scope.

"In spite of the constant struggle of the smaller exhibitors, and yes, even the chains, to keep their heads above water, our suppliers are demanding such terms that it is little wonder independent exhibitors are thinking of seeking aid from the Government," Snaper stated.

He added that it is his intention at the convention to devote the bulk of sessions "to bring forth as solid a system for interchange of information as is possible. . . . Unless we are able to forcefully make distribution realize that they depend upon us for their revenue, we must act as extremists."

Kirsch Announces Program

The convention program was meanwhile announced by Jack Kirsch, general chairman. In releasing the program, Kirsch noted the addition of several unusual features: the RCA large-screen television demonstration; the combining of the conclave with a TESMA trade show.

The convention begins next Monday with registration, to be followed by the opening session, which Ben Marcus, Allied treasurer, will call to order. A welcoming address will be delivered by Snaper, with Kirsch giving the keynote speech.

Later on Monday, film clinics will be held for towns 3,500 or less and towns 25,000 or less. Also, for large cities, for key neighborhood and sub runs, for outdoor theatres and for circuit buyers and biddings.

The TESMA trade show will be reviewed Monday evening, with delegates and their wives invited to share the hospitality of Allied Theatres of Illinois.

Film Clinics Scheduled

Film clinics will continue in session Tuesday morning and a demonstration of the RCA large screen TV system will be held that afternoon. Nathan L. Halpern, Theatre Network Television president, will lead a panel discussion on the subject with the following Allied members: Trueman T. Rembusch, Kirsch, Leon R. Back, Snaper, John Wolfberg and Nathan Yamins.

Tuesday afternoon will conclude with an open forum, and the evening with a night club party.

Events for Wednesday tee off with a review of the trade show; continue with committee meetings, include an open forum, take an interlude with a cocktail party and conclude with a banquet.

A full social program has been planned for wives of delegates.

High on the agenda as important topics will be Col. H. A. Cole's recommendation that Allied leaders now engaged in certain all-industry undertakings should resign and devote all their available time to protecting the interests of the independent exhibitors.

Also, film prices, trade practices and related subjects, to be tied in with reports by directors on conditions in their respective territories.

Remedies Contemplated

This topic also will include consideration of the present attitude of sales heads towards complaints and applications for relief. Methods of remedy will additionally be discussed, such as appeals to appropriate committees of Congress.

It was noted in connection with film prices that final action in reference to "pre-release" pictures, upped admission prices and competitive bidding would be deferred until arbitration has been considered.

Another high point on the agenda will be the report and recommendations of Allied's arbitration negotiating committee on the distributors' staff of an arbitration plan.

Members will be asked to consider both the committee report and the arbitration plan. They then will make, if necessary, further instructions to the committee.

Print Shortages Biggest Problem

CHARLOTTE. — Print shortages constitute the most pressing acute immediate problem facing exhibition today, Alfred Starr, Theatre Owners of America president, told the 40th annual convention of Theatre Owners of North and South Carolina here this week.

Group elected Woodrow G. Fussell Bladenboro, N.C., to succeed Robert Bryant Rock Hill, S.C., as president; Bryant was named first vice-president. A. Fuller Sams Jr., Statesville, was made second vice-president; Mrs. Walter Griffith was re-elected executive secretary and treasurer.

Distributors Blamed

Bryant, in a speech, attacked the 20 percent admission tax. He called it a wartime levy carried over into peace, saying "it has almost become a permanent emergency tax." He added that "only concentrated and vigorous action by theatre owners throughout the country can bring about repeal of this discriminatory tax."

Starr said that the distributor is almost entirely responsible for the situation and that it seems "perfectly obvious . . . that a change must be made lest the whole system of clearances fall apart and chaos replace it."

Delegates were told that at bottom of the shortage situation is the "senseless policy of the distributors of maintaining a uniform national policy as regards each picture."

Starr noted that distribution can restore order to the industry by making price and percentage concessions.

Grant, Picker Resign From RKO; Name 3 New Board Members

Amid persistent trade reports that a syndicate headed by Matty Fox was dickering for control of RKO Radio Pictures, board chairman Arnold Grant resigned late this week, releasing the corporation from further obligation to him under his contract.

Following Grant's resignation, the board announced the election of three new members, Charles Boasberg, general sales manager; William Zimmerman, general counsel; and Ross Hastings, assistant secretary and presently in charge of the studio, in accordance with company policy of developing leaders from the ranks.

The board announced also the resignation of Arnold Picker, brought in by Grant as executive vice president, scheduled to begin his duties Nov. 15. Sherrill Corwin is acting chairman of the board. Services of Grant's law firm was discontinued.

In his statement of resignation, Grant said that he had prepared to nominate two outstanding directors to complete the board and carry on the corporate affairs but postponed the nominations when E. G. Burke, Jr., a director, indicated that he and the other purchasers of the Hughes stock were in negotiation and that a sale might shortly be consummated. The board meeting was adjourned on November 6th and again on the 11th.

Grant consented to a final adjournment until November 13th. At that meeting, he proceeded to nominate Robert Butler and Lawrence Cowen after first requesting Burke and Corwin to nominate "any men of outstanding calibre" of their choosing for the board. According to Grant, they had no nominees of their own and refused to second the nominations he made. Butler is a member of the board of the American National Bank and former ambassador to Australia. Cowen is president of the Lionel Corp.

"The action of the board taken today manacles my hands," Grant added, indicating that it would be impossible to reconstitute a board at this time with persons of sufficient calibre to meet RKO's problems. A lengthy statement of the proceedings leading up to his resignation was sent to stockholders at Grant's expense in the hope that it would "break the current impasse."

Statement reveals that Grant demanded and received the resignations of Ralph Stolkin, A. L. Koolish and William Gorman because of the unfavorable publicity accruing from a series of magazine articles.

Benjamin Named UA Board Chairman

obert S. Benjamin was elected this week chairman of the board of directors of ted Artists, according to Arthur B. m, UA president. Benjamin, who fills a that has been vacant, will continue his ies as president and a director of the J. hur Rank Organization and as a senior nber of Phillips, Nizer, Benjamin and m, New York law firm. It was learned t he has tendered his resignation as a ctor of Universal Pictures.

oldwyn Denies loom Prophesies

osition reportedly taken by Samuel dwyn on the future of subscription tele- on and motion picture theatres, which eared in a New York daily newspaper y last week, was made clear over the kend by the independent producer in a cial statement.

oldwyn, in the statement, said that he not predict, as the story said, the clos- within five years of 50 percent of the ion's theatres and the equal sharing of film market by theatres and pay-as-you- TV. He denied also a statement quoting as saying that his next picture will be on subscription TV if that system is a reality.

I doubt very much that subscription-TV be anything like a reality when my t picture is completed so there can be question but that it will be seen in the atres," he said. "What I actually said that in my judgment it would be *at st* five years before subscription TV was mmercially feasible and that then pay-as- -go TV would have a share of the motion ture market, not that the market would shared equally between subscription TV l theatres.

Theatres Favored

"Although I have been aware of the po- tial of subscription TV for a long time, has always been—and still is—my judg- nt that theatres will continue to be the in source of motion picture exhibition l revenues.

"No matter what is shown in the living oms people will continue to go out to the atre for real motion picture entertain- nt. When the time comes when good rent pictures can be shown via subscrip- n TV it will serve only to whet the pub- appetite for the great pictures that can seen to advantage only in the theatres.

"Certainly many existing theatres will be sed within the next five years—I have ver predicted it would be 50 per cent— t that is a normal result in any dynamic siness which adjusts itself to new factors they arise. Vigorous alert theatre owners ll always keep abreast of the times, and the trend in Hollywood toward fewer and tter pictures is met with real showmanship the part of exhibitors, the theatre end the business will be in good shape," oldwyn concluded.

Film Industry Uncertain Of Outcome At FCC Hearings For TV Channels

The industry was divided this week in prophecy as to whether the FCC would eventually deliver the goods in the form of channel allocations to theatre interests for closed circuit big screen television shows.

Optimism on FCC sentiment was expressed by S. H. Fabian, NETTC chairman and head of Fabian Theatres. Fabian scored reports that FCC has been unreceptive to the industry's application for channels. "We've got a great case, one that has been worked on for two years. . . . I don't see how we can lose," Fabian stated.

Myers Poses Doubt

Abram F. Myers, National board chairman and general counsel, said in Washington that doubt exists in his mind that the FCC is ready to allocate channels for theatre TV.

"We have been carefully observing the preliminary hearings before FCC . . ." he said. "The talent employed by the NETTC appeared to be doing an excellent job" but "nothing occurred to indicate that the commissioners are inclined to allocate channels. . . ."

Myers added that "on the contrary, most of the questions propounded and observations made seemed to be quite discouraging." But, noted Myers, "the fight is not lost by any means and facts calculated to overcome . . . objections will be presented . . . in January" when hearings resume. Recent hearings were devoted to technical phases of big screen video.

The Allied official revealed that closed circuit theatre TV would be demonstrated for exhibitors who have never seen it at next week's National Allied convention, and that the subject would be discussed by delegates.

The FCC itself, through commissioners and staffers, derided talk that it showed prejudice in attitude toward theatre video. All indicated that hearings hardly had started and the bulk of testimony was still to come.

Commissioners Defer

Complete impartiality was attested to vigorously by a number of commissioners. They said that channels are allocated on a common carrier basis, but are available nevertheless to theatre TV.

At a meeting of NETTC in New York this week, Marcus Cohn, attorney for the industry, gave a briefing on the recent hearing. Sentiment was expressed that the industry's case was excellently prepared and optimism of receiving channels was voiced.

Allied Units Set For Crown Tiff

High films prices and arbitration not withstanding, the National Allied convention will have a hot problem to solve next week in Chicago when four regional units lay claim to the Texas COMPO Showmanship Crown. States are Texas, Ohio, Indiana and Arkansas.

Who will win it, and what the crown looks like are two questions which remained unanswered for the longest time. The second question will be resolved next week. National Allied, in a pre-convention bulletin, let loose the following news bit:

Allied Locates Crown

"National Allied has located and appropriated what it believes to be the genuine showmanship crown—the real McCoy—and will cause it to be displayed at the convention banquet on Nov. 19."

But the issue of the winning unit is still to be settled. The same bulletin stated: "Some method will be devised for awarding it to one of the claimants for the ensuing six months"—but the method remains a mystery.

"We don't know whether the issue will be decided by popular vote, trial by battle, trial by ordeal or trial by a jury of peers, or whether it will be given to the one whose head it best fits, a la Cinderella upside down," the bulletin ventured.

Arkansas claims the crown for its efforts on behalf of Movietime tours past and present; plans for a forthcoming Star Popularity Poll; work in March of Dimes campaigns, and co-operation in COMPO affairs.

Indiana Lays Claim

Indiana claims the showmanship title on the basis of its major industry exhibit at the state fair in September and a successful Movietime tour through 60 communities which followed.

Ohio, which also had a state fair, is laying claim to the showmanship title for that reason and for its Movietime tour, etc.

Texas, initiators of the award, want to keep it in the Lone Star State. Defenders claim a state fair for the future, star tour successes in the past and a general and overall showmanship "know-how."

UA, Bank Pact Provides First Money For 10 Pix

Pact providing primary financing for a program of ten films has been concluded between United Artists and the Chemical Bank and Trust Co., it was announced this week by Arthur B. Krim, UA president. It is contemplated that pictures will be ready for release late in 1953 and in 1954.

Negotiations were conducted by Robert S. Benjamin, Seymour M. Peyser and Krim on behalf of UA and Edward Van Pelt and Milton Gettinger on behalf of the bank.

Government Aid Sought By Berenson

New Orleans.—Abe Berenson, Gulf States Theatre Owners prexy, and his exec committee, will seek government intervention to solve buying problems of independent theatremen at the Chicago National Allied board meeting next week. Berenson is a National board member. Berenson declared that exhibitors derive no benefit from current and few box office attractions due to high rental and playing time demands and said that government control is the only salvation.



FOR THE BALANCE OF '52 . .

Profit in Your Bankbook with Paramount in Your Datebook!



THE TURNING POINT

William Holden • Edmond O'Brien • Alexis Smith

Big-Time Gangland's action-packed story that's ing big-time crowds...



JUST FOR YOU

Technicolor • Bing Crosby • Jane Wyman • Ethel Barr

The "Zing A Little Zong" picture has the cash re zinging everywhere...



Perlberg-Seaton's

SOMEBODY LOVES ME

Technicolor • Betty Hutton • Ralph Meeker

The "Greatest Show On Earth" girl is doing business in her brightest musical...



THE SAVAGE

Technicolor • Charlton Heston • Susan Morrow

Multiple-theatre kick-off in Detroit area is Heston's first since "Greatest Show"...

9 out of

THE BLAZING FOREST

Technicolor • John Payne • William Demarest
Agnes Moorehead • Richard Arlen • Susan Morrow

"Burns all other fire pictures out of memory." M. P. Daily. "Best ever seen." M. P. Herald...

SON OF PALEFACE

Technicolor • Bob Hope • Jane Russell • Roy Rogers • Trigger

The stars of "Paleface," with Roy and Trigger added, are packin' 'em in...

HURRICANE SMITH

Technicolor • Yvonne DeCarlo • John Ireland • James Craig
Forrest Tucker • Lyle Bettger

Just what Showmen's T. R. said it was: "A 'natural' for all lovers of action!"...

CARIBBEAN

Technicolor • John Payne • Arlene Dahl • Sir Cedric Hardwicke

The sea saga that everybody, young and old, is flocking to see...

Hal Wallis'

JUMPING JACKS

Dean Martin • Jerry Lewis • Mona Freeman

The results are in, from all types of houses—and the boys were never so boxoffice-hot...



Cecil B. DeMille's

THE GREATEST SHOW ON EARTH

Technicolor • Betty Hutton • Cornel Wilde • Charlton Heston
Dorothy Lamour • Gloria Grahame • and James Stewart

Don't wait to date the top money-making picture of '52 from any company...



And for the big year-end holiday time:

ROAD TO BALI

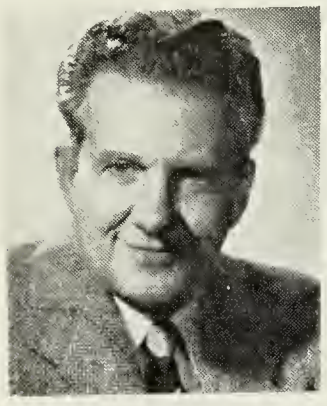
Technicolor • Bing Crosby • Bob Hope • Dorothy Lamour

Their last "Road" picture was the industry's biggest grosser of its year and this is *bigger*...

or by TECHNICOLOR

Don Hartman Probes Para's Problems Of New Personalities, Economy Cuts

Don Hartman, in charge of production for Paramount Pictures, explained this week that he is working on solutions to two problems which he feels must be bridged. These obstacles, which he will discuss with Para president Barney Balaban and the sales and promotion staffs during his stay in New York, are:



DON HARTMAN

1. The acceptance of new faces by exhibitors as well as the public.

2. The elimination of the conflict between the creative personnel and those on the business end over economies.

Exhibitors can do more than any one else to push new people, Hartman declared, but said it was up to the motion picture trade press to familiarize them with the new personalities. "When a picture is offered to an exhibitor with new people in it, he will know of them." There is also, the Para studio chief added, the problem of "overcoming exhibitors not selling new names."

One answer to the exhibitors' reluctance toward films without established names is what Hartman calls the "chain action" system. "We put an unknown like Audrey Hepburn opposite Gregory Peck in her first picture and now that we feel she will be a star, we put another new personality, Yul Brunner, with her in his first screen role."

"We Need Stars"

Candidly admitting that "we need stars," Hartman hopes that by the end of 1953 Paramount will have its own roster of top names and not "have to be at the mercy of borrowing or the independent name actors and their agents."

To this end, he intends to build up stars at once, "not over a long period of time and roles." New faces will be put into top roles "if they can play it," the studio topper said.

As a means of acquainting the public quickly with unknown performers, Hartman will suggest during his New York conferences that a featurette composed of the actual screen tests of new people be released gratis to theatres under the title, "How To Break Into the Movies." Film would serve as advance ballyhoo for the new actor's debut film since it would also show scenes from that picture.

Seeks Exhib Suggestions

Hartman said he wished exhibitors would offer suggestions concerning new faces and how to sell them to the public.

To achieve economies without "cutting quality — and even increasing quality," Hartman has come up with a four-point program based on a "16-week research survey" at the studio. His program of "hidden economies" concerns:

1. Not buying any story which doesn't look new and fresh. The avoidance of purchasing or working on stories "just to keep everybody busy."

2. Determine ahead of time the length of the picture and keep filmed footage close to that figure. In general, most features should run to 90 minutes, with musicals about 110. This Hartman acknowledged as the most important point.

3. Avoidance of excessive waste footage by rehearsing pictures in advance. Owning actors gives the advantage of being able to rehearse two to three weeks, which gives performers enough knowledge of the film's continuity to allow them to jump from various scenes according to the most economical scene set-ups. Cameramen and cutters are on the set during practice runs to plan set-ups for each take. In addition to the economies achieved, more imaginative films will result, according to Hartman.

Reduce Number of Sets

4. Reduce the number of sets. Economy here is not just in the cost of sets, which is negligible in a big picture, but the expense of changeover time—switching from one set to another.

By reducing the number of retakes and eliminating the shooting of excessive footage, Hartman estimated that a saving of $1-1½ million could be achieved. Putting the four points into operation, he said, would save upwards of $2 million.

If he can get away, Hartman would like to devote a month to getting around the country to visit with exhibitors and branch managers to find out what the public wants in its film entertainment.

Lendonsol Amusement Files $1,500,000 Trust Suit

BOSTON. — Lendonsol Amusement Corp., operator of the Adams Theatre, Quincy, Mass., under Leonard Goldberg's management, has filed a $1,500,000 anti-trust action in District Court here against B&Q Associates, Quincy; M&P Theatres Corp.; New England Theatres, Inc.; Publix Netoco Theatres Corp.; American Theatres Corp.; Loew's Boston Theatres Co.; Keith Massachusetts Corp.; RKO Theatres, the eight major distributors and Republic.

A conspiracy to restrain and monopolize by a system of runs, clearance and admission prices in and near Boston and Quincy, resulting in the denial of first runs to the Adams, is charged in the complaint, which George S. Ryan, attorney, filed.

Metro Sets 400 Opening 'Plymouth' Dates In Week

Approximately 400 Thanksgiving Week openings for "Plymouth Adventure" have been scheduled by M-G-M, representing the greatest number in any 7-day period for a given picture in the company's history, it was announced over the weekend.

Promotion campaign for the film will be sparked by a tour of the Mayflower replica used in the film; use of four trailers; special screenings in cities where descendants of the Pilgrims are located.

Sees 22-24 Para Pix Filmed In '53

Paramount will produce between 22 an 24 pictures during 1953, "about the sam as this year," Don Hartman, studio execu tive, said this week while in New York t discuss setting up production for the forth coming year with home office toppers. Ask ed the amount of the budget, he replie $30 million "is a good round figure." A musicals and outdoor action pictures wi be in Technicolor, "about half" of the fu line-up, he predicted.

Regarding Paramount's foreign filmin Hartman said he thought the company "ha less currency tied up abroad than mos companies." Reason for the foreign loca tions, he explained, is that they are "mos suitable to the picture and offer somethin the public doesn't see on television."

Lachman Elected Head Of N. Y. Variety Tent 35; Seek New Club Space

Edward Lachman was elected chief bar ker of Variety Club of New York, Tent 35 this week, and other officers were selecte without opposition. Elected were Edwar L. Fabian, first assistant chief barker; Mar tin Levine, second assistant; Ira Meinhardt property master; Harold J. Klein, doug guy, and the following canvassemen:

Bernard Brooks, Russell Downing, Natha Furst, Jack Hoffberg, Martin Kornbluth Jack Levin, Charles Lewis, Harold Newman Walter Reade, Jr., Harold Rinzler, Bur Robbins, Morris Sanders, Burt Sanford, C Seymour, David Snaper, Saul Traune George Waldman and Max Wolff.

The new administration, according t Lachman, will place primary emphasis upo the selection of an outstanding charity t receive support of the Tent's Heart Fund Also to be stressed is activity in locatin new and adequate club headquarters.

Texas COMPO Group Seeks State Tax Change

DALLAS.—Texas COMPO Showmen hav launched a drive to effect a change in stat tax legislation regarding theatre admissions Specially prepared as an aide to exhibitor is a 10-page information booklet detailin arguments for a change. According to th campaign plan, committees of theatremen meet with their state representative an senator to present appropriate arguments.

Goal is the elevation to a $1 level of th 10 percent levy now imposed on nets of 5 cents or over. Levy is said to place exhibi tors in the position of choosing between "frozen" 50-cent top or subjecting patron to exorbitant taxation.

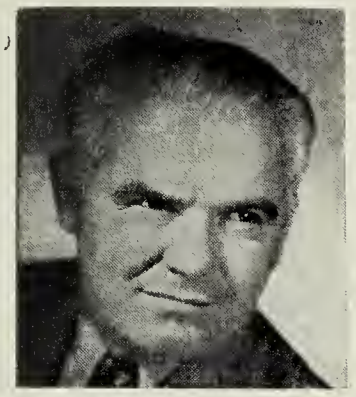
Downing In Board Post

Rockefeller Center, Inc., board of direc tors last week elected Russell V. Downing president and managing director of Radi City Music Hall, New York, to a boar seat. Downing joined the Music Hall i 1933 as treasurer; was named executiv vice-president in 1948, and became presi dent last March.

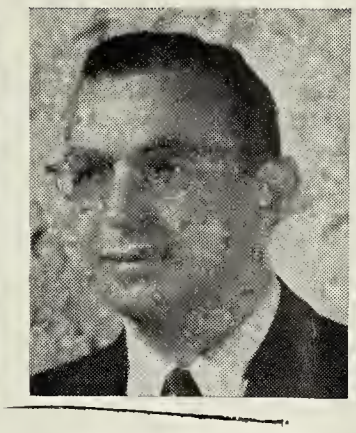
U-I Sets 10 BO Pix For 4 Months



MILTON RACKMIL



N. J. BLUMBERG



WILLIAM GOETZ



ALFRED DAFF



CHARLES FELDMAN



DAVID LIPTON

Universal-International has scheduled ten outstanding box office pictures or release during the coming four months, December, January, February, nd March, eight of them in Technicolor, according to Alfred E. Daff, exec- ive vice-president of Universal Pictures Company, and Charles J. Feldman, eneral sales manager. January and March ave designated as "Technicolor Months."

In announcing this unprecedented group f pictures, Daff and Feldman issued the ollowing statement to the nation's exhibi- ors:

"Universal's point of view has been and ill continue to be to seek the maximum laying time for its pictures. Toward this nd, our sales personnel who are constantly n touch with you and many of whom have isited our studios and seen first hand what s going on, can tell you that our program or the balance of this year and for 1953 ill represent the same popular box office ppeal as before.

"Our company is ever mindful of the ontinued need to make pictures that ap- eal to the masses rather than to special- zed audiences."

Xmas Picture Named

Detailing U-I's releases of its Hollywood- nade pictures for December through March, hey pointed out that the company's Christ- nas release will be "Against All Flags," in echnicolor, starring Errol Flynn and Maureen O'Hara. The other December re- ease will be Universal's already proven orror film, "The Black Castle," starring Richard Greene, Stephen McNally, Boris Karloff, Lon Chaney and Paula Corday, which was given a Hallowe'en pre-release.

January will be U-I's "All Technicolor Month," highlighted by the release of Raoul Walsh's "The Lawless Breed," starring Rock Hudson and Julia Adams; "Meet Me At The Fair," starring Dan Dailey and Diana Lynn, and "The Redhead From Wyoming," starring Maureen O'Hara and Alex Nicol.

February will be headed by the release of "Mississippi Gambler," Technicolor, starring Tyrone Power, Piper Laurie and Julia Adams, one of the biggest pictures in

(*Continued on next page*)

Joint Statement By Rackmil, Blumberg

Milton R. Rackmil, president, and N. J. Blumberg, chairman of the board of directors of Universal Pictures Company, issued the following joint statement as the company announced its releasing plans for the coming months:

"Universal is inspired more than ever by the thought that the future of the motion picture business can be a brilliant one. We are a company of optimism and enthusiasm. However, we do not mean that these attributes make us unaware of the many problems that confront this industry.

"We believe that if our industry unites for the general welfare and attacks its problems with concerted effort, nothing but success can result. The main object of Universal is to design its program of pictures so that the theatres of this country can prosper with us. In the final analysis the major problem is to get more people into the theatres by offering the public the best in entertainment and the best in publicizing and promotion of good pictures which will provide the entertainment the public seeks."

Publicity Pattern To Be Intensified

The successful pattern followed by Universal Pictures during the past year in publicizing its pictures to provide the nation's exhibitors with the greatest possible promotional impact at the point of sale will be extended and intensified during the coming months as the companys new product goes into release, David A. Lipton, vice-president in charge of advertising and publicity, has declared.

Lipton pointed out that the new pictures, highlighted by a record use of Technicolor, top box office name personalities and a group of new stars, will provide even greater promotional opportunities than during the past year.

More Penetration Stressed

U-I's advertising and promotional campaigns for 1953, according to Lipton, will be designed to achieve an even heavier advance national penetration on pictures and personalities, as well as to extend the point of sale activities at the theatre level.

"The extensive use of national magazine and Sunday supplement media to reach vast motion picture audiences, including Look, the Saturday Evening Post, Collier's Cosmopolitan, McCall's, Redbook, Woman's Home Companion, Seventeen, all fan magazines, American Weekly, This Week and Parade, which were used by U-I during the past year, will be continued and expanded where pictures lend themselvs to this type of advertising treatment," Lipton stated.

" 'Mississippi Gambler' is set for a com-

(*Continued on next page*)



MISSISSIPPI GAMBLER Technicolor



MEET ME AT THE FAIR Technicolor



AGAINST ALL FLAGS Technicolor

U-I Sets 10 BO Pix For Four Months; Eight Technicolor Releases Included

(*Continued from preceding page*)

the company's history. "Girls in the Night," the U-I's worthy successor to "City Across the River," which features Joyce Holden, Glenda Farrell, Harvey Lembeck and Leonard Freeman, and introduces Patricia Hardy, is the second February release. The unusual Technicolor film, "City Beneath the Sea," starring Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball, will have a series of pre-release openings in February and a regular release in March.

"Seminole," in Technicolor, is in the tradition of the eminently successful "Tomahawk" and "Battle at Apache Pass," and will be released in March. It stars Rock Hudson, Barbara Hale, Anthony Quinn and Richard Carlson. The second Technicolor March release will be "Gunsmoke," starring Audie Murphy, Susan Cabot and Paul Kelly.

November Has Three

"These outstanding box office attractions, coupled with the three important November releases, 'Because of You,' starring Loretta Young and Jeff Chandler; 'It Grows on Trees,' starring Irene Dunne, and 'The Raiders,' in Technicolor, starring Richard Conte and Viveca Lindfors, give U-I one of the greatest line-ups of important pictures in its history," Daff and Feldman stated.

"We're also happy to have outstanding box office pictures current and coming from the J. Arthur Rank Organization," the U-I execs. said. Among the pictures currently being completed in England is the widely heralded "The Cruel Sea." Also being prepared for American release are "The Importance of Being Earnest," Technicolor, based on the famous Oscar Wilde play and starring Michael Redgrave; "The Story of Mandy," "The Penny Princess" and "Something Money Can't Buy."

Goetz Makes Statement

William Goetz, in charge of production at the studio, said that, "Universal-International will continue to cater to the public taste in planning future productions and will continue to rely on the public's acceptance of its pictures." "It is not a case of anticipated trends," Goetz added, "but merely conforming to the type of films the public wants and supports.

"It seems to us that the movie audience looks to Hollywood for entertainment and our platform will be to present a well-balanced program designed to serve this purpose. This does not mean we will have a set formula. We will make every effort to foster a variety of pictures intended to please all types of motion picture fans.

"We naturally will keep in mind pleasing both the exhibitor and his customer. If we please the patrons we know we will please the exhibitor. We will make big pictures with the biggest box office names available. Jimmy Stewart, Alan Ladd, Gregory Peck, Tyrone Power, Victor Mature, Dan Dailey, Joel McCrea, Robert Ryan, Barbara Stanwyck, Loretta Young, Ann Blyth, Maureen O'Hara and Ann Sheridan will be seen in our pictures.

"We will also utilize the new stars we have developed on our lot, namely, Tony Curtis, Jeff Chandler, Audie Murphy, Rock Hudson, Piper Laurie, Shelley Winters, Suzan Ball."



THE LAWLESS BREED — Technico



SEMINOLE — Technico



CITY BENEATH THE SEA — Technico

Intensification Planned For U Publicity Pattern

(*Continued from preceding page*)

prehensive national magazine, fan magazine and Sunday supplement treatment. 'Against All Flags' will be pre-sold in full-color page ads in Look and the Saturday Evening Post. Full-color advertising is being stressed to sell the very high percentage of Technicolor pictures we are releasing.

"In this accelerated program of activities, Universal-International will not overlook the trade press, which we have found to be so effective in alerting the exhibitors of the nation to our product to the values inherent in our pictures. Likewise, we will use the daily newspapers to an even greater extent than in the past to reach the general public and to get them into the theatres where our pictures are showing.

"National commercial tie-ups also will be used to a greater extent to achieve advance penetration on pictures, with special emphasis being given to advertisers who not only use the national magazines but who can provide access to network television spots such as the company is now receiving through its tie-ups with Camel cigarettes, Bulova watches and Lustre-Creme. The Camel cigarette tie-up on Tyrone Power,

(*Continued on page* 29)



GIRLS IN THE NIGHT



REDHEAD FROM WYOMING — Technicolor



GUNSMOKE

Staff Reviews

"Million Dollar Mermaid"

(M-G-M) Technicolor 115 Min.

Cast: Esther Williams, Victor Mature, Walter Pidgeon, David Brian, Donna Corcoran, Jesse White, Maria Tallchief, Howard Freeman, Charles Watts, Wilton Graff, Frank Ferguson, James Bell, James Flavin, Willis Bouchey.

Credits: Produced by Arthur Hornblow, Jr.; Directed by Mervyn LeRoy; Screen play by Everett Freeman.

"Million Dollar Mermaid," a Technicolor biography of the famed swimmer Annette Kellerman, is a certain money-maker. It has been a long time since the screen has offered such spectacular and opulent production numbers, all water ballet sequences, executed in extravagant Technicolor. The consistency with which one super-number is topped by the next will stir up the kind of breathless talk which creates lines outside the box office. And for insurance during the early part of the film's run, "Mermaid" has been cast with a trio of dependable names. While there is little new in the plotting of the life of a crippled child who grows into a world-famous swimmer, the story has been crammed with incidents, though mostly of an obvious and melodramatic turn.

STORY: In Australia, Annette Kellerman, a partially crippled child, Donna Corcoran, regains the use of her legs through her love of swimming. With the help of her musician father, Walter Pidgeon, she grows up into a champion swimmer, Esther Williams. They go to England for a new job for Pidgeon and meet Victor Mature, a carnival promoter, on the boat. Pidgeon's job falls through and they are short of money. Esther agrees to help Mature's carnival by swimming down the Thames as a publicity stunt. She becomes famous and Mature takes them to New York. Esther gains notoriety when Mature gets her arrested for wearing a one-piece bathing suit. They make money with a swimming act, but split when Esther considers going on a lecture tour. She becomes a great star at the Hippodrome, where the manager, David Brian, wants to marry her. But Esther is still in love with Mature, who has been having difficulty getting along. She agrees to marry Brian after making her first movie in Hollywood. After an accident on the set, with her ability to use her legs still in doubt, Brian steps aside for Mature.

●

"April In Paris"

(Warner Bros.) Technicolor 101 Min.

Cast: Doris Day, Ray Bolger, Claude Dauphin, Eve Miller, George Givot, Paul Harvey, Herbert Farjeon, Wilson Miller, Raymond Largay, John Alvin, Jack Lomas.

Credits: Produced by William Jacobs; Directed by David Butler; Written by Jack Rose and Melville Shavelson; Title song by E. Y. Harburg and Vernon Duke; Original songs by Sammy Cahn and Duke.

"April in Paris" is a box office knockout. Filled to overflowing with jubilant and joyous humor, music and dancing, and boasting radiant Technicolor and the magnetic names of Doris Day, Top Money Actress in the INDEPENDENT's Exhibitorating Poll, and the incomparable Ray Bolger, this picture can't miss. Because of one particular sequence, built on a suggestive situation, there is doubt regarding the film's suitability for the younger element, an unfortunate circumstance since the remainder of this frolic is so captivating. Realizing the many entertainment ingredients available, the makers of "April in Paris" decided not to let themselves be restricted by an overinsinuating story line. As a result, the plot keeps to the background, taking over only when there is need for advancing to a new setting for another charming and amusing routine. There can be nothing but praise for the talents and performances of Miss Day, Bolger and Claude Dauphin, a Gallic actor who makes his American musical debut here. Film gets some subtle humor out of kidding the romanticized idea of Paris and Frenchmen and the American reaction to it.

STORY: Ray Bolger, an assistant, assistant, assistant in the Dept. of State, by mistake sends an invitation to the International Festival of Arts, held in Paris, to Doris Day, a chorus girl. The idea receives popular acclaim and Bolger is congratulated by his boss, Paul Harvey, to whose daughter, Eve Miller, Bolger is engaged. On the trip to Paris, Doris and Bolger fall in love and think they have been married by the captain. In Paris, Claude Dauphin, popular Parisian singer who worked his way home on the boat after being stranded in the U. S., explains that their marriage was not legal. When Bolger refuses to tell Eve of his relationship with Doris, they break up. But with Dauphin's help Doris and Bolger, realizing they are in love, are reunited.

●

"Pony Rider"

(20th-Fox) Technicolor 82 Min.

Cast: Tyrone Power, Cameron Mitchell, Thomas Gomez, Penny Edwards, Robert Horton, Anthony Earl Numkena, Adeline De Walt Reynolds, Howard Petrie, Stuart Randall, Richard Shackleton, James Hayward, Muriel Landers, Frank De Kova.

Credits: Produced by Samuel G. Engel; Directed by Joseph Newman; Screen play by John C. Higgins; Based on a story by Garnett Weston.

A convincing story of Indians and the early days of the Northwest Mounted, with Tyrone Power and Technicolor for the marquee draw, make "Pony Rider" a sure-bet for the general market. Against some beautiful outdoor scenery, photographed with the more subtle shades of the color process, a direct and simple telling of an action-laden incident in Canada is unreeled. Without reaching for absurd heroics, the script permits a courageous man to do his duty in a logical way without losing out on any opportunity for mass attacks, ambushes or hand-to-hand encounters with gun or knife.

STORY: Tyrone Power, a new Mountie in the early days of the Royal Canadian Mounted Police, is sent to pick up a party of Canadian Cree Indians, who have left the reservation and have captured two whites as hostages. With Thomas Gomez, a half-breed, as guide, Power runs into the main Cree encampment. He manages to get the chief, Stuart Randall, to agree to peace with the Government, but Cameron Mitchell, a warrior who captured the whites, disapproves. Mitchell pledges the white captive, Penny Edwards, to his brother. When the other prisoner, Robert Horton, wanted for robbery by the police, kills Mitchell's brother while trying to escape, the brave runs off with Penny. He tries to burn her to death, but Power and Randall track him down and kill him and his followers. Peace is declared and Power leads the Crees to their reservation.

●

"My Pal Gus"

(20th-Fox) 83 Min.

Cast: Richard Widmark, Joanne Dru, Audrey Totter, George Winslow, Joan Banks, Regis Toomey, Ludwig Donath, Ann Morrison, Lisa Golm, Christopher Olsen, Robert Foulk.

Credits: Produced by Stanley Rubin Directed by Robert Parrish; Written by Fay and Michael Kanin.

An adult comedy-drama, "My Pal Gus," starts promising but falls into routine plot routing which should pass in the general market. Making use of a cast of known names, the story offers some interesting comedy possibilities regarding a business tycoon with his motherless and highly precocious young son. Latter role is essayed to perfection by George Winslow, the five-year-old with a fog-horn voice who scored so terrifically last year in "Room for One More." It is when the story turns to the father's problem of ridding himself from a wife he thought had divorced him with its subsequent plot manueverings that the picture becomes predictable and highly illogical. Father's business, the manufacturing of ice cream bon-bons similar to a confection now sold in film houses, can serve as a tie-up for promoting candy sales as well as exploiting the picture.

STORY: Richard Widmark, wealthy but still interested in making money, neglects his motherless son, George Winslow, a five-year-old terror. George is enrolled in a day school run by Joanne Dru, who understands him and manages, after a while, to get Widmark to understand his role as a father. At the same time, Widmark falls in love with Joanne. Audrey Totter, Widmark's former wife from whom he thought he was divorced and George's mother, who left when he was a baby, shows up claiming they are still legally married. She will give Widmark his freedom for a high price. He refuses to give her any money and takes the case to court, where he drags up her messy background. She retalliates by charging him with adultery with Joanne. The court rules in favor of Widmark but awards custody of George to Audrey. Realizing what is truly important, Widmark gives Audrey all his possessions in return for George. Joanne, who had left him, returns.

●

"Face To Face"

(RKO) 92 Min.

Cast: James Mason, Robert Preston, Michael Pate, Gene Lockhart, Albert Sharpe, Sean McClory, Alec Harford, Marjorie Steele, Minor Watson, Dan Seymour, Olive Carey, James Agee.

Credits: Presented by Huntington Hartford; Produced by Hartford; Directed by John Brahm and Bretaigne Windust; Screen plays by Aeneas MacKenzie and James Agee; From stories by Joseph Conrad and Stephen Crane.

"Face to Face" is another package film—composed of two separate stories—which is outstanding entertainment and just about perfect material for select houses. Backing up the excellent acting, directing and photography, are two stories adapted from outstanding works by Joseph Conrad and Stephen Crane, a fact which adds to the box office value of this type of feature because of the avenues of exploitation it makes available. With the marquee names of James Mason and Robert Preston, "Face to Face" can grab some extra patronage from the general market, which, also, will find solid and engrossing experiences with the tales told.

Initial segment, "The Secret Sharer," recounts the relationship between a new captain of a boat and a sailor wanted for murder whom he hides from the authorities. Mason's sensitive and intelligent acting make this Conrad story gripping and suspenseful.

Hilarious comedy, of a slapstick and subtle nature, are offered in "The Birde Comes to Yellow Sky," Stephen Crane's famed short story. Preston, as a town marshall who secretly marries and returns to face a whiskied up one-time killer, is aided by a superb cast who manage the laughs and the dramatics which are perfectly blended.

STORY: In the first story, James Mason has just been made captain of his first ship. While on watch he discovers Michael Pate, mate of another ship who is running away from a murder charge. Pate explains the cause of the killing and how it accidentally occured. Mason and Pate immediately take to each other, and develop an understanding. Mason hides Pate aboard his ship until he is out of danger and close enough to land to make an escape.

In the second story, Robert Preston, town marshall, leaves town to get married, a fact he keeps secret. While he is gone, Minor Watson, one-time gun slinger, goes on one of his binges, during which he regularly shoots up the town. Since Preston is the only one who can outshoot him, the town closes down. Preston,

(*Continued on page* 16)

THE BIGGEST YOU'L

NEVER Such Wild Pageant



Robert Haggiag presents

TH THIEF

These are some of th
will be playing "The Thief of

COLORADO

INDIANA

CONNECT

DISTRICT OF COL

ALABAMA

ARIZONA

ARKANSAS

IDAHO

ILLINO

YOUR THE

in this powerful 2-
issue of *Collie*
with a combined

IF YOU PLA BEF

GET INTO "THE THIEF OF VENICE" SHOW
CONTEST! WIN FREE TRIP FOR TWO TO VEN





EXPLOITATION NATURAL!

IT'S BIG!
IT'S MAMMOTH!
Get behind this showmanship attraction!

Released thru
20th Century-Fox

THERE'S NO SHOWMANSHIP LIK

E... IN '53!

3 YEARS IN THE MAKING!
...3 MILLIONS TO MAKE!
CAST OF TENS OF THOUSANDS!

y Adventure... Glorious Romance!



VENICE

WASHINGTON

SOUTH DAKOTA

which
Jan. 31st, 1953.

IRE

WEST VIRGINIA

WISCONSIN

AME GOES HERE-

SELLING AD in the JAN. 31
tle FEB. 10 issue of Look
of more than 35,000,000
"THIEF OF VENICE"
AR. 1, 1953*

Oth representative for details

ALASKA

HAWAII

ALL THIS... And More!

THE RACE of the galley slaves for Venice . . . under the cruel lash of the whipmaster!

THE REVOLT of the rabble against Prussian mercenaries!

MEDIEVAL TORTURE! Tina—tortured on the wheel . . . The Thief—broken on the rack!

THE THIEVES against the might of the Chief Inquisitor!

MARRIAGE PARADE OF the Doge's daughter—tens of thousands on the screen!

ANGEL'S ROOST . . . fabulous hideaway of the cut-throats of Venice—where all law ends!

THE INNOCENTS swinging from the gallows—for the secret crimes of the Masked Assassins!



CENTURY-FOX SHOWMANSHIP!

Staff Reviews

(*Continued from page* 13)

sneaking back to town with his bride, Marjorie Steele, runs into Watson. The latter is ready for another showdown, but when he discovers Preston is not carrying a gun and is married, he walks away, his fun in life now gone.

●

"Breaking Through The Sound Barrier"

(United Artists) 115 Min.

Cast: Ralph Richardson, Ann Todd, Nigel Patrick, John Justin, Dinah Sheridan, Joseph Tomelty, Denholm Elliott, Jack Allen.

Credits: Presented by London Films; A David Lean Production; Produced and directed by David Lean; Story and screen play by Terence Rattigan.

An old aviation story is dressed up here in the latest scientific trappings—jet propulsion—with an excellent British cast performing. Since it has been some time ago that there was an exciting story about the air and the men who try to conquer it, "Breaking Through the Sound Barrier" should attract a wide audience. The British actors, producer-director David Lean, and the writer, playwright Terence Rattigan, should provide an attraction for the class trade. But even though the dialogue is frequently unusually literate for the screen, the routine story and inadequately drawn characters will not be accepted by this group. The general market will respond to the action and suspense elements of flying faster than sound, but will not be drawn by the names or the excessively-long title. Latter will provide exhibitors with a problem when it comes to setting the marquee.

STORY: RAF pilot Nigel Patrick marries Ann Todd, daughter of Ralph Richardson, aviation pioneer and wealthy plane manufacturer. After the war Patrick becomes Richardson's top test pilot, working on a jet plane to travel faster than sound. Patrick and Richardson live for nothing else, regardless of the danger, but Ann doesn't feel it is worth the sacrifices. Patrick is killed. Ann has a baby and leaves her father so he cannot have any influence on her child. Patrick's friend, John Justin, carries on and solves the problem. When Ann discovers her father's loneliness and unhappiness during such trying times, she returns to him with her child.

●

"The Thief of Venice"

(20th-Fox) 91 Min.

Cast: Maria Montez, Paul Christian, Massimo Serato, Faye Marlowe, Aldo Silvani, Louis Saltamerenda.

Credits: Produced by Robert Haggiag; Directed by John Brahm; Screen play by Jesse L. Lasky, Jr.; From an original story by Michael Pertwee.

An exciting and swashbuckling costume melodrama calculated to satisfy the juveniles and action fans is presented against actual locales in Venice in this exploitation picture. The story, however, is routine in its black-and-white characterizations and plot, which pits good against evil in 16th Century Italy. Except for the marquee allure of the late Maria Montez, picture will have to rely strongly on the sword play and dagger-stabbings for its attraction power. An overall production coating loaded with eye-catching scenery helps to rivet attention to the proceedings during slow portions.

STORY: Massimo Serato, by poisoning the Doge of Venice, takes command of the state and begins imprisoning the remaining opposition. Among the latter are Camillo Pilotto, an admiral, and Paul Christian, his aide. Pilotto, held by Serato, is rescued by Christian. But Serato's men kill Pilotto, putting Christian in command. He wins the loyalty of Pilotto's men and the affections of Maria Montez, tavern owner. Meanwhile, Serato plans marriage to Faye Marlowe, Pilotto's daughter, in order to win popular support. Christian, discerning the plan, stops his attacks on Serato's treasury long enough to rescue Faye, whom he loves. On the wedding day, Christian's forces attack and defeat Serato's men. Maria becomes disconsolate as Christian goes off with Faye.

●

"Kansas City Confidential"

(United Artists) 98 Min.

Cast: John Payne, Coleen Gray, Preston Foster, Neville Brand, Lee Van Cleef, Jack Elam, Dona Drake, Mario Siletti.

Credits: An Associated Players and Producers presentation; Produced by Edward Small; Directed by Phil Karlson; Screen play by George Bruce and Harry Essex; Story by Harold R. Greene and Rowland Brown.

A high degree of excitment is achieved through the unreeling of a wealth of fast-moving and suspenseful situations in this potent and exploitable crime thriller. Story deals with a near-perfect bank robbery. It is told in semi-documentary style, moving from Kansas City to Mexico in a series of grim underworld scenes. It has off-beat qualities in its implications of third-degree tactics by the police. Other forms of violence are frequently displayed by the well-drawn gangsters of the story. Romantic by-play between John Payne and Coleen Gray is minimized to give a more complete focus on the intricate plot, which should hold audiences spellbound throughout.

STORY: Preston Foster, a cop forced into retirement, plans a million-dollar bank robbery. He wears a mask to keep his identity secret from his men. After the theft, Foster departs with the loot, promising a split in Mexico. Meanwhile, John Payne is thought to have staged the robbery. The police grill and beat him before releasing him as innocent. Embittered by the treatment, Payne vows revenge against the thugs and tracks down Jack Elam, one of the hoodlums. The police kill Elam and Payne assumes his identity. He makes the rendezvous with the other thugs and awaits word of the split from the boss. Foster, who still keeps his identity secret, sets a trap to have the police catch the hoodlums so that he can claim the reward money. But Payne discovers Foster's identity and the hoodlums shoot it out. Before Foster dies, he wills the reward claim to Payne, who has fallen in love with Coleen Gray, his daughter. Payne, in turn, clears Foster of criminal implications.

●

"Sky Full Of Moon"

(M-G-M) 71 Min.

Cast: Carleton Carpenter, Jan Sterling, Keenan Wynn, Robert Burton, Elaine Stewart, Emmett Lynn, Douglass Dumbrille, Sheb Wooley, Jonathan Cott.

Credits: Produced by Sidney Franklin, Jr.; Directed and written by Norman Foster; Song by Charles Wolcott and Harry Hamilton.

This romance between a naive young cowhand and a hardened gambling hall girl should be acceptable as mild diversion when booked on the lower half of the bill. Framed against a western gambling town where a rodeo is about to take place, the story uses some stunt riding and a lot of gambling to achieve its movement. But the action comes through slowly and the gags are lukewarm. When the plot concentrates on the love interest, a pleasing effect is rendered. A novel twist is given the beginning and end by the off-screen warbling by balladeers of songs that relate to the story.

STORY: Carleton Carpenter, a naive cowhand, arrives in town to enter a rodeo. Lacking the entrance fee, he enters Keenan Wynn's gambling hall to try his luck at the slot machines. Together with Jan Sterling, an employe of Wynn's, Carpenter hits a jackpot and goes on a gambling spree. But all is lost. The next day, Wynn fires Jan. She decides to return home. Carpenter, in love with her, vainly tries to raise money to finance her trip. The money is raised when Jan gives him a gadget that automatically opens the jackpot of a slot machine. Wynn, however, discovers the gadget. Jan and Carpenter flee. Jan soon decides that Carpenter is not for her. She sends him back to town, where Wynn clears him. Carpenter enters the rodeo.

●

"The Magic Box"

(Mayer-Kingsley) Technicolor 98 Min.

Cast: Robert Donat, Margaret Johnston, Maria Schell, Laurence Olivier, Renee Asherson, Richard Attenborough, Robert Beatty, Edward Chapman, Glynis Johns.

Credits: A J. Arthur Rank presentation; Produced by Ronald Neame; Directed by John Boulting; Screen play by Eric Ambler.

An engrossing if slow-moving British drama dealing with the life of a pioneer in the film industry of that nation, "The Magic Box" stacks up as solid art house entertainment. The picture possesses the value of another Robert Donat acting triumph, a lavish group of early 20th Century settings, brilliant Technicolor tinting, and a long list of British star names. Members of this list appear in bit parts, and their performances add to the flavor of the piece. Production was dedicated to the recent British Festival, and comes across, via flashbacks, as a cavalcade of events in the life of William Friese-Greene, inventor of the motion picture camera.

STORY: Recalling her marriage to Robert Donat, William Friese-Greene, Margaret Jonnston reviews his vain efforts in the photographic laboratory to perfect a color process for motion picture film. After years of increasing poverty with Donat, Margaret left him. Donat, failing to achieve a reconciliation with Margaret, attends a film industry meeting. There he remembers his association with Maria Schell, his first wife. With Maria, he worked to evolve a shutter for a camera that would enable motion pictures to be taken. Although his invention proved successful, others in the United States and France made similar discoveries and received practically all the credit. Back in the present, he suffers a heart attack and dies, his fame unrecognized by those at the industry meeting.

●

"Outpost in Malaya"

(United Artists) 88 Min.

Cast: Claudette Colbert, Jack Hawkins, Anthony Steel, Ram Gopal, Jeremy Spenser, Tom Maculey, Helen Goss.

Credits: A J. Arthur Rank Organization presentation; Produced by John Stafford; Directed by Ken Annakin; Original story and screen play by Peter Proud and Guy Elmes.

A topical romantic drama with strong elements of action is presented against settings in Malaya in this British production. "Outpost in Malaya" stars the valuable box office name of Claudette Colbert and has a sub-plot about a marriage that is going on the rocks, two guarantees that the distaff side of the audience will find appeal in the film. But the dramatic pace is slow, the action comes through irregularly and the characters are made stereotypes in a narrative that deals with an uprising of natives against British plantation owners.

STORY: Native bandits in Malaya are making serious trouble for the British governing personnel and the rubber plantation owners. One owner, Jack Hawkins, is married to Claudette Colbert, who feels that Hawkins is neglecting her. Claudette decides to return to England for good, but her plans are set awry by bandits who lay siege on Hawkins' estate. The attack is fierce, causing Hawkins to leave the estate and infiltrate through the bandit lines. With

(*Continued on page* 29)

Lesser Plans Pix For 3-Dimension

HOLLYWOOD.—Sol Lesser announced this week that he will launch production here the first of the year on a series of six color featurettes, each to run about 20 minutes, in the Tri-Opticon third-dimensional process for road-show distribution by mid-1953.

Lesser disclosed also that five British short subjects filmed in the Tri-Opticon process will be road-shown under his aegis as soon as the necessary special screens and projection-machine interlocking equipment are received from Britain. He expects this to be a matter of a few weeks.

Nine Road Show Units

Producers Representatives in New York will handle the physical releasing arrangements with nine road show units. Three will operate out of New York, three out of Chicago, and three out of Los Angeles.

Titles of Lesser's six contemplated shorts are "Mack Sennet Bathing Beauties of 1953," "Seven Modern Wonders of the World," "Jet Flight Over the North Pole," "American Wild Life," "Beneath the Sea" and "Scheherazade."

"Beauties" and probably "Scheherazade" will be filmed in Hollywood while the others will be shot in their natural locales throughout the U.S. and the world, Lesser stated.

First-Runs In Cleveland Sponsor TV Program To Increase Attendance

CLEVELAND.—Group of first-run theatres are sponsoring a weekly half-hour television program as a promotion to up theatre attendance. Program begins Nov. 16 and will be heard each Sunday for 13 weeks from 1-1:30 p.m.

Sponsoring are M-G-M, Warner Bros., Paramount, 20th Century-Fox, United Artists, Universal-International and Columbia. Co-operating Theatres are Loew's State, Ohio and Stillman; RKO Palace and Warner Allen, Hippodrome, Tower, Lower Mall and Fairmount. Latter is the only neighborhood house.

Local film men will form a rotating panel to supply information to the station about current and coming attractions and to join in quiz show in which free tickets will be given to any participating house winners desire. Whenever possible, clips from pictures will be used on the programs, which will cost about $1,000 weekly.

U Declares 50c Dividend

Board of directors of Universal Pictures Company, Inc., last week declared a semi-annual dividend of 50 cents per share on the common stock of the company, payable on Dec. 5, 1952, to stockholders of record at the close of business on Nov. 20. Board also declared a quarterly dividend of $1.0625 per share on the 4¼% cumulative preferred stock, payable Dec. 1, 1952, to stockholders of record on Nov. 17.

Exhibitors Honor RKO Executives



TOP: More than 300 exhibs attended luncheon given by ITOA honoring new RKO sales execs. MIDDLE: Harry Brandt, ITOA prexy, introduces Arnold Picker, Charles Boasberg, Walter Branson. L. to r.: Emanuel Frisch, MMPTA head; Arnold Grant, RKO board chairman; Branson; Brandt; Picker; Boasberg. BOTTOM: L. to r.: Leon Rosenblatt, William Namenson, Boasberg, Branson, Arthur Mayer and Julius Sanders.

Arnold M. Grant, chairman of the board of RKO Radio Pictures, has reitterated that his company does not intend selling its backlog of feature films to television. Grant reassured a group of more than 300 exhibitors and industry leaders from various parts of the country who were attending a luncheon tended by the Independent Theatre Owners at the Hotel Astor to honor the new RKO sales execs, Arnold Picker, executive vice president; Charles Boasberg, general sales manager; and Walter Branson, assistant sales manager.

The rebuilding of RKO, according to its board chairman, will be as a producer and distributor of motion picture films for use in theatres. The prospect of selling pictures to television, he added, was not in the foreseeable future.

Grant explained that the company would need the help of exhibition before it got back on its feet. "I wasn't sure a couple of weeks ago that I would ever be admitted to a large gathering of film men again," he said. "A series of unforeseeable circumstances has changed the nature of my job. It has become a task of salvaging what we can for the future."

Harry Brandt, president of the ITOA who served as toastmaster, proposed a four-week sales drive to honor Boasberg.

A policy of test engagements on several of its forthcoming pictures will be pursued by RKO for purposes of determining the type of campaigns that will be most beneficial to exhibitors, it was announced by Boasberg at a luncheon last week for film press writers.

Boasberg indicated that test runs would help the sales department determine patron reaction and extent of attendance based on advertising and promotion. If changes are thought needed, campaigns can be revised, Boasberg stated.

It was stressed by the general sales manager that the new policy will not be employed to hold back releases but to help theatres capitalize to a greater extent on RKO pictures.

Dais guests at the ITOA luncheon included: William Namenson, J. Joshua Goldberg, Bert M. Stearn, Morey Goldstein, Sidney Lust, Sol Strausberg, Charles Skouras, Harry C. Arthur, William J. German, William H. Clark, Wilbur Snaper, Harry M. Kalmine, Richard F. Walsh, Herman Robbins, Fred J. Schwartz, Samuel Pinanski, Charles J. Feldman, Emanuel Frisch, Joseph R. Vogel, A. W. Schwalberg, Sol A. Schwartz, S. H. Fabian, Bernard Kranz, Gordon Youngman, Milton C. Weisman, David Weinstock, Richard Condon, E. K. O'Shea, Theodore Black, J. J. O'Leary, Leon Rosenblatt and Julius Sanders.

TELEVIEWS

By AARON SLOAN

Off-Hour Telecast

The following 15 theatres will participate in the Dec. 8 James Lees & Sons 12-1 p.m. national theatre telecast-sales convention: RKO Keith's, Washington; Warner's Stanley, Philadelphia; Guild, New York; Pilgrim, Boston; Loew's State, St. Louis; Harris, Pittsburgh; Hollywood, Detroit; RKO Albee, Cincinnati; Hippodrome, Cleveland; Gopher, Minneapolis; Telenews, Chicago; Paramount, Denver; Camark, Salt Lake City; Telenews, San Francisco, Orpheum, Los Angeles.

More New Stations

FCC gave out 10 new TV station permits, with one grant going to theatre interests, bringing to 92 the total number of station permits issued since the freeze was lifted. When the freeze began, there were 108 stations on the air. Latest okays went to Herbert Scheftel and Alfred Berger, newsreel theatre operators in California, Florida, etc., for their second grant covering a Little Rock, Ark., station. First Scheftel-Berger application was granted for a Springfield, Ill., channel.

Other awards went for channels in Pueblo, Colo.; Waterbury, Conn.; Muncie, Ind.; Sioux City, Iowa; Battle Creek, Mich.; Asheville, N. C.; Atlantic City, N. J.; Charleston, S. C. and Bethlehem, Pa.

Deadline Jottings

Salt Lake City, with the Utah Theatre, a UPT affiliate, gets its first theatre TV installation in three weeks. . . . The Louisiana Association of Broadcasters asked that radio and TV stations be designated as official journals of the state along with the press "since the public should be fully and completely informed . . . on all official business of the state. . . ." . . . Group of St. Louis business men are raising capital for the Missouri Valley Television Co., organized to seek a station permit.

Random Notes

Another city to have its first glance at big screen TV is Tacoma, Wash. Hamrick Theatres, with TV installations already in Seattle and Portland, will put the set into the Temple Theatre within the next month. . . . Employes of Portland, Ore., radio stations KOIN and KOIN-FM have purchased much stock in the Mt. Hood Radio & Television Broadcasting Corp., parent concern. Transactions totalled $615,000. . . . Video home set production in September was 124 percent over that of the previous September with 755,665 the latest figure, according to Radio-Television Manufacturers Association.

Video Items

Tulsa Broadcasting Co., Inc., of Dover, Del., was authorized to operate in Missouri. Headquarters are in Tulsa, Okla. . . . Southwestern Bell Telephone Co. plans to install its first St. Louis-Kansas City microwave radio relay before Jan. 1, to carry six channels, two of which will be for TV.

24 Releases Scheduled By 20th-Fox For Next Year's First Eight Months

A two-day 20th Century-Fox merchandising meeting this week in New York served as focal point for a disclosure by Al Lichtman, director of distribution, that the company will release 24 films from January to September. Of the total, 13 will be in Technicolor.

Line-up will be topped by Darryl F. Zanuck's personal production for 1953, "The Robe," a Biblical drama based on the best-seller by Lloyd C. Douglas. Production will start in January for September release.

Meeting which saw the announcement of the releasing schedule was attended by field heads representing the 38 company branches in the U. S. and Canada.

Two Drives Considered

Major consideration was given to the company's Anniversary Week celebration, to be held during Thanksgiving, and the branch managers' testimonial, ending Dec. 27.

Included in these plans were campaigns for "The Snow of Kilimanjaro," "Bloodhounds of Broadway," "Pony Soldier," "Stars and Stripes Forever" and "My Cousin Rachel." All will be released before the new year.

The 1953 release schedule follows:

JANUARY: "MY COUSIN RACHEL," starring Olivia de Havilland and Richard Burton, porduced by Nunnally Johnson and directed by Henry Koster; "RUBY GENTRY," a Bernhard-Vidor production starring Jennifer Jones, Charlton Heston, and Karl Malden, produced by Joseph Bernhard and King Vidor and directed by Vidor, and "THE I DON'T CARE GIRL," Technicolor, starring Mitzi Gaynor, David Wayne, and Oscar Levant, produced by George Jessel and directed by Lloyd Bacon.

FEBRUARY: "TAXI," starring Dan Dailey and Constance Smith, produced by Samuel G. Engel and directed by Gregory Ratoff; "NIAGARA," Technicolor, starring Marilyn Monroe, Joseph Cotten, and Jean Peters, produced by Charles Brackett and directed by Henry Hathaway, and "THE FARMER TAKES A WIFE," Technicolor, starring Betty Grable and Dale Robertson, produced by Frank P. Rosenberg, and directed by Henry Levin.

MARCH: "TREASURE OF THE GOLDEN CONDOR," Technicolor, starring Cornel Wilde and Constance Smith, produced by Jules Buck and directed by Delmer Daves, and "THE SILVER WHIP," starring Rory Calhoun and Dale Robertson, produced by Robert Bassler and directed by Harmon Jones.

APRIL: "TONIGHT WE SING," Technicolor, musical biography, starring David Wayne and Ezio Pinza; "THE PRESIDENT'S LADY," starring Susan Hayward and Charlton Heston, produced by Sol C. Siegel and directed by Henry Levin; "DESTINATION GOBI," Technicolor, starring Richard Widmark, Don Taylor, and Murvyn Vye, produced by Stanley Rubin and directed by Robert Wise, and "THE DESERT RATS," starring Richard Burton, Robert Newton, and James Mason, produced by Robert L. Jacks and directed by Samuel Fuller.

MAY: "THE GIRL NEXT DOOR," Technicolor, starring June Haver, Dan Dailey, and Dennis Day, produced by Robert Bassler and directed by Richard Sale, and "MAN ON A TIGHTROPE," starring Fredric March, Terry Moore, and Gloria Grahame, produced by Robert L. Jacks and directed by Elia Kazan.

Summer Pictures Detailed

JUNE: "CALL ME MADAM," Technicolor, starring Ethel Merman, Donald O'Connor, George Sanders and Vera-Ellen, produced by Sol C. Siegel, directed by Walter Lang; "DOWN AMONG THE SHELTERING PALMS," Technicolor, starring William Lundigan, Jane Greer, Mitzi Gaynor and David Wayne, produced by Fred Kohlmar and directed by Edmund Goulding, and "NEARER MY GOD TO THEE," starring Clifton Webb and Barbara Stanwyck, produced by Charles Brackett and directed by Jean Negulesco.

JULY: "WHITE WITCH DOCTOR," Technicolor, starring Susan Hayward and Robert Mitchum, produced by Otto Lang and directed by Henry Hathaway; "POWDER RIVER," Technicolor, starring Rory Calhoun, Corinne Calvet, and Cameron Mitchell, produced by Andre Hakim and directed by Louis King, and "SAILOR OF THE KING," starring Jeffrey Hunter, Cameron Mitchell, and Michael Rennie.

AUGUST: "GENTLEMEN PREFER BLONDES," Technicolor, starring Marilyn Monroe and Jane Russell, produced by Sol C. Siegel and directed by Howard Hawks; "PICKUP ON SOUTH STREET," starring Richard Widmark and Jean Peters, produced by Jules Schermer and directed by Samuel Fuller, and "BAPTISM OF FIRE," starring Victor Mature, produced by William Bloom and directed by Robert D. Webb.

SEPTEMBER: "THE ROBE," which will be offered on a pre-release basis.

Metro Hires More Promotion Men

M-G-M has added four new press representatives to its field promotion staff to bring its totals in that department to 27. New additions, according to Howard Dietz, vice-president and director of advertising, publicity and exploitation, are John L. John, Thomas Letcher, Alan Wiedner and Jack Wiener.

"M-G-M has always had the largest staff of promotion men because we believe that active co-operation with exhibitors brings the greatest results for both the theatres and our company," Dietz said. "The addition of four more men to the field staff is in line with this policy," he added.

Dietz Appointees Continue

The six divisional press representatives Dietz appointed last March will continue to handle special advance publicity and promotion.

As a result of the new appointments, a new field assignment has been made for the Seattle and Portland exchanges, which will be handled by Wiedner. Wiener will cover the second new assignment of New Orleans and Memphis. These exchanges formerly were covered by press representatives from other territories.

Also, Letcher has been assigned to the Minneapolis exchange, and John to Indianapolis. Both of these branches are now being handled on an individual basis.

Miniature Of Mayflower Sent On Six-State Tour By Metro For "Plymouth"

M-G-M, in sparking the promotion campaign for "Plymouth Adventure," began a six-state tour this week of the Mayflower ship replica used in the motion picture. Model is 17 feet long, 12½ feet high, and three and one-half feet wide. A catwalk leading from the truck to the boat with stairs is built on either side of the ship.

Tour is being accompanied by young ladies dressed in Pilgrim costumes, who act as hostesses. A "facts booklet" with the historical background of the Mayflower and Pilgrim souvenir hats are being given to the public visiting the boat. A recording reciting the historical facts of the Pilgrims is played on the float.

Schedule of the tour follows: Reading, Nov. 10; Harrisburgh, 11; Pittsburgh, 12; Canton, 13; Akron, 14; Cleveland, 15; Buffalo, 17; Rochester, 18; Syracuse, 19; Plymouth, 20; Providence, 21; Boston, 22; Worcester and Springfield, 24; Hartford and New Haven, 25; Philadelphia, 26 and 27.

Will you share this dream with us?

Not many weeks ago there passed away from the motion picture industry a man who had devoted half his adult life to the victims of modern plagues; cancer, heart disease and tuberculosis. During the war he dedicated himself to the blind veterans. In peace-time he spent most of himself for the people in the amusement industries who were stricken with tuberculosis and whom he helped back to health at the Will Rogers Memorial Hospital in Saranac Lake.

HIS NAME WAS HAROLD RODNER

He had a dream about the Hospital. He wanted to see it equipped with a Research Section where scientists could develop speedier methods for returning to normal life, those suffering from tuberculosis. We have undertaken to convert this dream into reality.

In the beginning this was a modest venture by a small group of Harold's friends. But as the word of what they were planning spread out, many men and women to whom he had given hope and life, insisted upon the opportunity to share in converting Harold's idea into a real Laboratory. Therefore, we are extending an invitation to everyone in the amusement industries to participate.

If you have been helped by Harold Rodner, or if he opened the doors of the hospital to one of your employees or friends, or even if you didn't know Harold and the selfless work he did, and would like to perpetuate the spirit of such a man, then join this project with us to keep alive and warm the kindly, sympathetic help he gave to the needy and the suffering.

Committee for

THE HAROLD RODNER RESEARCH SECTION

at the
WILL ROGERS MEMORIAL HOSPITAL SARANAC LAKE, N.Y.



COMMITTEE
Samuel Schneider, chairman • Harry M. Kalmine • Ben Kalmenson • Herman Starr • M. B. Blackman, sec.-treas.

MAKE ALL CHECKS PAYABLE TO HAROLD RODNER FUND, 321 W. 44TH ST., N. Y. 36

Battles Against Private Censors Advised By Civil Liberties Union

The American Civil Liberties Union urged its 16 local branches and 47 state correspondents this week to undertake local campaigns to counteract the efforts of private groups, "who have more successfully restricted free expression in motion pictures and radio and television than official censors."

In a memorandum distributed by the National Council on Freedom from Censorship, the Union's anti-censorship affiliate, local ACLU groups were informed that the national office will endeavour to advise of booking dates in their locality of pictures which have been the "object of attempted suppression." The Council recommended the following action:

Details Noted

"Advise the theatre owner or manager of his obligation to the public at large, and assure him of ACLU support, save in instances of clearly justified criminal prosecutions. In light of the fact that we view motion pictures as within the concept of a free press guaranteed by the Federal and State constitutions, a motion picture house operator has, in some way, the same relation to the public as the owner of the newspaper. The motion picture is not only the medium of entertainment. It is also a vehicle for the transmission of information, news and ideas. It is within this frame of reference that a theatre owner is engaged in something more than a private business; he is also performing a public service."

Second step suggested is to contact the groups "threatening restriction" and seek to dissuade them from their action; and third, "if the pressure group's action has been successful, organize prominent citizens groups to protest against withholding or withdrawal of any film."

"Miracle" Ban Upheld

In Chicago a ban on "The Miracle," Joseph Burstyn's Italian film release, has been upheld by Mayor Kennelly despite strong ACLU protests. The mayor, however, dropped the "sacrilegious" charge against the film in supporting the Police Department Censorship Board edict.

A court fight is planned by the ACLU, which had shown the film privately in churches and homes here to 546 persons. The ACLU position is that the power given the local police to pre-censor and ban films is an unconstitutional interference with freedom of the motion picture as a medium of expression, protected by the First Amendment.

Paramount Profit Totals $4,663,000

Paramount Pictures Corporation estimates the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended Sept. 27, 1952, at $1,878,000 after provision for United States and Canadian income taxes, according to an announcement last week by the board of directors. Earnings include non-recurring capital gains of approximately $500,000 after deducting applicable income taxes, and excluding capital gains, 59 cents per share on the 2,342,088 shares outstanding and in the hands of the public as of that date.

Earnings Reported

Consolidated earnings for the quarter ended Sept. 29, 1951, were estimated at $1,373,000 and represented 60 cents per share on the 2,302,125 shares outstanding.

Consolidated earnings for the nine months ended Sept. 27, 1952, after taxes are estimated at $4,663,000. These earnings, including capital gains, represent $1.99 per share and, excluding capital gains, $1.78 per share. For the same period of 1951 earnings were estimated at $4,205,000 and represented $1.83 per share.

Board also voted a quarterly dividend of 50 cents per share on common stock, payable Dec. 20, 1952, to holders of record Dec. 5.

Record Number Of Stars Slated For Xmas Tours Among Soldiers Overseas

The Hollywood Coordinating Committee this week launched a program to send a record number of Hollywood stars overseas to entertain GIs throughout the world during the 1952 Christmas season.

Program calls for more than 60 name personalities, divided into four troupes, to fly to Korea, Alaska, Greenland and the Caribbean. Take-off is slated for Dec. 19, from Burbank airport. Returning date is Jan. 4.

Thirty performers are scheduled for Korea, where they will split into three units for a ten-day tour of hospitals and battle areas. A group of ten to twelve personalities will visit isolated bases in the Northeast Air Command, covering Greenland, Baffinland, Newfoundland and Labrador. Similar groups will tour Alaska and the Caribbean.

RKO Theatres Nets $623,411.88

RKO Theatres has reported a consolidated net profit of $623,411.88, after taxes and other charges, including capital assets sale loss of $157,121.47, for the first nine months of 1952. For last year's similar period, the net was $1,053,844.67, after taxes and other charges, including capital assets sale profit of $380,577.22, before taxes.

Operating profit for the 1952 nine months was estimated at $2,751,855.28, as against the 1951 period total of $3,304,671.30.

For the third 1952 quarter, the company estimated its consolidated profit at $448,608.89, after taxes and other charges, including capital assets sale loss of $173,640.02. The third 1951 quarter saw a consolidated net profit of $502,205.26, after taxes and other charges, including capital assets sale profit of $1,690.49, before taxes.

Internal Revenue Bureau Puts August BO Total Over Same Month Of '50

WASHINGTON.—August box office receipts were up sharply from the same month of 1951, according to figures released by the Bureau of Internal Revenue.

September admissions tax collections, reflecting box office receipts of the month before, were $32,174,968, compared with $31,021,105 collected during September, 1951.

The figures cover all admissions subject to the tax, except over-established-price ticket sales, leases on boxes and seats, and roof gardens and cabarets, but film theatre admissions account for most of the totals.

Admissions tax collections for the third quarter of 1952 were $88,612,526 and for the first 9 months of this year totaled $229,269,486, compared with $93,784,050 for the third quarter of 1951 and $250,223,248 for the first nine months of last year.

Football Games, Banquet Scheduled For VCI Anni

PITTSBURGH. — Elaborate entertainment plans for the 25th anniversary celebration of the founding of Variety Clubs International here, Nov. 21-23, will include attendance at two football games, a banquet, and a telethon, according to John H. Harris, chairman of the VCI mid-winter meeting committee.

The telethon is scheduled to raise money for the building of a new wing at the Pittsburgh Hospital, to be named in honor of Catherine Variety Sheridan, the little girl responsible for the founding 25 years ago of VCI.

Foreign Market Termed "Healthy"

An opinion that the foreign market for American product is in "very healthy condition" was voiced by Americo Aboaf, vice-president and sales manager of Universal-International Films, on his return from a 30,000-mile round-the-world trip last week. Aboaf visited 25 cities in 30 countries, spending most of his time in the Far East.

He told film press writers in New York that American distributors, in selling abroad, must keep on their toes since the main difficulty now faced is the rise of national industries in many foreign lands. That rise tends to favor national, rather than U.S., film production, he said. American product, he added, has its greatest potential in the Far East.

Color Lead Prepared

Special Technicolor feature presentation lead for exclusive use in RKO Theatres from coast to coast has been designed and produced, it was announced this week. Lead was described as the first of its kind in the industry. It will be used whenever Technicolor features are shown in circuit's houses.

NEW APPOINTMENTS

Leo Jaffe was elected vice-president of Columbia Picture International Corp. at a meeting of the board of directors last week. Jaffe is also assistant treasurer of the parent company, Columbia Pictures Corp. For a number of years he has been assisting A. Schneider, Columbia vice-president-treasurer, in matters involving both domestic and foreign activities of the company.



LEO JAFFE

Herman Golden, comptroller of Columbia International, was promoted to assistant treasurer, succeeding Bernard E. Zeeman, recently named treasurer of that concern.

Maurice Segal began duties as trade paper representative for RKO Pictures. He formerly served in a similar position at Paramount. Segal entered the industry in 1941 with a job in the pressbook department at 20th Century-Fox.

Charles L. Franke became trade paper representative for Paramount Pictures. For the past eight years a reporter for the "Motion Picture Daily," Franke, in his new post, replaces Maurice Segal, who resigned.

Charles Alexander Moses replaces Hal Olver, resigned, as special home office exploitation representative at RKO Pictures. Moses has had exploitation experience with United Artists and the new defunct Eagle-Lion Films. Most recently, he was in Europe where he served as an executive with Radio Free Europe.

Seven Releases Planned For First Three Months Of Next Year By Para

Paramount will release seven top productions in the first three months of 1953, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced last week. Four of the seven will be in Technicolor.

Hal Wallis' "Come Back, Little Sheba," which is listed for February, will be available only for special pre-release engagements, while the same producer's "The Stooge," set for general release also in February, is being offered for special pre-release New Year's Eve showings.

Three releases are scheduled for January: "Road to Bali," Technicolor; "Thunder In The East" and "Tropic Zone," Technicolor. In February: "Sheba" and "The Stooge." Set for March are: "The Stars Are Singing," Technicolor, and "Pleasure Island," Technicolor.

N. Y. Roxy Seeks Music Hall Status With New All-Ice Stage Show Policy

Aimed at regaining its former stature as a regular showplace for out-of-towners, the Roxy Theatre will institute a stage show entirely on ice to supplement the film program beginning Dec. 20, Charles P. Skouras, president of National Theatres, announced last week. Roxy will close two weeks prior to the Christmas run for extensive alterations of the stage and the ice rink and the front of the house, according to Skouras. Picture for the date has not been booked yet.

Recalling that "the Roxy used to be the place to go when people came to New York," the NT head expressed the hope that the theatre will come up to the Radio City Music Hall, which now holds such a position.

"A considerable" sum is being spent on the overhauling, Skouras said, based on the idea that the new policy is one which is not duplicated by either the Music Hall or the Paramount Theatre. Roxy will have the largest stage rink in the country.

Ice show will run from 45 minutes to an hour, with four, "maybe five," presentations daily. A change in the price scale is being considered, Skouras revealed, but whether it will be up or down hasn't as yet been decided.

Much Money Spent

"If successful in the Roxy," the NT president indicated, the ice show policy "may be put into our houses in Detroit, St. Louis, Denver, San Francisco and Los Angeles."

"I'd like to put Cinerama into about 50 theatres now if I could make a deal," Skouras stated. "This first show, in particular, will be a big success," he added. Television won't hurt Cinerama, Skouras said, "because it is something new."

The NT head reiterated a past prediction that television would be the cause of second- and third-run theatres closing down, with first runs "being bigger than ever." He qualified this, however, by saying that color theatre TV might be the salvation for the smaller houses.

There is also a chance of averting such a disaster, Skouras said, "if exhibitors realize the danger and put their heads together, and if producers, aware of the threat, make more better pictures like they did last year."

RKO Plans Distribution Of 81 Shorts Next Year; 1954 Program Considered

A schedule of 81 short subjects will be released by RKO Pictures during the 1952-53 season, which ends next August, it has been announced by Sidney Kramer, short subjects sales manager. Kramer added that the company currently is formulating a program of shorts for production and distribution in the 1953-54 season.

For the 1952-53 season, the following are scheduled: 13 RKO Pathe Specials; four two-reel Gil Lamb comedies; two two-reel Newly-wed comedies; six two-reel Leon Errol comedies, in re-release; six Edgar Kennedy comedies, in re-release; two musical two-reel re-releases; 13 one-reel RKO Pathe Sportscopes; 13 one-reel RKO Pathe Screenliners, all black and white, and a special RKO Pathe two-reeler, "Operation A-Bomb," in color.

Also, 18 new Walt Disney Technicolor one-reelers, two True-Life Adventures, and a special short program to celebrate the 25th anniversary of Mickey Mouse.

M-G-M Lists 12 Films For Jan.-March Dates

M-G-M set 12 pictures, four in Technicolor, for tentative release for the four months starting Jan. 1, 1953. Five features already have been scheduled for November and December, three of which are in Technicolor.

Special handling with be given "Lili" and "The Story of Three Loves," both co-starring Leslie Caron.

January releases are: "Above and Beyond," "The Desperate Search" and "The Bad and the Beautiful." For February: "The Clown," "Jeopardy" and "The Naked Spur," Technicolor.

March: "Sombrero," Technicolor, "Rogue's March" and "I Love Melvin," Techincolor. April: "Dream Wife," "Small Town Girl," Technicolor, and "Connie."

Exhib-Congressman Tax Talk Lauded

Meeting of Colorado theatremen with their Congressman on the 20 percent Federal admissions tax bore the fruit of a pledge for repeal and was held up this week by the COMPO national tax repeal campaign committee as an example of the proper procedure exhibitors should use in their local repeal campaigns.

The successful meeting was described in a statement issued through the COMPO offices by Col. H. A. Cole and Pat McGee, tax committee co-chairmen. It was held shortly before election at Grand Junction, Colo., between Congressman Wayne N. Aspinal and 23 theatremen.

Facts presented by the exhibitors were adjudged by the Congressman as convincing. He said that "if this tax means the closing of large and small theatres, you're going to see this tax taken off. It's as simple as that."

Five UA Releases Set

United Artists will release five productions during November-December, it was announced this week by William J. Heineman, vice-president in charge of distribution. Titles of the pictures, and release dates for each, follow:

"Kansas City Confidential," Nov. 11, for pre-release engagements only; "Outpost in Malaya," Nov. 21; "Babes in Bagdad," Dec. 7; "Monsoon," Dec. 14, and "Breaking Through the Sound Barrier," Dec. 21.

Lobby Safe-Cracking Contest Throws Spotlight On "Thief"

NEW YORK.—A mammoth promotional campaign, ranging from a lobby safe-cracking contest to a novel tie-in television program contest about sound effects, was staged by the Roxy Theatre for the engagement of "The Thief," a United Artists release. Campaign was begun two weeks in advance of the opening and was continued in various phases through the second week of the playdate.

The placing of a safe in the lobby of the Roxy, with notice that patrons guessing the combination would win prizes, attracted considerable opening day attention to the engagement.

Tie-up Nets Safe

Safe was secured as a result of a tie-up with the Meilink company, manufacturers of the vault, which is similar to one that appears in the film. It was mounted at the Roxy in the center of a huge rotunda.

Patrons trying to open it began their tasks after receiving the first two numbers of the combination to make things a little more easy. Lucky patrons found envelopes inside the safe which entitled them to one or more of the following prizes:

Cameras; television set; perfume; steel safes; house coats; radios; wristwatches; cigarettes; men's toiletries; men's shirts; necklaces; men's socks; women's stockings, slippers and gloves; candy; sun glasses; a hair dryer; a cocktail table; shoes and skirts. Prizes were obtained through tie-ups with retailers.

Cut-out Erected

For 10 days prior to opening, a 40 x 60 of Rita Gam, who appears in the film, was placed in the lobby. The cut-out was taken from a scene, and was coupled with a notice of opening date.

Displayed in the lobby also was a 40 x 60 blowup of a cover of "Life" magazine that showed Miss Gam and Ray Milland, star.

Erected in the lobby for two weeks prior to opening was an eight-foot replica of the Empire State Building. Model was an exact scale replica, complete with lights, TV tower, balconies, etc. Settings of the building were used in the film. Caption explained this and coupled the opening date with the display.

Alongside the replica was a 30 x 40 which stated that Milland would not use a stunt man to enact the dangerous scenes that took place in that building. The scenes were reproduced in stills.

Models Employed

Outside the theatre, a specially built "apron" sign was erected to attract attention. A float carrying life-size blowups of scenes from the film was sent around the city for four days. Live models were employed to ride the float and distribute envelopes of candy, furnished by a confectioner.

A contest was held for children as a result of a tie-up with a chain of super markets. Markets used posters which featured Miss Gam as judge. A cereal was sponsored as one-half of the tie-up.

Contest asked how many individual pieces of wheat confection are contained in one cereal bag. Letters of 25 words or less were requested to accompany guesses. Subject for letters was: "honesty is the best policy." Prizes were government bonds.

The super markets co-operated further by printing and distributing heralds which plugged the contest and the playdate. A cowboy performer who was tied-in with the contest gave "The Thief" mention over radio and television.

Sandwich Signs Used

Passed out on the city's streets were teaser throwaways that mentioned "Catch the Thief" on one side and carried opening day notice and cast on the reverse side. Silhouetted figure of a man in a running position appeared provocatively on the main side.

In another street stunt, four attractive models wore sandwich boards which carried plugs for "The Thief" playdate. Models walked through the city for two days and drew wide attention since the short costumes they wore were concealed by the boards, giving the appearance of scanty dresses.

A novel "sound contest" was arranged for a TV show to help promote the film. Contest was based on the gimmick of the picture: a movie without dialogue but with sound and music.

Various Records Played

On the program, various records, such as train sounds, boat whistles, telephone ringings, etc., were played. Prizes were offered to the first listeners who sent in correct answers. Contest ran for five days.

Numerous window displays were arranged by the theatre with retailers featuring any of a large number of articles tied up by UA with the film.

Metro Employs Special Ads In Advance Campaign For "Plymouth" Openings

Arrangements have been made by M-G-M to use special newspaper ads for the week of Nov. 23 to tie in with the Thanksgiving week openings of "Plymouth Adventure," and also special insertions to be used during the showing of the Technicolor attraction.

One hundred and six newspapers with a total circulation of almost 50,000,000 will be used in this nation-wide campaign.

Four-Color Ads

Four colors will be used in most of the ads appearing in the special sections of the various newspaper groups. These include the Metropolitan group of Sunday picture magazines, Pictorial Review papers, American Weekly group, Parade users and This Week group.

Other newspapers, such as The N. Y. Times, Columbus Dispatch, Denver Post, Louisville Courier Journal, Nashville Tennessean and Omaha World Herald, will also be used on the Sunday before opening.

Models Sell "Thief"



Three models walked New York streets in provocative costumes carrying sandwich signs to plug United Artists' "The Thief" at Roxy Theatre



Safe in Roxy lobby, when "cracked," yielded prizes for lucky patrons during run of "The Thief." A model stood by to add extra allure.



Girls distributed envelopes of candy, with play date notices attached, to persons walking Manhattan's streets for "Thief" opening.

Lucky Ring Wearers Admitted Free

Hartford.—Children who wear lucky 'Movie Star Rings'' try their luck each Saturday matinee at free admittance to M&D Theatres, Middletown, as a result of a regular feature instituted by Sal Adorno, Jr., assistant general manager of the circuit.

Adorno has been distributing special rings to younger patrons on Saturday matinees. In his newspaper ads, Adorno says: ''bring your Movie Star Rings with you—if the name of the star whose picture appears on your ring is posted in the box office, you will be admitted free!''

Phonograph Discs Tie-In For Merchandise Boost To '5,000 Fingers Of Dr. T"

An unusual merchandise tie-up will be used to plug Columbia's forthcoming ''5,000 Fingers of Dr. T" with the retailing of a special line of phonographs bearing the name of and styled to the theme of the forthcoming Columbia musical fantasy.

The phonographs are being manufactured by B&R Electronics for retail distribution beginning Jan. 1. Items consist of a table model and portables in single and three-speed units.

Exploitation Department

The Columbia exploitation department will enlist each of B&R's distributors from coast to coast in the tie-up to achieve maximum results for the picture, which is scheduled for Easter release.

Each phonograph will be designed especially for the tie-in. Items will be covered with gay and unusual patterns and come with new stylized cases to carry out the theme of the picture.

Handling the advertising, publicity and promotion for the manufacturer will be A. D. Adams Advertising.

Deal With Lux Soap Helps "Way Of Gaucho"

A dual-pronged deal arranged with Lux Soap by 20th Century-Fox is giving "Way of a Gaucho" a large amount of consumer and fan magazine ad space. Deal involves the use of Gene Tierney, picture's star, in soap ads, and the giveway of a scarf to women.

Miss Tierney's face is appearing in a series of Lux ads in leading magazines hitting a combined circulation of 16,646,000. Magazines are "This Week," "Women's Home Companion," "Modern Screen," "Modern Romances" and "Screen Story."

"You" In National Mags

Universal-International's "Because of You" is to receive an extensive national magazine advertising campaign in four monthly publications and three different groups of specialized magazines having a combined circulation of 21,234,531 and designed to reach an estimated readership of almost 85,000,000 in advance of the picture's national release.

Travel Angles Serve Bally Campaign For "World In His Arms" Playdates

A fashion contest, an airlines company window display, and a tie-up with a five-and-ten-cent store were worked by theatres to promote respective dates of Universal-International's "The World in His Arms."

The fashion contest, arranged in connection with the opening at the Mayfair Theatre, New York, was backed by the Lane Bryant department store and the Maggie McNellis WJZ-TV television show.

Question was: What would you consider as a basic travel wardrobe, and why? Contest was directed at women, who were asked to submit responses in 50 words or less. Prizes were awarded winners.

Special newspaper ads were taken by the store for the contest. ntry blanks and reprints of the ad were distributed among the store's charge account and regular customers. The store devoted all of its Fifth Ave. windows to the picture for one full week and featured interior displays for a month.

Video Show Contest

The video show gave the contest consecutive plugs on five straight broadcasts. Promoting the contest in return, the Mayfair displayed 40 X 60's in the lobby, gave out entry blanks, and ran a special trailer.

When the picture opened at the Loew's Theatre, Atlanta, the downtown office and terminal of Eastern Airlines co-operated by erecting a big window display card. Boyd Frye, theatre manager, surrounded the poster with curiosity objects such as a model airplane and a globe.

In Cleveland, Jack Silverthorne, manager of the Hippodrome Theatre, aided the run of ''Arms'' by securing a display in a local five-and-ten-cent store on a coloring book for children, based on material featuring Ann Blyth, co-star of the film. Display carried posters and stills relating to the film.

"Wife's Best Friend" Plug

Full-page ads featuring a photograph of Anne Baxter with credits to her latest 20th Century-Fox comedy, "My Wife's Best Friend,'' are highlighted in issues of seven leading magazines as a result of a tie-up effected with Lux soap. The ad campaign is timed to the film's release.

Free Laundry Service Offered By Theatre

Hartford. — A free and practical home service is given women patrons of the Star Theatre here as a result of a tie-up arranged by owners of the theatre with a downtown laundryette.

Stunt is in the form of a gift certificate entitling the bearer to one machine load of free wash. Certificate is presented to women patrons at the Star each Thursday and Friday, and is honored at the laundryette on Mondays to Thursdays until date of expiration.

A newspaper ad taken on a co-operative basis listed the offer as ''the most practical free gift ever given away by any theatre anywhere.''

Heralds Herald "Quiet Man" Run

Theatres in various cities playing Republic's "The Quiet Man" employed novel heralds and worked window displays to achieve publicity for respective engagements.

The Paramount Theatre, Newark, printed a "Score Yourself On Love" questionnaire on the back of a herald which was distributed prior to opening. Tom Adams of the Paramount engineered the stunt. The questionnaire was taken from the Republic pressbook on the film.

In another promotion, Adams evolved a contest with a music store and plugged both the store and the opening in a second herald.

Carried Serial Number

Worked into the contest was the herald, which carried a serial number. If the same number appeared in the store at any time during the first two weeks of the run, an album of "Quiet Man" music, plus two passes, would be given lucky holders.

At the Mayfair Theatre, Baltimore, Harry Welch of the house made a tie-up with TWA for a tourist window display which plugged the run.

Window contained stills from the film related to countryside of Ireland. Copy read: "for a glorious trip fly TWA to Ireland." Shamrocks and figurines rounded out the display.

Promotion Deal Arranged For Milk Producers' Aid To 'Island Rescue' Release

A novel promotion has been arranged for the Universal-International Special Films Division release of "Island Rescue,'' a British picture, with Golden Guernsey, Inc., trade association of the Guernsey milk producers in America. The campaign is hinged to the pictnre's concern with a prize Guernsey cow.

In special advertisements in issues of "Milk Plant Monthly," "Pacific Dairy Review" and the "Milk Dealer," and in issues of "American Milk Review" and "Southern Dairy Products Journal," Golden Guernsey features a tie-up with "Rescue."

The dairy firm, in addition to providing special promotional pieces for the 600 main branch dealers in the nation, is distributing 25,000 copies of a special eight-page, three-color press book which contains a complete campaign manual to assist dealers in tying in with exhibitors in connection with the showing of the film.

"Ivanhoe" Street Stunt

Buffalo. — M-G-M's ''Ivanhoe,'' playing at Shea's Buffalo Theatre, was ballyhooed by a theatre employe in a coat of mail, complete with shining lance, who paraded through the downtown area. Displayed in the lobby was an antique suit of armor from an ancient English castle, valued by its local owner at $2,000.

REGIONEWS

ALBANY

Albany TOA will hold its second fall meeting at Keeler's Restaurant on Nov. 17. At the first get-together of the board of directors, it was recommended that National TOA become a defendant in the Dept. of Justice suit to effect release of 16mm films to TV. They also directed pres. Harry Lamont and exec. dir. Lewis A. Sumberg to confer with branch mgrs. on the possibility of making more prints available in the exchange district. Sumberg described the arbitration plan proposed at the Washington convention as good for the independent exhibitor and also warned against using ASCAP standby music unless they had signed the new agreement.

Drive-in owners, balancing their books, found the past season generally to be on a par with 1951. Still braving the uncertain weather are Harry Lamont's Sunset, Kingston; F. Chase Hathaway's Hathaway, No. Hoosick, and a Plattsburgh situation. . . . Warner's reopened the American, Troy, as a first-run; the Utica, Utica, as a second-run, and dropped the Lincoln, Troy, back to a second-run. . . . Harold Tyler, owner of the Delphia, Chittenango, who was elected to the State Assembly on the Republican ticket is the first exhibitor in the area to serve in the Legislature during recent years. . . . Jack Beresin, Variety International chief barker, and Col. William McCraw, exec. secy., addressed the kickoff dinner of Albany Tent for the annual Denial Day drive on behalf of Camp Thatcher. Charles A. Smakwltz, Warner zone mgr., and Harry Lamont will co-chairman the drive, set for the week of Nov. 27.

BOSTON

Officials of the Beacon Hill Theatre and Universal have come to an agreement on future disposition of Universal product for the Boston area. Bill in equity, filed by the Beacon Hill, seeking to restrain Universal from selling "The Promoter" to the Exeter St. Theatre, has been withdrawn. . . . Floyd Fitzsimmons arranged for a fleet of Plymouth sedans, donated by Murray Motors of Chelsea, to drive 60 newspaper men from Boston to the special press screening of M-G-M's "The Plymouth Adventure" at the Old Colony Theatre, Plymouth. . . . Alta Maloney, who has been with the Boston Herald-Traveler since 1939, was appointed film and drama editor of the Traveler, replacing Helen Eager, who passed away.

Robert Holland, son of C. E. Holland, city editor of the Daily Record, has joined the publicity staff of M-G-M under publicist Floyd Fitzsimmons. He will travel the territory on "Ivanhoe" and "Plymouth Adventure." . . . W. A. Sullivan of Maine & N. H. Theas. is chairman of the Catholic Motion Picture Guild's annual Communion Breakfast, to be held Nov. 29 at the Towne House. . . . The Strand, Portland, Me., a Snider house, was selected for world premiere of "Bloodhounds of Broadway," Nov. 11. . . . Maurice Sidman, veteran theatre mgr., has been appointed mgr. of the St. George and Gorman theatres, Framingham, for Smith Mgmt., succeeding Francis Cahalan, who resigned. . . . Richard A. Smith, son of Philip Smith of Smith Mgmt. Co., has set a Dec. date for his marriage to Susan Flax of Newton Centre. . . . Robert Saef, son of publicist Jack Saef, became engaged to Marion Rideman of Brookline.

Henry Scully, Jr. has joined the Metro sales staff and is traveling in Vt., N. H. and R. I. . . . Martin Mullin, pres. of New Eng. Theas., stopped off in N. Y. to take in Cinerama on his way to the United Paramount meetings in White Sulphur Springs. . . . Affiliated Theatres is now handling buying and booking for the Amusu, Groveton, N. H., for owner Rau Charbonneau, and the Ritz, Gorham, N. H., for owner T. Nicholas.

Ralph Banghart, former RKO publicist, who joined the Disney organization, was in town planting advance art on "Peter Pan." . . . Samuel Goldwyn is expected in Boston in mid-December to meet the press before opening of "Hans Christian Andersen" at the Astor on Dec. 26. . . . Norman Glassman and Leonard Goldberg, chairmen of the forthcoming Dec. 9 convention at the Sheraton Plaza of Independent Exhibitors, Inc. and Drive-In Assn. of New Eng., announce that business meetings will be confined to industry problems as they effect exhibitors. Leon J. Bamberger, RKO sales promotion mgr., will address the convention on newspaper advertising.



Loew division managers make their first 60-day report of collections in the Will Rogers Memorial Hospital campaign to exhibitor chairman Joseph R. Vogel, v.p. of Loew's, Inc., and campaign director Ned Shugrue. Contents of candy stand containers reveal an average of $1.45 per theatre per week. L. to r.: Salli Levi, Shugrue, Vogel, William Phillips and Maurice Seidlitz.

BUFFALO

In anticipation of the Thanksgiving opening of "Plymouth Adventure" at Shea's Buffalo, a replica of the Mayflower will be on display in the theatre lobby with local girls, attired in Puritan costumes, in attendance. Also on the theatre's calendar is the arrival on Dec. 9 of an M-G-M mermaid is connection with the forthcoming "Million Dollar Mermaid." She will model bathing suits at one of the city's specialty shops and is expected to give an exhibition swim at a metropolitan pool. . . . Voters of Niagara Falls defeated an amendment which would have added 5% more to theatre and other public affairs admissions. Revenue would have been used for changes in the city's Fire Dept. . . . Josephine Tarranova, local Warner secy., passed away after a sudden attack of polio.

David Leff, former UA branch mgr., was tendered a farewell luncheon at the Variety Club before leaving for his new UA job in Cleveland. . . . Wm. D. Eller has been upped to asst. mgr. at the Buffalo-Paramount Corp., succeeding Malvin Warshaw, who assumes the post of mgr. of the Paramount in Phoenix, Ariz. . . . A special children's Saturday morning show at the Century, to celebrate Mickey Mouse's birthday, included free birthday cake for 500 youngsters and showing of six Disney features. . .. A boy was born to the wife of Dick Hayman, owner of the Strand and Cataract in Niagara Falls. . . . Clayton Eastman, Warner branch mgr., is back on the job after a siege of illness.

John Chinnell, branch mgr. and his associates at RKO gave full co-operation to the local MPTO committee in getting trailers for the Community Chest fund drive to all theatres. . . . Most recently closed drive-ins include the Van Buren at Van Buren; Batavia at Stratford, and Grand View at Evans. . . . The James, one of the Schine circuit at Syracuse, has been dismantled, as has the RKO Temple at Rochester. . . . Harold Bennett is the new mgr. of National Screen Service, succeeding Jack Goldstein, who resigned to become salesman.

CHICAGO

Rena Theatre Corp. filed triple damage anti-trust suit for quarter million against Loew's, Warner, UA, Paramount, Columbia, Universal, B&K and 20th Century Theatre, claiming distributors allowed B&K's Central Park Theatre and Jack Kirsch's 20th Century to play ahead of Rena from 1949 thru Jan. 1951, causing Leonard Gross and



J. Robert Hoff, pres. of TESMA; W. C. DeVry, TESMA Trade Show chairman; H. B. Engel, chairman TEDA liaison committee, and Fred Matthews, chairman, reception committee (shown l. to r.), examine booth reservation chart for TESMA Trade Show to be held at Morrison Hotel, Chicago, Nov. 15-19.

CHICAGO (cont'd.)

wife to give up theatre lease account failure to receive proper bookings. . . . Tom Flannery, owner of Whiteway Electric Sign Co. received award from Cinema Lodge as humanitarian of the year. . . . Milton Brown named city mgr., Great States, Freeport, Ill. . . . Hugh Martin, 41, dist. mgr. of the Indiana and Ohio div. of B&K Great States Theatres, was killed in an auto crash.

Sargoy & Stein of NYC are auditing books of the Strand Theatre for the film companies. The Strand, thru attorney Richard Orlikoff, is suing the film companies, B&K, Essaness in an anti-trust suit. Judge Michael Igoe refused to eliminate Essaness as defendant in case. Orlikoff also has anti-trust cases pending for Holly, Armitage and Avaloe theatres. . . . B&K is installing RCA TV in loop State Lake Theatre. B&K's Uptown, Marbro and Tivoli are also so equipped. . . . Goldwyn attorneys appear before Judge Michael Igoe Nov. 21 to ask for extended loop run on "Hans Christian Andersen." . . . Hans Balle reopened the Roxy Theatre, Pecatonica, Ill., after installation of 475 seats by Chicago Chair Co. Balle also is part owner of the Byron Theatre, Byron. . . . Jack Benny heads the list of stars coming on for the Chicago Sun Times Harvest Moon Festival on Nov. 22. Winners will get theatre engagements.

Popular response to the First Film Festival, held last Feb. at the Clark Theatre, prompted gen. mgr. Bruce Trinz to adopt a policy of periodic film revivals based on requests of patrons. Thirty outstanding films of the last 20 years are being presented during the second festival, Nov. 9 thru Nov. 23. . . . Newspapers here are featuring photo strips of leading films before opening in loop theatres. . . . Skihi outdoor theatre is featuring triple film bills. . . . Thomas Barta reopened the Rialto Theatre in Coal City. . . . Castle Theatre, Bloomington, now under Constan Bros. management, will be modernized at a cost of $40,000, according to Rex Ingram, ciruit gen. mgr. . . . Vendall Service Corp. is installing Bart Mills dime coffee venders in theatres.

Mike Gonzola named mgr. Plaza Theatre. . . . Film editors of Rockford, Ill.'s only two newspapers, the Register Gazette and the Star, recently sold to Winnegago Newspapers Corp., retain their posts. Purchase also included radio station WROK. . . . B&K, in drive for the Will Rogers Hospital, is using hospital collection boxes in lobbies. . . . October Chicago theatre tax showed an increase of some $8,000 over same period last year.

Deluxe Theatre anti-trust case, one of the oldest cases in the Chicago federal courts, has finally been set for trial in Judge William Campbell's court, Feb. 24. . . . The Holly Theatre anti-trust case will be heard May 4 in Judge John Barnes' court. . . . RKO exchange reports many advance orders on Disney's Pluto cartoon Xmas shorts. . . . Gus Anders, theatre equipment dealer, hopes to have his new building at 2831 N. Clark St. ready within thirty days. . . . Capitol Theatre, Canton, Ill., reopened for fall and winter season. . . . Irving Kupcient, Sun Times columnist, named emcee for the Off the Street Club annual party at the Conrad Hilton, Dec. 11. Theatre men will contribute heavily to the program.

Reopened theatres are the Capitol, Canton, Ill.; Austin Hosteller's LaPorte, LaPorte, Ind.; Walter Bishop and Tom Stewart's Holiday in Heyworth, Ill., and the Princess, Colchester, Ill., after extensive remodeling. . . . Harry Nepo of the Kimbark Theatre is at Meyer House for surgery. . . . Otto Eitel, managing director of Eitel's Palace, became a grandfather with the birth of a daughter to the Paul Eitel's. . . . Harry Walders resigned from RKO sales staff.

Attorney Seymour Simon filed anti-trust suit for Clinton Theatre Co. operating Family Drive-In, Clinton, Ill., against Columbia, RKO, Paramount, Warner, Fox, UA, Universal, Loew's, and A. B. McCullum and Arthur J. Nelson, operators of Clintonia and Kay Theatres in Clinton. Complaint charges refusal to license Family Drive-In films till 30 days after first run at McCullum houses and asks for equitable relief. . . . Telenews Theatre put its new Trad TV equipment into use for election returns and mgr. Sylvan Goldfinger installed a large bulletin board outside the theatre, listing the returns for passing throngs. . . . Charles Kamp, Windsor Theatre, has charge of the concession business of the expanding H&E Balaban circuit.

CINCINNATI

Mayor Carl W. Rich and mayors of all other cities in Hamilton County joined in proclaiming Nov. 17 "Old Newspaper Boys Day." Forty-two theatres will have reminded the public 422,000 times to support this appeal for retarded children, sponsored by the local Variety Club, with chief barker Vance Schwartz as chairman and Herman Hunt and Phil Fox as co-chairmen. . . . Frank Woitzel has added the Dixie and Lane Theatres, Williamsburg, Ky., owned by Foster Lane, to his booking combine. . . . Brent McCoy, owner of the building housing the New LaMax Theatre, Wilmington, O., reopened the house, with Dewey Vanscoy as mgr. . . . Bennett Goldstein, Schine booker, Cleveland, resigned. Harold Raives, zone mgr., is carrying on until a replacement is announced.

Robt. McNabb, Fox branch mgr., arranged a merchandising meeting in connection with proposed exploitation on "Thief of Venice." Ed Lassus, representative of Colliers and Look magazines, addressed the exhibitors, outlining the national exploitation this film will receive. The unique ad, appearing in Colliers and Look, will include all the playdates in particular areas during Jan., Feb. and March, listing the theatres. Involved also is an all-expense trip to Venice for the exhibitor putting on the best campaign for the picture.

CLEVELAND

Gayety Theatre of Toledo was sold at public auction to Abe Goodman of Toledo, to satisfy internal revenue claims against owner Jack H. Rubens. . . . Les Zucker, formerly of Cleveland, is now head of a new Universal district embracing Kansas City, Omaha, Des Moines, Salt Lake City and Denver. . . . Jerry Lann, former publicist for Imperial and UA, named field promotion mgr. for Mercury Records. . . . Rita Gam expected in town to spotlight "The Thief," opening at the Hippodrome. . . . Nat Wolf, former Warner theatre head here, returned after remodeling his drive-in theatre in Houston.

First-run houses in Playhouse Square have signed half-hour live TV show over WXEL Sunday afternoon to prove "movies are better than ever." Theatres sharing the cost include Loew's State, Stillman and Ohio; Palace, Hipp, Tower, Allen, Fairmount and Lower Mall. . . . Leo Greenberger and Moe B. Horwitz, theatre operators, presented $10,000 to the Cerebral Palsy Foundation School on behalf of the Variety Club. . . . A man wearing an earring held up and robbed Mrs. Doris Regan, cashier at the Imperial, of $38.

(*Continued on next page*)

Watch These Dates!

Nov. 15-19: Chicago—TESMA-TEDA convention and trade show—Morrison Hotel.

Nov. 17-19: Chicago—Allied States Ass'n of M.P. Exhibitors—Morrison Hotel.

Nov. 21: Atlanta—Colosseum of Motion Picture Salesmen of America annual convention.

Nov. 21-23: Pittsburgh—Variety Clubs International 25th annual convention—William Penn Hotel.

Nov. 22-23: Atlanta—Colosseum of Motion Picture Salesmen of America annual meeting—Ansley Hotel.

Nov. 25: New York—Motion Picture Pioneers 13th annual dinner—Hotel Astor.

Dec. 1-2: Pittsburgh—MPTO of Western Pennsylvania annual convention—William Penn Hotel.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Dec. 9-11: Memphis — Allied Independent Theatre Owners of the Mid-South and Tennessee Press Ass'n joint exhibitor-press convention.

DENVER

Bids are being considered by Fox-Intermountain for the new 1,250-seat Fox, to be built at 16th St. & Cleveland Pl. The house will be first-run and replace the Paramount, which was taken over by Wolfberg Theatres. F-I opened their new Paramount at Idaho Falls, Idaho, built on the site of the former Paramount at a cost of $100,000. The company also reopened the 850-seat Fox, La-Junta, Colo., after spending $35,000 on a remodeling job. . . . Bernie McCarthy, formerly Lippert branch mgr. at Kansas City, has been named branch mgr. here for Realart, succeeding Don Hammer, who sold out his interest in the Denver and Salt Lake Realart exchanges. . . . Dewey Gates sold the Trail, Evergreen, Colo., to B. A. Weil, a stockman.

Gordon Gibson, asst. mgr. of the Aladdin, has been named mgr. of the Hot Springs, Hot Springs, S.D., succeeding Mrs. Day E. David, who has managed the house since her husband was named city mgr. at Chadron, Neb. by Black Hills Amuse. Co. . . . Wm. E. Mitchell, Pennsylvania theatre man, has been named mgr. of the Rex, Rapid City, S.D. . . . L. G. Bartak, owner of the building, has reopened the State, Lewellyn, Neb. . . . By forcing their way into the offices where Leroy Ramsey, mgr., and Donna Rathael, cashier, were counting the money, two youthful thugs got away with $900 at the Tower. . . . The next meeting of the directors of Allied Rocky Mountain Independent Theatres has been set for Dec. 2 at the Denver headquarters.

Dick Ivy, Allied Artists salesman, has moved back to his former job of office mgr. and booker in order to spend more time with his family. Howard Ross, office mgr. and booker, has been made salesman. . . . Duke Dunbar, attorney, former secy. of the old film board of trade and a former film salesman, was reelected Attorney General of Colorado. . . . E. John Greer, Sr., 61, Santa Fe, N.M. theatre owner, died at his Los Angeles home, where he had been living about a year.

DETROIT

A "Hollywood House" is being constructed in one of the city's fashionable districts, to be raffled off under Variety Club sponsorship to raise funds for the building of a cerebral palsy clinic. House will be furnished with articles donated by Hollywood stars and construction material supplied by building contractors and supply houses. Raffle tickets will be sold by industry members in Michigan. . . . Mick Victor of the Astor reports business still very spotty. . . . Clive Waxman of Grand Rapids is taking over the booking for the Litchfield and Jonesville theatres operated by Howard Sharpley of Hillsdale. . . . Chicago Chair Co. has installed 400 new seats in the Brunell Caspian Theatre, Caspian, Mich.

Ray Laurain, formerly of the Courtesy, is new mgr. of the Rex for Jack Broder, replacing Vera Mattak. . . . New mgr. of the Seville is Raymond Skakandy, succeeding Herman Garrish, now at the Times Square. . . . E. B. Dudley is refurbishing the Belle, which he recently took over. . . . Raymond and Nate Schrieber closed the Palmer Park Theatre in suburban Highland Park, reducing the Midwest Circuit to only two houses, the Colonial and Van Dyke. . . . Death of Joseph LaRose, veteran mgr. of the Eastown, and Ralph E. Routier, theatrical attorney, removed two well known local filmities. . . . Harold Clark, partner in the Ford-Wyoming Drive-In in Dearborn, in his 12th game of golf, made what is said to be the first hole-in-one on the difficult 17th tee at Hawthorne Valley.

Plans for reopening the Park by the Krul family, and the Regal by Louis Spann of the Arcade Theatre, are reported under way. . . . Max Gealer of Associated Theatres is fighting the opposition of River Rouge officials to reopening of the Rouge Theatre without new parking area provisions. . . . Mrs. Gladys Smukler, wife of the operator of the Beverly, was guest of honor at a baby shower—it will be her first. . . . Mike Colton of the Colonial entered Harper Hospital for an operation. . . . Howard M. Dupraw, Sr., who took over the theatre at Mt. Morris, has decided to call it the Cinema for the time being. . . . Rose Milanovitch is managing the Franklin, which has been taken over and reopened by her husband, Svetislav Milanovitch and Joseph Pastor, with a policy of German pictures four days a week. . . . William Brown, former asst. mgr. of the Fox, returned to his old job after two years Army service in Germany.

INDIANAPOLIS

Sam Griesman was named mgr., and Blaine Tritt, asst. mgr., of Alliance Circuit's new Embassy Theatre in Ft. Wayne, set to open this month. Other new managerial assignments include Bob Jackson at the Jefferson, Ft. Wayne; Pete Skalabaines at the Roxy, Frankfort; James Parrington at the Knox, Knox; Jack Lightner at the New Moon, Vincennes, and Don Murray at the Paramount, succeeding Arthur Arveson, who was named supervisor for northern Indiana theatres, with headquarters in Ft. Wayne. Incidentally, Arveson won first prize of $500 in M-G-M's "Carbine Williams" Promotion Prize of the Month.

Edward Spiers is the new branch mgr. at Allied Artists. . . . Abe Baker of Baker Booking Service has taken over the Sheridan Theatre, formerly operated by Cantor Amusement Co. . . . Maurice Swert, U-I student booker, reports for Army duty Nov. 19. . . . Variety Tent 10 will hold its annual elections in the clubrooms Nov. 17. Members are urged to attend the International's 25th annual convention in Pittsburgh, Nov. 21-23. . . . National Theatre Supply reports the following installations: Crestwood carpet in Fourth Ave. Amuse.'s Lafayette; new Simplex XI mechanisms in Quimby's Paramount, Ft. Wayne; new Hertner HI 70/140 transverter, Walker HI screen and Simplex mechanisms in Settos' Cine, Linton; new Simplex XL mechanisms in Cary & Alexander's Devon at Attica. . . . Jos. St. Amond, Flora, Ind., has been cited by the industry for having modernized his Flora so extensively.

LOS ANGELES

Matt Freed, who formerly operated the Cinema Theatre here, is taking a flyer at producing and will soon release his first venture, "Hangtown," through Lippert. . . . The Ebell Theatre has been shuttered by Dave Rector. . . . A mass meeting of the Film Row Club was held at the Boulevard Theatre to map plans for the coming year. . . . Fox West Coast darkened its Carlton Theatre. . . . The Esquire closed for remodeling. . . . Stan Lefcourt announced his resignation from UA to join Pacific Drive-In Corp. as asst. to Gus Diamond. . . . Exhibitors Service has acquired buying and booking contract for the Acres, Lincoln Acres.

Charles P. Skouras, National Theas. prexy, planed in from Manhattan after going over plans for refurbishing the Roxy Theatre. . . . The three dimensional picture, "Bwana Devil," will be world-premiered at the two Paramounts here on Nov. 26. . . . Tom Quinn, booker for Vinnicoff Theas., back at his desk, recovered from an operation. . . . The Park, Huntington Park, closed its doors. . . . Bert Pollard, UA office mgr., has been upped to the post of sales mgr. . . . Jerry Zigmond, West Coast div. mgr. for United Paramount, back from N.Y. confabs regarding future stage and screen offerings for company theatres here and in San Francisco.

Jerry Logue, former booker for Monogram, has entered the insurance business. . . . One of Hollywood's most colorful premieres is being planned for "Hans Christian Andersen" at Warner's Beverly for the Christmas holiday week. . . . Reel and Astor Pictures moved into quarters formerly ocupied by Lippert at 1928 S. Vermont Ave. . . . The Granada Theatre has been closed by Harold Wenzler, who assumed operation of the Oaks, Pasadena, from

Royalty At The Movies





LEFT: Rock Hudson, U-I star of Raoul Walsh's "The Lawless Breed," is greeted by Queen Elizabeth at the Royal Command Performance of M-G-M's "Because You're Mine" at the Empire Theatre in London. RIGHT: M. C. Morton, UA's British sales mgr., Max Youngstein, v.p., and Charles Chaplin (l. to r.) rubbed shoulders with H.R.H. Princess Margaret (not shown here) at world premiere of "Limelight" at the Odeon, Leicester Square.

LOS ANGELES (cont'd.)

George Haines. . . . The York Theatre has been shuttered by Grover Smith. . . . Buying and booking for the Circle Theatre, Corona, has been taken over by Exhibitors Service. . . . Gale Parker of the Roy Dickson office resigned to enter another field.

MILWAUKEE

Wisconsin Allied leads the list on reservations for the Allied Convention in Chicago, Nov. 17, with 106 industryites and their wives planning to attend. Wisconsin will have its own hospitality room at the convention, inviting all to drop in and sample its brew and cheese. . . . The total number of drive-ins in this state is expected to reach over 50 by next summer. A new ozoner is being planned at Little Chute, while Lee Macklin of the Grand Theatres, New London, is planning one for that area. . . . Ben Marcus's remodeled State Theatre at Wausau, formerly called the Midway, reopened Nov. 12. . . . L. V. Bergtold, operator of the Westby Theatre, Westby, passed away at 54. Mrs. Bergtold, who assisted him, will take over operation of the house. Bergtold also operated the Welcome at Cashton with Mr. Bethauser. . . . The Family Plan has been started at the Fox-Palace. Monday thru Friday, admission is only 50¢ for adults and 15¢ plus tax for children.

Zenith Theatre's new mgr. is Ralph Krause, formerly with Fox-Wisconsin and more recently active in putting on stage shows. . . . Wayne Berkley is the new city mgr. for Eskin Theatres at Richland Center, where they operate the Richland and Eskin theatres. . . . Harlan Croy, Mosinee Theatre, Mosinee, informed all distributors that Joe Woodward of Milwaukee is doing his booking and buying. . . . Mark Morgan, Cedarburg, is the new buyer for Unity Theatres here. . . . John Juell manages the Garden and Grand in South Milwaukee. . . . H. Olshan, Columbia branch mgr., will attend the company's district managers meeting Dec. 2 at the Drake Hotel, Chicago. . . . Mr. & Mrs. Ervin E. Morris, Muscoda Theatre, Muscoda, came home with their limits when hunting recently in Colorado. . . . Clifford Lorbeck, Fox-Wisconsin dist. mgr., was married. . . . Wallace James, 59, former theatre mgr. here, died at his home in Flint, Mich. Burial was in Arlington National Cemetery.



A scroll to Spyros P. Skouras and 20th-Fox, honoring the company's production of "O'Henry's Full House," showing at New York's 52nd St. Trans-Lux, is accepted by Al Lichtman (left), distribution chief, from Thomas R. Burns, v.p. and director of sales of Doubleday & Co. Skouras is currently touring the Far East.

FILMS TELEVISED NOV. 1 to 14

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Apache Chief	Alan Curtis	Lippert Pic. 11-4-49
Big Town	Lester Vail	Invincible Pic. 12-22-32
Deputy Marshal	Jon Hall	Lippert Pic. 10-28-49
A Fire Has Been Arranged	Mary Lawson	
Hollywood Varities	Robert Alda	Lippert Pic. 1-3-50
Million Dollar Week End	Gene Raymond	Eagle Lion 10-13-48
North of Arizona	Jack Perrin	Commodore Pic. 2-1-45
Operation Haylift	Ann Rutherford	Lippert Pic. 5-5-50
Our Town	Martha Scott	UA 5-13-40
Outlaw of the Boulder Pass	Dennis Moore	PRC 2-1-42
Sucker Money	Mischa Auer	KET 3-1-33
Texas Justice	George Houston	PRC 3-1-42
Treasure of Monte Cristo	Adele Jergens	Lippert Pic. 10-14-49

MINNEAPOLIS

Dick Stahl has been appointed branch mgr. of North Star Pictures by Julius Coller II, Shakopee, Minn. North Star distributes independent product. . . . The Regent, Cedar Falls, Ia., has been redecorated. . . . On Tuesday nights, the State, St. Paul, is open but the box office is closed and patrons donate whatever they think the show is worth. Under the policy, Uncle Sam collects no amusement tax. . . . Hal Graham is new asst. mgr. at the RKO Orpheum, replacing Howard Walstead, transferred to the RKO Pan. . . . The Metro and the Garden St. Paul, closed. Both will be converted to commercial property. . . . Basil Seward, formerly with National Theatres, Los Angeles, is new mgr. of Minnesota Amusement's Time, Rochester, Minn., succeeding Howard Threinen. . . . B. A. Bengtsson plans immediate rebuilding of the Saturn, Pierpont, S.D., which was completely gutted by fire of unknown origin.

Gordie Rydeen, formerly mgr. of the loop Gopher, is new mgr. of the Volk circuit's Riverview and Nile. . . . Cogswell Amuse. Co. is building a $22,000 theatre at Cogswell, N.D. . . . Ed Sullivan, operator of the Hilltop Drive-In, is hospitalized for treatment of a heart condition. . . . Clem Jaunich, operator of theatres at Delano and Austin, Minn., is recuperating from surgery at University Hospitals. . . . Charles McCarthy is new mgr. of Minn. Amuse.'s Egyptian, Sioux Falls, S.D. . . . A practical joker called the Tribune, identified himself as Martin Lebedoff and said he was closing his Homewood because of a drop in business due to TV. The Trib. printed the story in its Sunday issue. . . . The Parkway moved into a 35-day slot on a "temporary" basis. House has been operating on a 42-day run. . . . Work has started on an addition to the concession stand and projection booth at the Hilltop Drive-In.

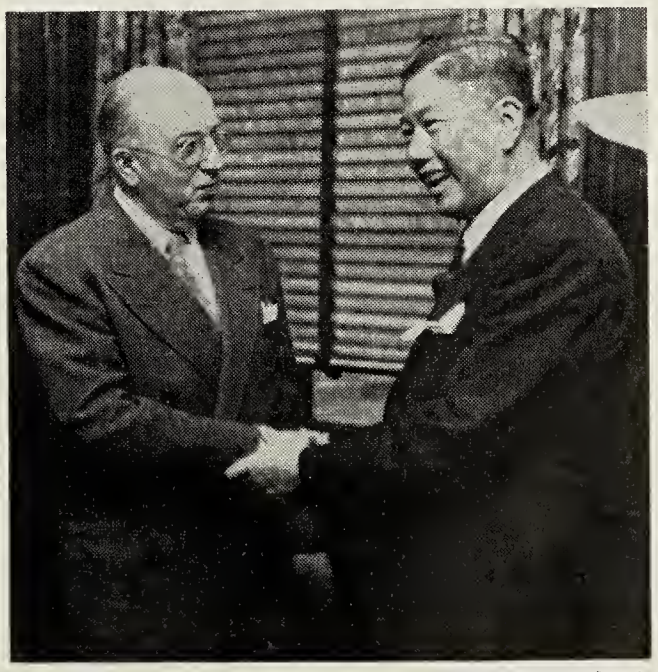
NEW HAVEN

Plans to open the new Bowl Outdoor Theatre in West Haven were postponed pending hearing by Conn. Supreme Court of an appeal by Fishman Theatres from decision of State Police Commissioner Edward J. Hickey in approving a license for the project. Fishman Circuit claims that Hickey's approval was arbitrary and represented abuse of discretion. . . . Sal Adorno, Jr. of M&D Theas., has a new Monday-Tuesday closing policy in effect at the Capitol, Middletown. . . . Lockwood & Gordon closed down the Torrington Drive-In for the season. . . . Albert Schleicher, formerly with Walter Reade Theas. in N.J., has been made mgr. of the first-run Warner Theatre, Bridgeport, replacing John Petroski, who resumes as mgr. of the Warner Palace in Norwich. . . . Bob Schwartz is now showing art films on Wednesdays and Thursdays at the Ville, Waterbury. . . . Marking the theatre's fifth anniversary, Joe Giobbi of the Crown, Hartford, has been admitting children under 12, accompanied by adult, free of charge Mondays thru Thursdays.

Robert Elliano, operator of the Colonial, Walnut Beach, was re-elected chief barker of Variety Tent 31. Other officers for the forthcoming year are A. J. Mattes, 1st asst.; Sam Wasserman, 2nd asst.; Henry Germaine, property mgr., and Sam Germaine, dough guy. Barney Pitkin, Abe Mattes and Ray Wylie are working on the Tents Christmas party for underprivileged children. . . . Albert R. Lessow, recently discharged from the Army is back with Loew's Poli Circuit as asst. mgr. of Loew's Poli Palace, Hartford, succeeding Carl Cinelli, transferred to Loew's Poli, Springfield, Mass. . . . World premiere of UI's "It Grows on Trees" was held simultaneously at the Allyn, Hartford, and Paramount,

NEW ORLEANS

Tennessee Theatre Owners elected W. F. Ruffin, Jr. of Covington as pres. to succeed Jay Solomon. Vice-president named were J. A. West, Memphis; Earl Hendrew, Erwin and Cowan Oldham of McMinnville. Secretary is Emil Bernstecker of Atlanta and treasurer is Charles A. Simpson of Chattanooga. Solomon was elected national Theatre Owners of America director. . . .



J. A. McConville, Columbia's international chief, greets Vincente Rufino, pres. of Rufino Brothers of Manila, top exhibitors of the Philippine Islands. Rufino was in N.Y. with v.p. of the Philippines and is making a world tour.



Don Hartman (2nd from left, front row), Paramount production chief, hosts representatives of three branches at a studio session during a Western division sales meeting in Los Angeles, headed by W. div. mgr. George A. Smith (4th from left). In the group are branch mgrs. A. R. Taylor, Los Angeles ; Frank L. Smith , Salt Lake City, and Jim Ricketts, Denver, with sales and booking mgrs., salesmen and special field representatives. Christmas-New Year release of "Road to Bali" was a highlight of the discussions.

NEW ORLEANS (cont'd.)

Mississippi Congressman and Senators are being pressed to state their views on repeal of the Federal 20% amusement tax, Lloyd Royal, pres. of Miss. Theatre Owners called a meeting to decide on the program.

Leon Roundtree of Holly Springs, Miss. was elected pres. of Tri-States Theatre Owners of Miss., Ark. & Tenn., to succeed M. A. Lightman, Jr., who was named chairman of the board. Other officers elected were Roy Cochran of Little Rock, v.p. for Miss.; Nathan Flexer of Waverly, v.p. for Tenn.; Jim Carbery of Little Rock, secy.-treas.; and national representatives for TOA, Jack Bomar of Little Rock, Max Connett of Newton, Miss., and M. A. Lightman, Sr. of Memphis. . . . The Avenue Theatre held a private screening for the cops of New Orleans of "The Blue Lamp," first feature film made with the cooperation of Scotland Yard.

NEW YORK

Walter Brecher of Brecher Theatres has accepted the exhibitor chairmanship for this exchange area in the Christmas Salute to the Will Rogers Memorial Hospital. . . . Milton Livingston was appointed to assist David A. Bader, national pub. dir. of the Motion Picture Pioneers, on the Jubilee Dinner of the Pioneers, set for the Hotel Astor on Nov. 24, at which N. J. Blumberg, board chairman of Universal, will be honored as "Motion Picture Pioneer of 1952." George Jessel will be toastmaster and Ned E. Depinet, chairman. . . . Columbia's national campaign for "The 5000 Fingers of Dr. T.," will be kicked off Thanksgiving Day with a huge float in the annual Macy Parade, which will be seen coast-to-coast over CBS-TV.

PHILADELPHIA

Marty Bazin, proprietor of the City Line Center Theatre, has been elected a representative to the State Legislature. . . . Bob Gabriel, son of Eddie Gabriel, gets out of the service Dec. 12 and returns to Capitol Films, which his dad owns. . . . Ben Felscher has been upped to mgr. of Columbia's Buffalo exchange. . . . The Italia Theatre reopened Nov. 13 under management of Ralph Schwartz. . . . The Dixie Theatre is marking its 22nd anniversary this month with redecorations and a new marquee. Joe Woods, incidentally, is celebrating 19 years as mgr. of the house. . . . Elmer Pickard, former mgr. of the Boyd and Stanton, is back in town to take charge of the Aldine.

The Arcadia gets M-G-M's "Plymouth Adventure" when the Mario Lanza film finishes there. . . . Warner's will shut down the Earle for the pre-holiday lull, closing Dec. 4 for three weeks. . . . Larry Mackay, who left the Arcadia after many years to manage a Lancaster, Pa. house, may return to the local cinema field. . . . Jay Emanuel, publisher of the Exhibitor, who has been in Temple University Hospital for the past 15 weeks, didn't let his illness stop him from leaving the hospital just to vote for Ike despite the fact that his brother Eddie promised not to vote for Stevenson to even things out. . . . Mike Stiefel, veteran exhibitor, was a patient in Temple Hospital recently but is now on the mend.



PITTSBURGH

No successor has been appointed to the post vacated by Fred J. Herrington, who recently resigned as secy. of Allied MPTO of Western Penn. Herrington will remain in an advisory capacity. . . . "The Snows of Kilimanjaro," which had a record mid-week opening at the Fulton, was picked by Sun-Telegraph's Karl Krug as picture of the week for display on their Triangle News Traveler. . . . Morton Downey, Joe E. Brown, Perry Como, Janet Leigh and Tony Curtis are expected in town for Variety Clubs International silver anniversary banquet Nov. 23, winding up the three-day convention. . . . Gwen Harmon, "Miss Legs of 1952," once of Billings, Mont., was in town to promote "Montana Belle" at the Stanley. . . . Joseph Cotten made two personal appearances at the J. P. Harris during world premiere of "The Steel Trap."

The 776-seat Camerphone has been purchased from Warner's by Morris Finkel. Herman Littlestone stays on as mgr. . . . The John Harrises (J. P. Harris Amuse. Co.) have a daughter, Donna Jeannette. . . . Eddie Nathan, mgr. of the Orpheum, McKees Rocks, was married to Catherine M. Obringer on Nov. 7.

Theatre Owners joined with hotel men, merchants and bankers in protesting a proposed 24-hour downtown parking ban before the Better Traffic Committee. They won a slight victory. It looks as though the trial will be postponed until after Christmas. . . . A big reissue test of Paramount's "Cleopatra," originally released in 1934, was held at the Warner Theatre here and in Johnstown.

PORTLAND-SEATTLE

Following action of other theatre circuits, Will J. Conner, exec. v.p. of Hamrick Theatres, advises that the 2600-seat Orpheum in Seattle is now available for road show . . . With resignation of William Katsl as mgr. of Evergreen's Bellingham theatre William Beetchen, formerly of the Rex, h been upped to mgr. of the American at Be ingham. . . . Upwards of $200,000 has bee spent in remodeling and renovating th Everett Theatre, Everett, Wash. . . . Speci children's matinees now featured at Seattle suburbans include the 45th St., Madron Woodland, Ballard, American, Egyptia Crest, Granada and Magnolia.

ST. LOUIS

Armentrout's 500-seat Zoe Theatre Pittsfield, Ill. was reopened for operatio Saturday and Sunday hereafter. . . . All a tendance records were broken at the Cla Theatre, Pittsfield, Ill. and the 700-se Clark in Louisiana, Mo. during showing "Greatest Show on Earth." . . . Constru tion is under way on the 250-car drive- on Hway 14, between McLeansboro a Benton, Ill., to be owned and operated l Curtis Downen, furniture store proprieto . . . It's reported that Otto Ingwerse owner of the 350-seat Ritz Theatre at Mon gomery City, Mo. has plans for a drive- to serve that general area.

Entry of Doby B. Stout into the drive- field at Paducah, Ky., where the big atom energy plant is being built for the Feder Government, has stirred the owners of o position drive-ins into renewed activitie Lake Edwards, who operates the Starligh 1½ miles west of Paducah, is said to ha plans for construction of another ozon adjacent to the Starlight, and rumor has that Columbia Amusement Co., headed l Leo Keiler, which operates the 1,000-c Paducah drive-in, may build another direc ly across from the 600-car Airport drive-i . . . Bill Waring, Jr. expects to opera his Waring's Auto Theatre near Carbo dale, Ill., which is equipped with in-c heaters, throughout the winter. . . . Wi closing of the Cluster Drive-in south Salem, Ill., Loren Cluster reopened the 50 seat Globe Theatre there. The circuit al operates the Lyric and Salem in that cit . . . The recently opened Palace Theatre Farmersville, Ill. is conducting a ba dance on Saturday nights from 9 P.M. to with a 7-piece orchestra providing t music.

Dickinson Tri-States, Inc., Mission, Ka has been authorized to engage in the the



Nathan Goldstein (left), owner of the Arcade Th atre, Springfield, Mass., welcomes Joseph Cott (center), star of "The Steel Trap," at a 20th-F reception at the Hotel Statler. At the right Harry Smith, who is doing special promotion the film at the Arcade Theatre, where it is bei shown in its second New England engageme

ST. LOUIS (cont'd.)

re and moving picture business in Missouri, with Ralph Gregory as the company's principal Missouri agent. . . . Jim Ellis, partner of Herman Ferguson in the Melden Amuse. Co., has assumed booking and buying duties for the circuit because Ferguson was badly injured in an auto accident recently. . . . Realart's "Models, Inc" went into St. L. Amuse. Co.'s seven 7-day houses on Nov. 5. . . . First-run and other city theatres gave their patrons information on the progress of the national, state and city elections. . . . Dale Thornhill, a former Texan, is the new resident mgr. for Fox Midwest Theatres at Benton, Ill., succeeding Karl Mitchell, now in Paducah, Ky. . . . Russell Bovem, mgr. of Loew's State, provided some amusement for amateur yeggman by installing a safe in the lobby to exploit "The Thief." They were invited to try a hand at opening the safe without the aid of "soup."

Scenes from five newsreel films of the dedication of the new Cathedral of St. Sophia in Los Angeles were shown to members of the St. Nicholas Greek Orthodox Church at the Columbia Theatre, owned by Mrs. Bess Schulter, in a special program arranged through Charles Skouras, pres. of National Theatre Corp., who financed construction of the cathedral.

SALT LAKE CITY

An invited audience of some 300 notables attended a preview showing of "Man in the White Suit," initial feature at the refurbished Tower Theatre, after which they were guests of mgr. L. Howard Marcus at a buffet supper. . . . The Marlow in Sugar House suburb is closed temporarily for redecorating.

SAN FRANCISCO

The George Mann Theatres have put in a group insurance plan for employees. . . . Wallace Levin, mgr. of the Roosevelt and son of Jesse Levin of General Theatrical, is now at Ft. Riley, Kans. for basic training. He is replaced by Donald Wine, former mgr. of the Warner in Fresno. . . . Louis E. Blair has reopened his Chester Theatre in Chester. . . . Blumenfeld Theatres again closed the Cerrito at El Cerrito. . . . Abraham Berry, office mgr. for General Theatrical, is confined to his home with a sacroilliac dislocation. . . . Emil Davis, NSS exec., and Anne Belfer, North Coast Theas. publicist, have been made honorary members of the Jeff Chandler fan club. Miss Belfer plans to tell other members what's playing at her circuit's three theatres through their publication, "The Barometer"

WASHINGTON

Victor J. Oreinger, attorney and former mgr. of Lopert, was elected chief barker of Variety Tent 11. Other officers named for 1952 were Jerry Price, 1st asst.; Jack Fruchtman, 2nd asst.; Alvin Q. Ehrlich, property master and Sam Galanty reelected dough guy. Named to represent the Tent at Variety International meeting in Mexico City next year were Jack Flax and Nathan D. Golden. Retiring chief barker Jerry Adams of M-G-M automatically assumed the post of international canvasman. . . . Perry Como will be honored at the Club's 17th annual dinner-dance on Nov. 22 as the "Personality of the Year in Show Business."

Publicity Pattern To Be Intensified Promises Lipton

(*Continued from page* 12)

covering 34 magazines and hundreds of newspapers in connection with 'Mississippi Gambler,' is helping to provide one of the greatest advance penetration in the company's history."

U-I, according to Lipton, will continue to use both television and radio for advance penetration and point of sale selling of its pictures.

"With an estimated 105,000,000 radio sets in use, radio is still a potent promotional medium for motion pictures and U-I will continue to make spot announcements, star interviews and to make its personalities available for radio appearances in connection with the release of its pictures," Lipton said.

Policy on Television

"The company's policy on television will be to use the medium where it tends to aid an exhibitor in his local exhibition of a picture. Special promotion films as were used to exploit 'Bend of the River' and 'The World in His Arms' will be made available to TV stations, personalities will appear on suitable network and local TV shows and paid time bought where it is in the best interests of the picture and the theatre.

"We believe in the policy of launching our pictures aggressively and backing them right down the line," Lipton declared. He pointed out that U-I will back its releases during the coming months as it did in the past, with intensive promotional campaigns in connection with key city and territorial premieres, using personalities, special events and territorial advertising in the newspapers and on radio. Personalities will not only be used in the keys but in the subkeys as well.

Aggressive Showmanship

Highlighting this aggressive showmanship approach, according to Lipton, will be expanded use of field men to effect point of sale promotion for the keys and sub-keys. "Equally important is the company's belief that the same aggressive selling must go into the building of new stars," he said. "This policy, which has proven so successful in developing stars like Shelley Winters, Jeff Chandler, Ann Blyth and Tony Curtis, is being continued by the company with a group of exciting new stars including Piper Laurie, Rock Hudson, Audie Murphy, Julia Adams and Joyce Holden, who are currently being enthusiastically received by the nation's movie-goers and exhibitors. U-I is currently grooming such personalities as Suzan Ball, Lori Nelson, Mari Blanchard, Harvey Lembeck and Susan Cabot.

Herzog Quits Cinecolor

The president of Cinecolor Corp., Karl Herzog, has resigned his duties in that position and as treasurer and director of the firm, it was announced this week following a board meeting in Hollywood. Herzog resigned also as president and director of Cinecolor Realty Corp. and chairman of the board and director of Cinecolor Ltd., London.

Staff Reviews

(*Continued from page* 16)

the help of British soldiers, who attack the bandits' rear flanks, Hawkins is able to quell the rebellion. Claudette, through the ordeal of the siege, realizes her love for Hawkins. He, coming to the same realization, decides to pay her more attention.

●

"Blue Canadian Rockies"

(Columbia) Sepiatone 58 Min.

Cast: Gene Autry, Pat Buttram, Gail Davis, Carolina Cotton, Ross Ford, Tom London, Mauritz Hugo, Don Beddoe Gene Roth, John Merton, David Garcia, Bob Woodward W. C. Wilkerson, Cass County Boys.

Credits: A Gene Autry Production; Produced by Armand Schaefer; Directed by George Archainbaud.

This is a good Gene Autry western entry that has enough action, breath-taking scenery and musical entertainment to satisfy sagebrush addicts. Although the story line is slim, the combined efforts of Autry, Pat Buttram, Gail Davis, Carolina Cotton and Ross Ford keep the film interesting all the way. The Cass County Boys and Miss Cotton bolster the proceedings by delivering some songs with top showmanship, while Autry sings well throughout. The setting for this film is outstanding, with the picturesque backgrounds serving as a strong asset to the film.

STORY: Don Beddoe, rich Montana ranch owner, sends his foreman, Gene Autry, to see that his headstrong daughter, Gail Davis, doesn't marry Ross Ford, whom he considers a fortune hunter. Gail and Ford are partnered in a Dude Lodge in the Canadian rockies. Autry, accompanied by Pat Buttram, hire on at the Lodge and soon learn that Mauritz Hugo, boss of a lumber company, is fighting with Gail and Ford, believing that they are responsible for him losing a lumber contract from Beddoe. Some mysterious shootings take place topped off by the killing of a Canadian Mounted policeman. Autry discovers that the real troublemaker is Tom London, once was Beddoe's partner, who has built up resentment of Beddoe's success to such a point that he is now a psychopathic killer. With this information, Autry manages to hold off an attack by Hugo's lumberjacks and capture London. He heads back to Montana after Ford decides that Gail isn't the girl for him after all.

Walter Wanger Inks New Allied Artists Contract; Extends Old Agreement

HOLLYWOOD.—Walter Wanger this week signed a new contract with Allied Artists Productions Inc., resulting in the extension of his original agreement with the studio made a year ago.

First picture to be filmed under Wanger's new deal will be "Hajji Baba," in Technicolor, based on the romantic adventure novel by the English author James Morier. Production is slated to start in early Spring.

Upon renewal of his contract Wanger said: "The management of Allied Artists offers the solution of enabling a producer to get the maximum entertainment value on the screen per dollar expenditure. Its streamlined operation and lack of red tape makes creative conditions the best in the industry."

Rita Hayworth To Play "Sadie" In Modern Style

The flamboyant role of "Miss Sadie Thompson," W. Somerset Maugham's famous South Seas heroine who made an outstanding star of Jeanne Eagels on the stage and Gloria Swanson on the silent screen, will be played by Rita Hayworth in Columbia's picturization of the story.

Launching an immediate production program as executive producer and vice-president of Columbia, Jerry Wald, on virtually his first day at the studio, disclosed he would make it as a modern drama with music and in Technicolor.

Production Next Year

Now in Spain, Miss Hayworth will cut short her vacation to start preparations for the role. The production will be filmed during 1953 and presented under the banner of the Beckworth Corporation.

A male co-star to play the equally celebrated role of Dr. Davidson is being sought. This is the part played by Lionel Barrymore in the Swanson film. An outstanding "name" director also will be announced shortly.

The original title of the Maugham story was "Miss Thompson," but was changed to "Rain" for the stage version.

Harry Kleiner, who wrote the screen play of "Salome," Technicolor Biblical spectacle which Miss Hayworth recently completed, is already at work on the script of "Miss Sadie Thompson," aiming at the earliest possible starting date.

Title Changes

Universal-International: "**Ma and Pa Kettle On Vacation**" is the new title for "Ma and Pa Kettle Go To Paris." Marjorie Main and Percy Kilbride starred; Leonard Goldstein produced).

Twentieth Century-Fox: "**Pickup On South Street**" is the new title for "Blaze of Glory." (Stars Richard Widmark and Jean Peters; Samuel Fuller directed).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Stephen McNally will star in Universal-International's forthcoming Technicolor picture, "Apache Landing." The original story by Robert J. Hogan is set in the old West and deals with the changes wrought in a group of widely divergent person who are beseiged in an isolated roadhouse by a band of Apaches. The picture will be McNally's first at U-I under his recently re-written contract calling for one picture a year. William Alland will produce and Lee Sholem will direct. Arthur Ross wrote the screen play.

* * *

M. L. Gunsburg, president of the National Vision Corporation, and Bob Clampett have signed contracts calling for the production by Clampett of a full-length feature in the 3-dimension process using the characters of Beany and Cecil from the television show, "Time for Beany." The two puppet characters were used by Gunzburg with Lloyd Nolan in the short subject he produced which will precede Arch Oboler's "Bwana Devil" for all regular theatre screenings. Clampett has completed an original screen play for the coming production and will put it before the cameras before the end of the year. Gunzburg, who is now in New York, is completing contracts with other production companies to be announced.

* * *

Carleton Carpenter returned from New York to begin preparations for his role with with Mickey Rooney in M-G-M's "A Slight Case of Larceny," which goes before the cameras this month. . . . Herman Cohen, vice-president in charge of production of Jack Broder Productions and Realart Pictures has announced his resignation from both companies effective Nov. 14. Herman plans on leaving for a two weeks' vacation before announcing his new affiliation. . . . Howard Keel has been borrowed from M-G-M by Jack L. Warner to appear as Wild Bill Hickok, the colorful frontier marshal in Kansas, opposite Doris Day in Warner Bros.' Technicolor musical, "Calamity Jane." Gene Nelson, Allyn McLerie and Dick Wesson also have top roles in the film which David Butler will direc and William Jacobs produce for Warne Bros.

* * *

Mel Ferrer was signed to one of the tw male leads in the forthcoming Paramoun picture, "South Sea Story." The film wil be made in Technicolor. It is based on a original story by James Michener, autho of "Tales of the South Pacific," which wa the basis for the Broadway hit, "Sout Pacific." Ernest Lehman is now writin the screen play. Joseph Sistrom will pro duce the picture, which will start early nex year.

* * *

Eva Bartok, the 23-year-old actress wh made her American film bow opposite Bur Lancaster in "The Crimson Pirate," ha been signed to play the femme lead i "Spaceways," which co-stars Howard Duff The film is being produced by Anthon Hinds in London for Lippert release.

* * *

Henry Hathaway has been assigned b 20th Century-Fox to direct "White Witc Doctor," which will start Nov. 24, starrin Susan Hayward and Robert Mitchum Hathaway replaces Director Roy Baker who contracted an intestinal virus durin a recent location in Africa and has bee ordered by doctors to take a two-montl rest. Otto Lang is producing the film.

* * *

Julian Lesser, president of Royal Produc tions, left for New York to discuss distribu tion deals with major releasing organiza tions for four British-made films which h will market in the United States. The pic tures, all to be made next year with th first set to roll in January, will be produce by Col. James Carreras, president of Lon don's Exclusive Films, Ltd., with American stars in the title roles. Two will be base on "The Saint," the fiction character cre ated by novelist Leslie Charteris, and tw on the Frank Spearman pen character "Whispering Smith."

* * *

Yvonne De Carlo will star in the new film version of "Mati-Hari," scheduled to be lensed in Italy and on locations in Africa next summer. The deal was inked by Paul Kohner, actress' representative, in Europe last week with Italian film producer Matteo Rovere. Miss De Carlo will begin the Tech nicolor assignment in Rome in mid-June and then proceed to Africa for locations. The remainder of the film will be lensed on the sound stages in Hollywood. The film biography of the famous World War I spy was formerly made by M-G-M in 1932 and starred Greta Garbo.

* * *

Producer Lindsley Parsons is enroute to the Hawaiian Islands where he will scout locations for "Typee," which he plans to put into production next summer for Allied Artists. He has already commenced negotiations with Mark Stevens who starred in his "Torpedo Alley," for the star role.

(*Continued on next page*)



Visiting Italian film group was hosted at the Paramount studio. L. to r.: Dr. Carlo Ponti, co-producer of "Sensualita," which Paramount International will distribute through its world-wide territory; Billy Wilder, producer-director of "Stalag 17"; Italian film star Silvana Mangano; Don Hartman, in charge of Paramount production; Mrs. Ponti; D. A. Doran, of the executive staff.

Zane Grey's Son Prepares Series Of Westerns From Father's Stories

By Richard Bernstein

Western moton pcture fans have a treat in store for them. Producer Romer Grey, head of Romer Grey Productions, will soon put the first of his Zane Grey western films before the cameras. Grey, who is co - partnered with Ted Sierks in Grey-Sierks Productions, has already completed some 30-minute Zane Grey Sports Trails featurettes for theatrical release. These deal with hunting and fishing, showing the members of the audience how to hunt and fish.



ROMER GREY

Producer Grey, who is Zane Grey's son, has great plans for his western films, the first of which will be "Light of the Western Stars." Grey, produces and writes his own screen plays and is trying to get Lloyd Bacon to direct the films, he explained at a luncheon interview.

"We will make all the films in color," the producer said. "I feel a lot of quality of Zane Grey characterizations have not been captured to the fullest extent on the screen. We are going to remedy this with these features."

Names Western Stars

Grey pointed out that there have been about 105 features plus shorts made from Zane Grey's works. Some stories have been made four times. Such stars as Randoph Scott, Gary Cooper, Richard Dix, George O'Brien, John Wayne, Tom Mix, Constance Bennett have gained popularity through appearances in Zane Grey motion pictures.

The producer, who is now negotiating for a release for the films, plans to give unknowns a break. He will use newcomers in both the male and femme leads. He considers this a great opportunity.

Grey explains his interest in newcomers with, "Hollywood should develop more western stars. The more well known a western star becomes the higher his price goes." He also emphasized the fact, that the day will come again soon when studios resume making a lot more western series. He cited the record and to prove that time and time again, westerns have aided the film business by being a bread and butter product.

Winter Production Set

"An independent producer can do westerns, four at a time more economically with quality than a major studio," Grey explained. He plans to start production on his first feature this winter, doing two this year and two next year. Shooting schedule will be from 20 to 30 days on each film.

First film will be "Light of the Western Stars," followed by "30,000 on the Hoof" and then "Arizona Ames." These will be followed by "Majesty's Rancho."

Grey stated that each film will have an introduction with an actor playing Zane Grey and then a separate lead in the story being told. He also explained that he may include "Shadow on the Trail" in his series, but isn't quite sure as he has had an offer from another producer, who wishes to purchase it.

Romer Grey explained that all material for Romer Grey Productions' films will be from Zane Grey stories. Grey will lense the films on his own ranch in Arizona. He has excellent weather there and lots of pictorial beauty, which can be captured by the color camera. He also has his own library of stock shots, both in black and white and color.

"The films will have realism in them," Grey stated, "because many of the incidents in the Zane Grey books really happened to Zane Grey. We will also use the Zane Grey notebooks."

Busy Activity At Lippert Forecasts Fulfillment Of 20 Films Annually

Six features are ready for Lippert release, three are in the editing stages and four are preparing for the start of the shooting before the end of the year in a program that forecasts fulfillment of Robert L. Lippert's pledge to supply 20 releases annually to his new franchise holders.

Now in the cutting rooms are "I'll Get You," starring George Raft with Sally Gray; "The Tall Texan," with Lloyd Bridges, Lee J. Cobb, Marie Windsor and Luther Adler; and "Bad Blonde," starring Barbara Payton.

November Dates Listed

Set to shoot this month are "Cairo," starring Raft under Ray Enright's direction, and "Spaceways," starring Howard Duff with Eva Bartok. December starters will be "Project X," to be produced and directed by Arthur Hilton, and "Hangtown," a production by former exhibitor Matt Freed.

Features ready for release are "Scotland Yard Inspector," "Tromba, the Tiger Man," "Mr. Walkie Talkie," "Gambler and The Lady" and a re-release combination, "Great White Hunter" and "Captain Kidd."

HOLLYWOOD

(*Continued from preceding page*)

"Typee" will be based on the novel of the same title by Herman Melville.

* * *

Twentieth Century-Fox signed the famous singer Johnny Ray to a long term contract. The singer, one of the top recording stars in the nations, who has been drawing standing room only crowds in his personal appearances throughout the country, will make his screen debut next spring. The title of the film in which he will star is "All of Me."

* * *

Raoul Walsh has arrived from London, where he completed work on the Yvonne De Carlo-Rock Hudson starrer, "Sea Devils," to direct James Cagney in "A Lion Is In The Streets," a Cagney production for Warner Brothers release. William Cagney is producing the film, which will be lensed in Technicolor with a starting date of Nov. 24.

* * *

Gene Evans was signed by Universal-International for a top role in "The Golden Blade," studio's forthcoming Technicolor production. Evans, who will portray the leading heavy in the film, replaces Scott Brady who was removed from the cast when he was released from his contract several days ago. . . . Frank Lovejoy will star in "The System" at Warner Brothers. Lewis Seiler will direct the underworld drama which Samuel Bischoff will produce. . . . Over at 20th Century-Fox, Jeanne Crain was set for the lead opposite Dale Robertson in a temporarily untitled epic western which will start Nov. 17. At the same studio, Robert Newton joined the cast of "Desert Rats." Newton has just completed the lead in Edmund Grainger's "Blackbeard the Pirate" for RKO Radio release. Roland Winters, well known as the screen's Charlie Chan and more recently devoting his time to Broadway, landed a top role in "White Witch Doctor," which Otto Lang will produce at the same studio.

* * *

Edward G. Robinson will star in "Harness Bull," the Sequoia Production that is scheduled for a Nov. 28 start. The film will be co-produced by Arthur Gardner and Jules Levy with Arnold Laven directing. . . . William A. Seiter's "One For the Road," based on the William Fay story, tees off at Republic Nov. 28, while at the same studio, Joseph Kane's film, "Sea of Lost Ships," is scheduled to start Dec. 8.



Edward Muhl, vice-president and general manager of the Universal-International Studios, and Mrs. Margaret Teeter of the U-I commissary, both of whom are marking 25 years with the company, were honored at a special reception at the studio. L. to r.: William Goetz, in charge of production; Mrs. Teeter; N. J. Blumberg, chairman of the board of directors of Universal, and Muhl.

RANDOLPH SCOTT

"A SUPER-WESTERN THAT REALLY DESERVES THE PHRASE!" *Motion Picture Herald*

"UNUSUALLY FINE...LONG ON ACTION...SHOULD KEEP BOXOFFICES BUSY!"

Motion Picture Daily

"SHOULD SATISFY THE MOST AVID OF ACTION FANS!"

Hollywood Reporter

"POTENT OUTDOOR DRAMA THAT SPELLS BOXOFFICE!"

Independent Film Journal

"HOUSES THROUGHOUT THE COUNTRY SHOULD REAP A GOLDEN HARVEST!"

Showmen's Trade Review



COLOR BY Technicolor

HANGMAN'S KNOT

with DONNA REED · Claude JARMAN, Jr. · Frank FAYLEN · Lee MARVIN

A SCOTT-BROWN PRODUCTION · Produced by HARRY JOE BROWN · Written and Directed by ROY HUGGINS

from Columbia

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

VATION GROWS DIM IN OF ALLIED REJECTION

ECS PUSH ARBITRATION AT SPECIAL MEET

ALLIED MAPS GY VS. HIGH RENTALS

O PICTURES LOSES $4,777,766

MS HIT PEAK ON TV

ETRO OFFERS BID DISCLOSURES

TEDA SHOW NETS BUSINESS

REVIEWS

November 29, 1952

... October 6, 194..., at the ... York, N. Y., under the act of March ... of The ITOA Independent, ... York. Sub- ... 10 cents.

SACRIFICIAL LAMB

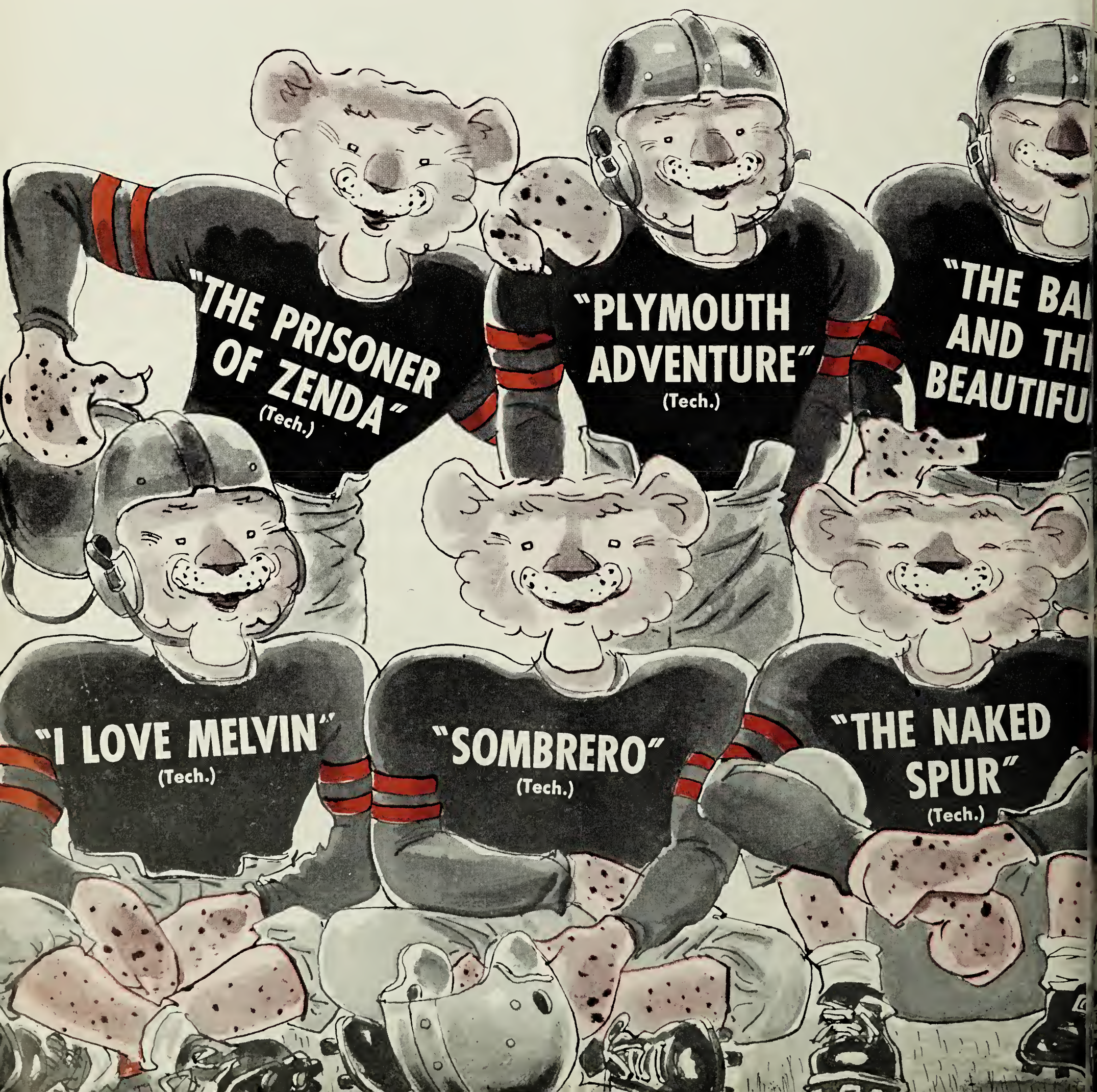
THE recommendation that National Allied withdraw from all-industry undertakings received limited recognition with arbitration the sacrificial lamb. Last week, that organization, meeting in convention, rejected the arbitration draft prepared by distributor counsel on the grounds that it did not contain a provision for the arbitration of film rentals nor did it promise "direct, immediate and substantial benefit to exhibitors."

Coincident with this regrettable action, a "statement of policy" pointed out that the distributors would first have to reform their destructive sales policies before Allied could be expected to participate in such a co-operative project.

To obtain the necessary relief from such prac-

(See Page 5)

THE WINN


"THE PRISONER OF ZENDA" (Tech.)
"PLYMOUTH ADVENTURE" (Tech.)
"THE BA AND TH BEAUTIFU
"I LOVE MELVIN" (Tech.)
"SOMBRERO" (Tech.)
"THE NAKED SPUR" (Tech.)

NG TEAM!

GM

"IVANHOE"
(Tech.)

"MILLION DOLLAR MERMAID"
(Tech.)

"BECAUSE YOU'R MINE"
(Tech.)

"LILI"
(Tech.)

"ABOVE AND BEYOND"

SHORTS

AND MORE ALL-STARS
including "The Story of Three Loves" (Tech.), "The Clown", "Jeopardy", "Dream Wife", "Small Town Girl" (Tech.), "Battle Circus", "Vicki" (Tech.), "Julius Caesar", "Vaquero" (Ansco Color) and many others.

JENNIFER JONES' GREATEST SMASH SINCE "DUEL in the SUN"



The story of a flame named Ruby...who wrecked a whole town...*SIN BY SIN*...

JENNIFER
JONES
CHARLTON
HESTON
KARL
MALDEN

Ruby Gentry

A BERNHARD-VIDOR presentation • Released by 20th Century-Fox



DATE 'RUBY' FOR THE HOLIDAYS!

Produced by JOSEPH BERNHARD and KING VIDOR • Directed by KING VIDOR • Screenplay by SILVIA RICHARDS • Story by ARTHUR FITZ-RICH

Vol. 30 No. 10
November 29, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

tises, Allied emphasized a future reliance on "legal means." As defined in the policy declaration, this will include instituting and conducting litigation, petitions to executive departments and administrative agencies and appeals to appropriate Congressional committees.

Who will gain by an increase in litigation? Nobody but the lawyers. It certainly won't be the industry or any one segment. Are we forgetting who pays the freight? Every treble damage award is paid by exhibitors in the form of increased film rentals. The more exaggerated the claim and the more extravagant the award, the more the film companies have to siphon from production in order to establish adequate reserves for the payment of damages. And must we remind anyone that competitive bidding made its debut in this industry as a recommendation from the Statutory Court? There are undoubtedly many other booby prizes in the litigation grab-bag.

Allied even pointed out that it would have been most reluctant to reject the plan if it seriously believed that it would reduce the heavy volume of anti-trust litigation. In this respect, we disagree. Arbitration can become the most powerful deterrent to lawsuits once an accepted system is given the green light and machinery for the peaceful settlement of trade disputes is established.

And what about petitions to Congress and administrative agencies? Have we forgotten the FCC declaration of policy last year and its possible effects on exhibition if pursued? How can we reconcile the use of such procedures with exhibition's position in the 16mm. suit in which we decry government intervention in affairs of the industry? Have we forgotten Senator Ed Johnson's proposed licensing bill? An invitation for bureaucratic controls could put this industry in a trap from which it could never escape.

The Allied policy statement indicates that it will yield to none in its devotion to the concept of arbitration. Its general counsel has labored long on the proposition and has conceded that many of the arbitration provisions contained in the draft are on "the plus side" and represent concessions by distribution. He likewise cited "minus" provisions and his objections to some of these have merit. And it should be remembered that the distributors, in submitting the draft, pointed out that it was open to change.

It would appear that the more appropriate course to follow would be to explore the areas of disagreement which have been considerably narrowed. That this is still possible is evident from the statement of a spokesman that it is fallacious to assume that Allied's rejection closed the door to future negotiations.

It is difficult to understand how or why Allied took this precipitate action without first notifying the other exhibitor groups with which it had apparently been seeing eye to eye and working in harmony.

TOA, on a national scale, and ITOA, in the Metropolitan area, are now preparing to go ahead with arbitration on a trial basis. Allied can yet join in this co-operative industry effort which promises exhibitors many benefits.

No Crystal Ball

As an indication of what lies ahead, we'd like to point to the roster of big pictures—big of story, production and personalities—which are reviewed in this issue (pages 17, 18, 19). This represents just a small part of all the film companies' releasing schedule for the coming year, but, even so, there are representative types of entertaining films to attract varied patrons and satisfy them with the enjoyment movies have come to represent. There's no need to look into a crystal ball to predict the business of the coming months—just look at the pictures that will be available soon for booking in your theatres.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., Metropolitan 0149.

Arbitration Hopes Grow Dim In Wake Of Allied Rejection

The door leading to the establishment of a system of arbitration was creaking on barely half a hinge this week in the wake of National Allied's stunning decision to scuttle the distributor-drawn plan for settlement of trade disputes within the motion picture industry. Trade sentiment was divided as to whether arbitration could be realized without Allied participation, despite distributor statements that the door still is open to discussion.

Allied's negative decision came as a climax to last week's three-day national convention in Chicago. The action, taken as a unanimous approval of the board of directors' recommendation to reject the distributor draft, followed a report to delegates by Abram F. Myers, Allied board chairman and general counsel.

Positive Elements Included

The Myers report listed what he considered the positive and negative elements of the distributor draft. It concluded with the recommendation of the board for rejection.

Grounds were that the draft "did not promise direct, immediate and substantial benefit to exhibitors . . . contains no provision for arbitrating film rentals . . . contains provisions which are not deemed to be in the exhibitors' interest."

It was stated further by the Allied board chairman and general counsel that arbitration was not opposed by any individual in particular or by the Allied board as a whole. The decision, Myers made known, was based on the conviction "that the ideals of arbitration will not be promoted by the present plan or any plan which the distributors in their present frame of mind are willing to agree to."

Eight Provisions Praised

Myers listed eight draft provisions that would, in his opinion, benefit exhibitors substantially if effected. He listed also four provisions that would work the other way, he said, if put into effect.

The board's decision came as no great surprise to convention delegates, who saw the seeds of the rejection in a convention journal message of Myers. It read: "Based on our experience to date it is not expected that this (distributor) draft will be wholly acceptable to exhibitors and so there will be counter-proposals and the thing may go on indenitely, unless Allied concludes that the effort no longer justifies the necessary expenditures of time and money."

Myers, in subsequently announcing the Allied decision to reject, listed these provisions of the draft that he said would benefit exhibitors:

Provisions Delineated

1). One-way arbitration whereby exhibitors initiate complaints.

2). Provisions "about as good as can be devised" on clearance.

3). Provision favorable for runs since competing exhibitors receive equal chance to discern who is entitled to a particular run without having to engage in competitive bidding.

4). Competitive bidding, for which provisions offer a partial remedy. One provision holds that distributors would not begin bidding except on the written request of competing exhibitors for films which the distributor is proposing to sell to another. It is also provided that bids be revealed to bidders desiring to see them.

5). Forcing pictures, neither very unfavorable or highly favorable.

6). Contract violations, "contains nothing detrimental" but can benefit few exhibitors.

7). Conciliation provisions promise open-door policy by distributors but Allied experience has shown that little is accomplished by conciliation. A plus factor because it insures an interview for complaining theatremen.

8). The damages provision gives awards in the exhibitors' favor.

Negative Aspects Noted

The following four provisions, according to Myers, would be detrimental to exhibition:

1). Film rentals; "We must face the fact that the distributors will not yield to the arbitrators any part of their control over prices and it is hopeless to pursue the subject further."

2). Pre-releases; although the provision curbs the number of "specials" it still permits as many as 18 per year. Court approval would be won by distribution for the practice.

3). Competitive bidding also would win court approval and would allow distributors to enlarge rather than restrict bidding.

4). Limitation on awards; exhibitors could do better in court with anti-trust complaints since distributors have kept too many things secret.

Draft Text Withheld

Text of the rejected draft could not be printed for publication since distribution, it was learned, has consistently refused to grant this permission.

But Eric Johnston, MPAA prexy, wrote Allied letters prior to the convention that the distributor draft is open to change. He said in his letter that there is a need for an arbitration plan and that the door is still open for further talks in the event independent owners object to provisions of the draft.

Door Still Open On Arbitration: Snaper

Wilbur Snaper, Allied president, said over the weekend that his organiation did not by its convention actions pull curtains over the prospect of arbitration so far as Allied was concerned. He said that Allied protested only those portions of the draft that failed to meet exhibitor needs. He said the door still was open for further conferences on the controversial issues such as film prices and bidding.

TOA Executives Push Arbitration; Await New Meet

Allied's stand on arbitration, as expressed at the recent national convention, was interpreted this week by Alfred Starr, Theatre Owners of America president, as "not a rejection of the principle of arbitration." He felt there were just some points in the present draft which were not acceptable to Allied.

"We have objections, too," Starr declared, "so I was pleased by Eric Johnston's (MPAA prexy) announcement to reconvene the drafting committee. I believe the differences are reconcilable." The TOA prexy stressed the fact that his group and Allied have no differences of opinion.

On the arbitration of film rentals, Allied's major point of contention, Starr said: "There isn't an exhibitor who wouldn't want this included in the arbitration — providing exhibition can always raise the question and distribution never. But if distribution is not agreeable to such an arrangement there is no reason to be opposed to arbitration just because it isn't possible to get everything."

Starr Comments

In the working out of the proposed arbitration plan, according to the TOA head, "Exhibition has surrendered absolutely nothing and distribution has surrendered many rights." Herman Levy, TOA general counsel, gave as examples of distribution's concessions its giving up of rights to go to court on runs and damages.

Mitchell Wolfson, TOA past president and member of the TOA delegation to the Industry Arbitration Conference, added that "anything not included in arbitration can always be handled through the courts."

"Without arbitration, the plight of the exhibitor will get worse — not better," Starr stated.

Starr called arbitration "a great step forward in the process of improving distributor-exhibitor relations," noting "that exhibitors have everything to gain from such

(*Continued on page 35*)

Arbitration In New York Planned As Solo Venture For ITOA Membership

An announcement of preparation to go ahead with local level arbitration regardless of any action taken by other exhibitor associations has been made by the Independent Theatre Owners Association of New York.

A statement released by Harry Brandt, ITOA president, noted also that ITOA "was prepared to . . . establish the necessary machinery and procedures for the peaceful settlement of trade disputes within the city of New York."

Brandt's statement indicated that "there has never been a time when it was more necessary for the industry to work together. This is nonetheless true despite the fact that theatre owners all over the country have many things to gripe about, notably the competitive bidding situation, the increasing

(*Continued on page 35*)

Allied Maps "Drastic Action" Strategy Against High Rentals

CHICAGO.—National Allied is preparing to launch a three-pronged attack against high film rentals as a policy of "drastic action" which will continue until price conditions improve.

Decision to adopt the new course of action was made at last week's three-day annual convention here. The campaign, according to an Allied policy statement, will be instituted as an alternative measure to arbitration, which the convention rejected in its present form as a system not promising "direct, immediate and substantial benefit to the exhibitors."

The policy statement, composed by the board and approved unanimously be delegates, disclosed that the current "desperate" condition of exhibitors necessitates the pursuance of a course of "drastic action . . . to insure . . . continuance in business until conditions as regards film prices have improved. . . ."

Steps Mapped Out

The policy statement called for the adoption of the following three steps:

1). Instituting and conducting litigation.

2). Petitioning to executive departments and administrative agencies for help.

3). Appealing to the appropriate Congressional Committees.

The policy statement revealed also that "reluctantly the directors were forced to the conclusion that the film companies have taken advantage of the preoccupation of the Allied leaders with those projects (in which exhibition co-operated with distribution) in order to raise film rentals to insupportable heights, directly and by numerous practices and devices, such as the pre-releasing of pictures in increasing numbers withourt regard to the essential merits of or investment in such pictures."

Convention delegates also went on record condemning the Justice Department for starting the 16mm. anti-trust suit against the majors. Delegates voted also to renew membership in COMPO for another year, but only after a bitter floor debate on the subject was held.

Clinics Posed Complaints

Significant at the convention were the reports of the film clinics. These were held during most of the convention days. It was disclosed that 12 complaints had developed in virtually all of the six clinics, representing individual types of theatres and situations.

Most frequent of the complaints were found in clearances, bottlenecking of pictures, boosted admission prices, "silent treatment" of theatremen by salesmen, competitive bidding abuses, trailers, accessories, film costs, print shortages, film buying methods and tie-in sales.

The accomplishments of Col. H. A. Cole and Pat McGee, co-chairmen of the industry tax repeal campaign, were lauded in a resolution and it was evident that Allied will continue its efforts in behalf of repeal.

Col. Cole reported that to date 195 Congressmen had pledged favoring repeal and 60 others were on record favoring reduction. It was noted that more than a majority of 218 pledged would be needed to insure victory.

Other convention resolutions adopted were: favoring Allied co-operation in the Crusade for Freedom; commending Jack Kirsch, Illinois Allied, for arranging the conclave; commending Abram F. Myers, Allied chairman, and Wibur Snaper, president, for their convention work; commending Trueman Rembusch for his duties as one of the triumvirate governing COMPO affairs, and commending Martin G. Smith of Toledo for his role in the industry's legal test of the constitutionality of Ohio's newsreel censorship law.

The now famous Col. Cole letter, pleading the cause for withdrawal of Allied officials from intra-industry activities, came in for much discussion at the conclave. Partial approval was given by the board to the proposal.

Actions Restricted

Directors decided that "for the time being, and until the distributors shall reform their destructive policies and practices, Allied leaders should confine their participation in co-operative undertakings to those projects which promise direct, immediate and substantial benefit to exhibitors, so that they may be free to devote their available time and energy to measures for the protection of Allied members."

The board added that "to this end, the directors will re-examine all such co-operative undertakings in which Allied leaders are now engaged, and will carefully screen all such projects that may be hereafter promoted, to determine whether they meet this test."

It was learned that projects would be investigated at a later date. But from other convention decisions, it became apparent that Allied would continue in COMPO and in the industry tax repeal fight but not in the pre-arbitration discussions until a plan more favorable to membership could be evolved.

An indication of Allied's course on film rentals was given by Kirsch in his keynote address. The Illinois Allied prexy stated that "by the time this convention adjourns, I am confident that we will be launched on a campaign against exorbitant film rentals that the forces of selfishness and greed cannot withstand."

Draft Discounted

On arbitration, which suffered an ill fate at the hands of delegates, Kirsch said: "on the face of it (the distributor draft) . . . looks like nothing more than an open door policy to enable exhibitors or their representatives to come into the exchanges and home offices to air their grievances."

He suggested as an improvement over the draft the working out of a "more certain and detailed procedure along the lines of the abortive UMPI plan of 1942." But, he added, "that must remain for further discussion by those who have given more time to the proceedings than I have."

Kirsch then stated: "But do not delay any affirmative action you may have in mind in blind reliance on conciliation as a solution to your film problems. There are a lot of characters among the film companies, but I have never met one who looked—or acted—like Santa Claus."

JAR, Robert Benjamin, Woodham-Smith Quit U

J. Arthur Rank, Robert Benjamin and G. I. Woodham-Smith resigned this week from the Board of Directors of Universal Pictures Company, Inc. according to an annoncement this week by N. J. Blumberg, chairman, following a meeting of the board. It was further revealed that no replacements will be made.

RKO Pictures Loses $4,777,766

An unaudited net loss of $4,777,766, after all charges, was reported this week by RKO Pictures Corporation and subsidiary companies for the nine-month period ending Sept. 27. The previous year the loss was $145,904.

For three months ending the same date, the company showed an unandited net loss, after charges, of $1,064,932, while for the same period in 1951 a profit of $588,816 was earned.

Notice that the boards of directors of RKO Pictures and RKO Radio Pictures will be reconstitnted within the next ten days was served over the weekend by an attorney for the picture companies in a disclosure to the New York Supreme Court.

Postponement Won

The disclosure came simnltaneously with the granting by Justice Henry Clay Greenberg of a postponement to RKO Pictures on the hearing of arguments on a claim filed by minority stockholders.

Still another development in the RKO fold was the announcement by Arthur B. Krim, United Artists president, that Arnold M. Picker, until very recently the RKO Pictures executive vice-president, will continue as a stockholder and vice-president of UA in charge of foreign distribution.

The postponement on the stockholder action involves a claim filed by Eli B. and Marion V. Castleman and Louis Feuerman for appointment by the Court of a receiver to safe-guard stockholder interests in the RKO concerns. The claimants are minority shareholders said to own 2,525 shares. Dec. 10 was the new date granted.

VCI Plans 1953 Fetes Honoring Adolph Zukor

Adolph Zukor, Paramount Pictures board chairman and industry pioneer, will be honored next year for his service within the industry in celebrations ranging over a period of several months, it was disclosed in New York this week by Robert J. O'Donnell, Dallas theatre executive and general chairman of the committee in charge of the affair. O'Donnell will act in behalf of Variety Clubs International, organization sponsoring the celebrations.

O'Donnell told film press writers that the first event will be a celebration in Hollywood Jan. 7, date of Zukor's 80th birthday. He said that the second event will be a Waldorf-Astoria dinner in New York March 4 in honor of the pioneer's 50th anniversary in the industry. Third event, O'Donnell noted, will be a dinner in Hollywood sometime during April.

Old Films Reach Peak In Preems Over Home TV

A high peak for 1952 in the number of feature films having "gratis" debuts over the seven home television stations in Greater New York was in evidence for the three-month period beginning August 16 and ending November 15, according to latest compilations made by THE INDEPENDENT FILM JOURNAL.

During the August-November period, films shown free and for the first time over these TV channels totaled 129. The June 16-August 15 total in this category was 88.

Records from the files of THE INDEPENDENT disclose also that in the course of the August-November quarter, an unprecedented total of 2,091 run-offs on these same channels was given of films which once played to paid audiences at motion picture theatres. The 2,091 figure represents films other than those premiered during the latest quarter.

Films Became Replacements

From June 16 to August 15, 1,154 run-offs were recorded. At that time, film programs served mainly as replacements for live video shows then vacationing.

Figures for the latest quarter, both in number of films shown free for the first time and in total mass of films shown, reveal that the program departments of the different TV stations seemed to be concentrating even more heavily than in the summer on loading operating time with celluloid from the vaults.

It is apparent from latest data that the bulk of free film showings take place in daylight hours, indicating what may be taken as a paucity of programming ideas for daytime shows. Another inference to be drawn is that sponsors are shying away from live daytime show costs.

Regardless of the reasons for the upbeat in video premieres for former theatrical feature films, it can be stated, according to INDEPENDENT FILM JOURNAL records, that as many as 34 features were exhibited per day over the New York area channels.

Many Runs Given

Station WPIX, for example, runs the same feature picture for six consecutive evenings beginning at 7:30. Station WCBS-TV unreels in another instance the same picture for two continuous performances in a manner comparable to the neighborhood theatre continuous show policy.

The great bulk of the features shown on these TV stations continues to be overladen with "oldies" ranging as far back as 1931. A considerable number in this category are exhibited as many as 20 times each and often are switched from channel to channel.

As in previous 1952 quarters, the August-November statistics represent only films of feature length which originally were billed in motion picture theatres.

The overwhelming majority of films shown for the first time on these TV stations during the August-November period fell into two categories: 1). British program pictures 2). 1949 and 1950 theatrical releases of Robert L. Lippert.

A considerable number of "TV debuts" were made by independently produced films originally released through United Artists from 1940 through 1948. Rights on these films in practically all cases have reverted either to producers or banking firms and re-release outfits.

Titles and original theatrical release dates of the independent-UA pictures follow: "Our Town" (1940), "So Ends Our Night" (1941), "The Moon and Sixpence" (1942), "Girl From Manhattan" and "Sleep My Love" (1948).

Significant during the August-November quarter were the minimum of Republic and Monogram westerns—previously TV stand-bys—to reach the channels for TV premieres. Their spots were filled for the most part by British programmers.

TELEVIEWS

By AARON SLOAN

Merger Approval Recommended

FCC hearing examiner Leo Resnick approved the proposed merger of American Broadcasting Co. and United Paramount Theatres in his initial decision. It is considered certain that the FCC Broadcast Bureau, in taking its stand in the next two weeks, will ask the FCC to over-rule Resnick. The Commission, however, is expected to uphold his decision.

Aside from approving the merger, Resnick decided in favor of all other applications in the case. He set a precedent removing bars from participating in TV which were previously thought to exist against film companies involved at one time or other in anti-trust actions. Paramount, one of these companies, was given a regular license for KTLA, its Los Angeles TV station. Resnick held that the firm does not control Du Mont in the sense of the FCC's rule holding licenses to a maximum of five TV stations each. Resnick awarded regular licenses also to Du Mont for its three present stations.

Resnick found that Paramount does not have a policy of withholding films from TV, but that pictures are not sold to TV because sponsors can not pay as much as theatres. He did not place reliance in the theory that UPT might want to buy into ABC in order to stop development of TV. External competition would force the merged company to put forth its best efforts in both radio and TV, he held. Also failing to impress Resnick were arguments to the effect that UPT's immense film buying power would put competing TV outlets at a disadvantage or that competition between theatre and home TV and between free and pay-as-you-see TV might be adversely affected by the merger.

Theatre Channel News

Theatre television interests in exhibition, aiming to secure TV channels for closed circuit big screen networks, will participate in FCC hearings beginning Jan. 26 instead of Jan. 12 as a result of inability to secure hotel reservations for the earlier date in Washington. All parties were given until Dec. 22 to hand in summaries of the testimony scheduled for presentation to the FCC and all other parties. Lists of prospective witnesses and of topics to be covered must be turned over to the FCC by Dec. 1. Added to the latter list will be an argument in favor of proposed spectrum locations for theatre TV channels as outlined by the film industry witnesses in the recently-concluded enginering phase of the hearings.

Du Mont Blasts NCAA

NCAA's one-game-a-week video policy is ignoring the fundamental obligation of all colleges and universities—that of serving the public interest, New York Football Writers' Association members were told by Dr. Allen B. Du Mont, head of Du Mont Laboratories and the Du Mont Television Network, one week after he was refused permission to telecast six TV gridiron matches. He labelled NCAA's restrictions on football TV as "an attempt to pervert science's greatest contributions to communication. . . ."

Movietonews Library Used

20th Century-Fox's Movietonews is producing a new weekly 15-minute TV quiz show, "Three Guesses," for Hachmeister, Inc., a floor covering concern, for telecasting over WDTV, Pittsburgh, and for the General Tire Co. for telecasting over WFBM-TV, Indianapolis. Clips of news events and of personalities in action for use on the program will be culled from Movietonews' library of 60 million feet of film.

New Station News

FCC granted licenses to 10 more new TV stations in nine cities: Santa Barbara, Calif.; Forth Smith, Ark.; Pueblo, Colo., Pensacola, Fla.; Williamsport, Pa.; Waco, Texas; Lynchburg, Va.; Green Bay, Wis., and two in Tucson, Ariz. . . . An FCC hearing examiner ruled that Ted Gamble and station KOIN could not amend the application for a TV station in Portland, Ore., to show a change in ownership of 43 percent of the stock. Stock had formerly been held by the new RKO owners' syndicate.

A Cultural Bombshell

Big screen TV in theatres will receive for the first time in the history of that medium a performance of an entire grand opera on the evening of Dec. 11 as a result of negotiations concluded between Rudolf Bing, general manager of the Metropolitan Opera Association, and Nathan L. Halpern, president of Theatre Network Television. The opera will be "Carmen." It will run for three hours on a coast-to-coast hook-up of participating motion picture theatres. The regular film attractions at these houses will be eliminated for the night of the performance, which is being given as a benefit for the Metropolitan Opera. Marquee star names for the telecast will be Rise Stevens, Nadine Conner, Richard Tucker and Robert Merrill.

Prices at participating theatres will probably be scaled above and below an average of $2.40. TNT, arranging the telecast, is seeking a 40 cents per seat guarantee against 50 percent of the net boxoffice receipts, whichever is higher. The Guild, N. Y., started an advance sale of $7.20 per seat, receiving 102 orders within one week.

it's Gonna be a

Wonderful Winter

with U-I to keep your Box Office WARM !!!



Here's the Big Winter News from Universal-International . . . proudly proving once again that all year . . . every year . . . U-I delivers the pictures with the consistent Boxoffice power!

XMAS–NEW YEAR'S WEEK RELEASE

FROM ADVENTURE'S GOLDEN AGE COMES ITS MOST EXCITING TALE!

...when one man dared the might of Madagascar's pirate stronghold...to spike its guns...to scuttle its fleet...and steal the love of its Corsair Queen!



Universal-International presents

ERROL FLYNN · MAUREEN O'HARA

AGAINST ALL FLAGS

COLOR BY *Technicolor*

with ANTHONY QUINN · ALICE KELLEY · MILDRED NATWICK

MEET THE FABULOUS MARK FALLON . . . HIS GAME IS FANCY WOMEN . . . AND HIS LUCK IS IN THE CARDS!



TYRONE POWER

in *The* MISSISSIPPI GAMBLER

Down the lusty, rolling river he rode . . . staking his fortune or his life . . . to win the taunting lips of the New Orleans' temptress who forever lured him on!

COLOR BY *Technicolor*

CO-STARRING **PIPER LAURIE • JULIA ADAMS**

JANUARY ALL TECHNICOLOR Month from U-I!

COLOR BY TECHNICOLOR

OUTLAW QUEEN OF A RENEGADE LAIR!

The REDHEAD from WYOMING



starring
Maureen O'HARA
Alex NICOL
with
ROBERT STRAUSS
ALEXANDER SCOURBY

COLOR BY TECHNICOLOR

OH! THE SONGS THEY SANG!
THE FUN THEY HAD!
AND THE LOVIN' THEY GOT!

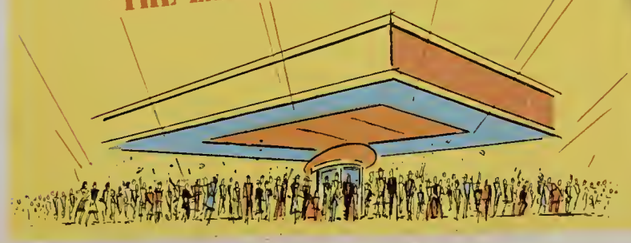


"MEET ME AT THE FAIR"

starring DAN DAILEY · DIANA LYNN
with HUGH O'BRIAN · CAROLE MATHEWS · "SCAT MAN" CROTHERS

and introducing
CHET ALLEN and
his unforgettable voice!

"THE REDHEAD FROM WYOMING"
"MEET ME AT THE FAIR"
"THE LAWLESS BREED"



COLOR BY TECHNICOLOR

THE STORY OF THE GREATEST GUNFIGHTER OF THEM ALL!

RAOUL WALSH'S Director of "The World In His Arms"

"THE LAWLESS BREED"



Starring ROCK HUDSON
JULIA ADAMS
The sensational young stars of "Bend of the River"





McINTIRE A RAOUL WALSH PRODUCTION

LOOKING FOR LOVE IN THE SHADOWS!
BUYING DREAMS WITH CASUAL KISSES!
..they roam the streets after dark like cats—in a big city jungle!

FEB.

GIRLS IN THE NIGHT

with
JOYCE HOLDEN
GLENDA FARRELL
HARVEY LEMBECK
LEONARD FREEMAN
and introducing
PATRICIA HARDY

THE FIGHTING STORY OF CHIEF OSCEOLA AND THE GREAT EVERGLADES INDIAN WARS!

SEMINOLE

COLOR BY Technicolor

MARCH

Starring
Rock HUDSON
Barbara HALE
Anthony QUINN
Richard CARLSON

THE FIRST GREAT STORY OF THE LOST WORLD BENEATH THE SEA!

FEBRUARY*— MARCH
*4 planned pre-release areas!

COLOR BY TECHNICOLOR

CITY BENEATH THE SEA

Starring
ROBERT RYAN · MALA POWERS
ANTHONY QUINN · SUZAN BALL

MARCH will be another great ALL TECHNICOLOR MONTH!

LAND OF THE LAWLESS AND THE HUNTED!

MARCH

A MAN'S COUNTRY

COLOR BY TECHNICOLOR

Starring
Audie MURPHY
Susan CABOT · *Paul* KELLY
with CHARLES DRAKE · MARY CASTLE

NOW IN RELEASE!

"Because of You"





Loretta YOUNG

Jeff CHANDLER

CO-STARRING

ALEX NICOL • FRANCIS DEE

with ALEXANDER SCOURBY

Irene Dunne

It Grows on Trees





CO-STARRING

DEAN JAGGER · JOAN EVANS

with RICHARD CRENNA

The Black Castle



Starring

RICHARD GREENE

BORIS KARLOFF

STEPHEN McNALLY

PAULA CORDAY

LON CHANEY

RICHARD CONTE

VIVECA LINDFORS

with

BARBARA BRITTON • HUGH O'BRIAN



THE RAIDERS



COLOR BY Technicolor

Staff Reviews

"Hans Christian Andersen"

(RKO) Technicolor 114 Min.

Cast: Danny Kaye, Farley Granger, Jeanmaire, Joe Walsh, Philip Tonge, Erik Bruhn, Roland Petit, John Brown, John Qualen, Jeanne Lafayette.

Credits: A Samuel Goldwyn Production; Produced by Goldwyn; Directed by Charles Vidor; Screen play by Moss Hart; Based on a story by Myles Connolly; Words and music by Frank Loesser.

Samuel Goldwyn has done it again. In "Hans Christian Andersen" he is offering a top box office personality, the incomparable Danny Kaye, in an enchanting and melodious make-believe tale which will delight a cross section of the population. Preceded by a magnificent advertising and publicity campaign, and containing a wide assortment of local exploitation angles, this Technicolor production is money in the bank. As a prologue explains, this is not a story of the life of Hans Christian Andersen, "but a fairy tale about this great spinner of fairy tales." To achieve this, good taste and charm have been exercised in an imaginative story, some of the best screen music and lyrics in a long time, top-rate acting and direction, warm Technicolor and beautifully photographed and expressive ballets. For the latter, and as a major character in the unadorned story, the widely-acclaimed French ballerina, Jeanmaire, makes her screen debut.

STORY: Hans Christian Andersen, Danny Kaye, shoe cobbler in a small Danish hamlet, has to leave town because he keeps the children from school with his fairy stories. With his young apprentice, Joey Walsh, Kaye goes to Copenhagen, where he falls in love with ballerina Jeanmaire. She and her husband, Farley Granger, the ballet director, have vicious fights with each other, but their love re-unites them. Kaye mistakenly thinks Granger is unkind to her. He writes a fairy story for Jeanmaire to express his love. The story is turned into a ballet, which she dances, and is a success. Kaye goes to her, thinking she loves him, but discovers that she and Granger are happy together. He returns to his hamlet, where the people now are anxious to listen to his stories.

"The Bad And The Beautiful"

(M-G-M) 118 Min.

Cast: Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan, Gloria Grahame, Gilbert Roland, Leo G. Carroll, Vanessa Brown, Paul Stewart, Sammy White, Elaine Stewart, Ivan Triesault.

Credits. Produced by John Houseman; Directed by Vincente Minelli; Screen play by Charles Schnee; Based on a story by George Bradshaw.

"The Bad and the Beautiful" is an outstanding adult entertainment with a high-powered roster of names. Besides being an obvious big business bet, this 118-minute production is the kind of picture that gives the whole industry a lift and starts the public talking about movies—in admiring phrases. Certainly one of the top pictures from Hollywood about Hollywood, "Bad and Beautiful" recounts through flashbacks the influence of a dynamic producer on the lives of a director, star and writer, all who hate him now. Well-rounded characters and a forceful narrative drive the story along at an even pace, intensely interesting throughout. A controversial ending will prove to be an asset, although the effort to justify the central figure's unprincipled actions is open to questioning on moral grounds. When the awards are passed out at the end of the year, "The Bad and the Beautiful" will be a leading contender.

STORY: Hollywood executive Walter Pidgeon calls together Barry Sullivan, top director; Lana Turner, big money star; and Dick Powell, Pulitzer Prize novel winner and high paid screen writer. Pidgeon wants them to do a picture for Kirk Douglas, a once top producer who needs their reputations to get a loan for his next film, and whom they all hate. Pidgeon recalls for each how Douglas helped his career. Sullivan met Douglas when the latter's father, one of the great Hollywood pioneers, died. Douglas had no money, but they worked together for Pidgeon, making "B" pictures with quality. When Douglas passed off script Sullivan has worked out as his own to get a major production assignment, Sullivan left him and went on to success on his own. Lana Turner was the alcoholic daughter of a dead and famous Hollywood actor whom Douglas revered. Seeing hidden talent, he gave Lana the lead in a big picture. Even when she went on a binge the night before filming, he gave her the chance. Lana was a great success, but she was in love with Douglas and thought his interest was romantic. When she found him with another gal, she walked out and he let her break her contract. Powell was a college professor, author of an historical novel which Douglas bought. The producer brought Powell and his foolish wife, Gloria Grahame, to Hollywood to write the film. Gloria interfered with Powell's works so Douglas asked movie star Gilbert Roland to keep her busy. Gloria and Roland were killed in an airplane crash. When Powell found out Douglas' involvement, he walked out. But Douglas' suggestion to write a book about Gloria resulted in the prize-winning novel. In the present, the three refuse to help Douglas, but later evidence interest in his idea for the proposed picture.

"Road To Bali"

(Paramount) Technicolor 91 Min.

Cast: Bob Hope, Bing Crosby, Dorothy Lamour, Murvyn Vye, Peter Coe, Ralph Moody, Leon Askin.

Credits: Produced by Harry Tugend; Directed by Hal Walker; Screen play by Frank Butler, Hal Kanter and William Morrow; Story by Butler and Tugend.

On the strength of the popular successes scored by the earlier "Road" comedies, this latest entry in the Bob Hope-Bing Crospy field of mirth, the first in five years, should click solidly at the box office. "Road to Bali" is in the zany and silly pattern as previous "Road" frolics—and then some. The picture is graced with Technicolor, for the first time in a "Road" adventure, Dorothy Lamour in a sarong, a number of songs delivered by Crosby and Miss Lamour, and the inimitable Hope-Crosby patter. As situations serving for gag deliveries there are conflicts with South Sea pagan warriors, grotesque animals above and under the sea, savage headhunters and an explosive volcano. Particularly effective are the many sight gags in which personalities such as Humphrey Bogart and Jane Russell appear out of nowhere just for the fun of it. This type of unconventional horsing around sets the pattern for the uninhibited rib-tickling activities that continuously fill the screen. The laugh-provoking lines and routines come so close on the heels of each other that many bits of dialogue will be lost in the waves of audience laughter. The picture slows down in the middle when too much emphasis is placed on developments of the plot.

STORY: Stranded without jobs on a South Sea isle are Bob Hope and Bing Crosby, itinerant song-and-dance men. They are hired by Murvyn Vye, a native prince, to dive into the sea off Bali for jewels. When Dorothy Lamour, Vye's cousin and a Balinese princess, tries to warn the pair of Vye's treachery, they fall in love with her. Vye tries to kill the pair but they escape with Dorothy to a lonely island. There an ape chooses Hope, then Crosby, for a mate. Headhunters rescue the pair and prepare Dorothy for marriage to their chief. Hope and Crosby are slated for death. An eruption of a volcano spoils the day for the headhunters and all escape. Dorothy then chooses Crosby as her love and Hope conjures up the presence of Jane Russell. But Jane, too, joins Dorothy and the two go off with Crosby.

"Above and Beyond"

(M-G-M) 122 Min.

Cast: Robert Taylor, Eleanor Parker, James Whitmore, Larry Keating, Larry Gates, Marilyn Erskine, Stephen Dunne, Robert Burton, Hayden Rorke, Larry Dobkin, Jack Raine, Jonathan Cott, Jeff Richards, Dick Simmons, John McKee, Patrick Conway, Christine Olsen, William Lester.

Credits: Produced and directed by Melvin Frank and Norman Panama; Screen play by Frank, Panama and Beirne Lay, Jr.

"Above and Beyond," the true story of the dropping of the first atomic bomb and the personal experiences of the man responsible for realizing this goal, is a box office winner which should attract attention and patrons. With the star power of Robert Taylor, Eleanor Parker and James Whitmore, the picture has the entertainment merits of stirring the emotions when it is not tingling the nerves. By paralelling the top secret development of the Hiroshima mission with the personal reactions of the project's leader, Col. Paul Tibbets, and his ensuing marital crises, "Above and Beyond" maintains interest while achieving depth as a human document of the impersonal machinery of war. The film's opening sequences want for more believability and imagination, but once the secret work for an atomic bombing assignment goes into effect the reality of the work and its effect on key personnel becomes strongly evident.

STORY: Col. Robert Taylor is selected as the man to prepare and train crews for the first atomic air mission. But his assignment is top secret, neither the men he selects nor his wife, Eleanor Parker, can be told. Because of his efforts for perfection, the men think Taylor is bucking for promotion, and Eleanor finally thinks the same. As the preparations come closer to completion, Taylor becomes more tense and has regular arguments with his wife. She can't understand his actions and they split up. With the sole responsibility for deciding when his crew is ready, Taylor gives the order and he pilots the bomber which drops the first atomic bomb on Hiroshima. When the news is released and Eleanor understands, she wonders if they will be able to piece back their marriage. Taylor returns and they both find they are still in love.

"Stars and Stripes Forever"

(20th-Fox) Technicolor 89 Min.

Cast: Clifton Webb, Debra Paget, Robert Wagner, Ruth Hussey, Finlay Currie, Benay Venuta, Roy Roberts, Tom Browne Henry, Lester Matthews, Maude Prickett, Erno Verehes, Richard Garrick, Romo Vincent.

Credits: Produced by Lamar Trotti; Directed by Henry Koster; Screen play by Trotti; Screen story by Ernest Vajda; Based on "Marching Along" by John Philip Sousa.

"Stars and Stripes Forever" is a rousing film biography of the famous march king, John Philip Sousa. Letting the music and the Technicolored costumes lead the way, the picture satisfies the ear with familiar beats and pleases the eye with the splendor of the Marine Corps in full regalia and the theatrical showmanship of Sousa. The slight story serves merely to link one Sousa performance to another, while a sub-plot, involving Debra Paget as a

(*Continued on next page*)

(*Continued from preceding page*)

shapely singer-dancer, seems dragged in but does offer an occasional switch from the marching tempo. Clifton Webb as the composer-leader mixes military authority with human understanding, and Ruth Hussey, as his wife, complements him perfectly.

STORY: John Philip Sousa, Clifton Webb, quits the Marine Corps, where he has become famous as leader of its band and composer of many marches, because he isn't making much money. He takes with him Robert Wagner, a member of his band who invented the Sousaphone, a new band instrument. Wagner, in love with Debra Paget, a chorus girl, gets her a job with the traveling Sousa band. Ruth Hussey, Sousa's wife, suggests they marry and keep it secret from her husband since he doesn't like musicians to bring along their wives. Sousa discovers the truth, but doesn't let on. When World War I comes, Wagner joins up and loses a leg. Sousa brings the band to the hospital where Wagner is a patient and offers him his old job of playing the Sousaphone.

●

"Against All Flags"

(Universal-International) Technicolor 83½ Min.

Cast: Errol Flynn, Maureen O'Hara, Anthony Quinn, Alice Kelley, Mildred Natwick, John Tully, John Alderson, Harry Cording, Michael Ross, Paul Newlan.

Credits: Produced by Howard Christie; Directed by George Sherman; Screen play by Aeneas MacKenzie and Joseph Hoffman; Story by MacKenzie.

A swashbuckling and romantic tale of piracy on the high seas unfolds with a full sail of rousing action in this Errol Flynn starrer. It is pure Technicolor escapist entertainment, suitable for both children and adults. Exploitable to the hilt, "Against All Flags" is packed with the type of exciting sequences the viewer has come to expect from a good pirate film. Scenes of duelling, hand-to-hand combat, deck battles and novel torture will delight the action fan. The romantic portions, involving Flynn and two attractive women, Maureen O'Hara and Alice Kelley, are played in the tongue-in-cheek manner, thus evoking laughter between kisses. A sneak preview audience at Loew's 72nd St. Theatre, N. Y. C., reacted favorably to the proceedings from start to finish. Patrons applauded the star names on the credits and remained interested throughout.

STORY: Errol Flynn, a British naval officer, masquerades as a pirate to destroy outlaw defenses on the coast of Madagascar. His masquerade convinces all the pirate captains he meets but Anthony Quinn. The latter, in order to keep watch over Flynn, signs him on as a mate. While on a plunder cruise, Quinn captures Alice Kelley. Fynn learns she is the daughter of the Mogul and tries to purchase her at auction to insure her safe-keeping. Alice is bought by Maureen O'Hara, pirate captain, who is in love with Flynn. Meanwhile, Flynn destroys the coastal guns and a British man-o-war attacks. Quinn tries to escape by ship, using Alice as a shield. But Flynn rescues Alice, kills Quinn in a duel and gains a pardon for Maureen, with whom he is in love.

●

"Flat Top"

(Monogram) Cinecolor ,83 Min.

Cast: Sterling Hayden, Richard Carlson, Bill Phipps, John Bromfield, Keith Larsen, William Schallert, Todd Karns, Phyllis Coates, Dave Willock, Walter Coy.

Credits: Produced by Walter Mirisch; Directed by Lesley Selander; Screen play by Steve Fisher.

This film is an action-loaded feature that should keep the cash register jingling in all situations. It looks as if it will turn out to be one of Monogram's most profitable efforts. A large portion of the film was shot abroad the U.S.S. Princeton and some thrilling actual air combat shots have been cleverly worked into the story to give it a stunning impact. Good use is made of Cinecolor, which gives the film an additional asset along with the marquee draw of Sterling Hayden and Richard Carlson. Of course, another "star" is the excellent combat footage showing some hair-raising accounts of aerial dog fights, exploding bombs and the guns of the U. S. Navy in action. Hayden and Carlson both are good in their roles with the supporting cast members all very competent.

STORY: A new squadron comes aboard the flat top carrier, U.S.S. Princeton. It is composed of Richard Carlson, Bill Phipps, John Bromfield, Keith Larsen, William Schallert, Todd Karns. The commander, Sterling Hayden, is a strict skipper. Carlson, feeling that Hayden is too rough on the squadron continually intercedes, but Hayden never backtracks on his decisions. The squadron, operating in the Pacific in 1944, sees a lot of action with Hayden right in the thick of it with his men. Gradually the men and Carlson learn that Hayden's tactics are correct and that it takes know-how and discipline to keep combat losses down. When Hayden is transferred, Carlson takes command, fully aware of the fact that a pilot must know his job thoroughly and perform it skillfully.

●

"The Lawless Breed"

(Universal-International) Technicolor 83 Min.

Cast: Rock Hudson, Julia Adams, Mary Castle, John McIntire, Hugh O'Brian, William Pullen, Glenn Strange, Lee Van Cleff, Michael Ansara.

Credits: A Raoul Walsh Production; Produced by William Alland; Directed by Raoul Walsh; Screen play by Bernard Gordon; Story by Alland.

Providing all the required amount of gun-slinging, horse chasing and bright Technicolor for a successful western, "The Lawless Breed" offers appeal to a wider market through the development of believeable characters. Reaching into the less publicized badmen of old Texas, this story presents the fighting and peaceful aspects of John Wesley Hardin, a notorious killer in his day. As played with strong conviction by Rock Hudson and maneuvered by the script, Hardin was a killer only in self-defense. Hudson, a growing marquee name, establishes himself with this performance, as does Julia Adams, another strong newcomer. Film may be handicapped by the title, which sounds too much like a routine oater.

STORY: Rock Hudson is the son of a preacher, John McIntire, who beats him for practicing with a gun and playing cards. Hudson decides to leave home to become rich in post-Civil War Texas. He wants to marry Mary Castle. While playing cards, Hudson kills Michael Ansara in self-defense. He escapes with his winnings with the help of saloon girl Julia Adams, who is in love with him. Ansara's brothers come after him and Hudson kills the leader. He returns to marry Mary, and promises to give himself up for a fair trial. Another of Ansara's brothers sets a trap with the sheriff, whom Hudson kills in self-defense. But a posse goes after him and when he stops to pick up Mary, she is killed. Wounded, Hudson is helped by Julia. The two live together, he becoming a notorious killer and gambler. With the Texas Rangers on his trail, Hudson and Julia marry and settle down in another state. They live a happy life and have a child, but the Rangers show up and Hudson goes to jail. After 16 years, he is pardoned, in time to prevent his son from following him as a fighter.

●

"Desperate Search"

(M-G-M) 73 Min.

Cast: Howard Keel, Jane Greer, Patricia Medina, Keenan Wynn, Robert Burton, Lee Aaker, Linda Lowell, Michael Dugan, Elaine Stewart, Jonathan Cott, Jeff Richards, Dick Simmons.

Credits: Produced by Matthew Rapf; Directed by Joseph Lewis; Screen play by Walter Doniger; Based on a novel by Arthur Mayse.

Satisfactory program entertainment for the entire family is presented by this tightly-knit tale of an airplane search for two lost children. Picture has a ring of authenticity for the most part since the camera work was done on outdoor location in the wilds of the northwest. The actors handle their roles to wrest the maximum of excitement from the script, which has enough air action to hold interest throughout.

STORY: Howard Keel, a pilot, begins an air search for Lee Aaker and Linda Lowell, his two young children, who went down in a transport plane crash. Unknown to Keel, the youngsters survived and stationed themselves near a lake to await rescue. Keel, searching the forests from his plane, is joined by Patricia Medina, his divorced wife, in her own plane. Jealous of Keel's attachment to Jane Greer, his second wife, Patricia seizes upon his fatigue to have him grounded. He breaks regulations when he discerns her motives and takes Jane on another search. The children are located and Keel saves them from an attack by a mountain lion.

●

"Thunderbirds"

(Republic) 97 Min.

Cast: John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans, Eileen Christy, Ward Bond, Barton MacLane, Wally Cassell, Ben Cooper, Robert Neil, Slim Pickens, Armando Silvestre, Benny Baker, Norman Budd, Mae Clarke, Sam McKim, Allene Roberts, Richard Simmons, Walter Reed, Suzanne Dalbert, Barbara Pepper, Pepe Hern, Victor Millan.

Credits: Associate producer, John H. Auer; Directed by John H. Auer; Screen play by Mary C. McCall, Jr.; Story by Kenneth Gamet.

This film dealing with the exploits of the 45th Division of the U. S. National Guard in World War II with proper selling should do okay in general situations. The 45th, known as the Thunderbird Division, fought in North Africa, Sicily, Italy and Germany. Strong point of the film, which at times is weakened by its story line, is its action content, with some excellent actual war footage which has been edited into the picture with great skill. The picture was made with the cooperation of the Department of Denfense.

STORY: The National Guard unit from Green Hill, Okla., is called into active duty. John Derek and John Barrymore, Jr., members of the division, are in love with the same girl, Eileen Christy. When they are in combat, Derek and Barrymore, Jr., learn that Eileen has chosen Barrymore Jr. as the one she loves. Derek manages to find his love in a nurse, Mona Freeman. It developes that Barrymore's father, whom he had always thought died a hero in World I, really was courtmartialed for disobeying an order. Barrymore, Jr., is determined to make up for this by being a good soldier. Ward Bond, the seasoned top sergeant of their outfit, is killed in action, after having saved three American divisions. Bond turns out to be Barrymore, Jr.'s father, who has remained in the service waiting for the opportunity to make up for his past misdeed. Derek and Barrymore, Jr., both lieutenants due to battlefield commissions, go home.

●

"Blackbeard, The Pirate"

(RKO) Technicolor 99 Min.

Cast: Robert Newton, Linda Darnell, William Bendix, Keith Andes, Torin Thatcher, Irene Ryan, Alan Mowbray, Richard Egan, Skelton Knaggs, Dick Wessel, Anthony Caruso, Jack Lambert, Noel Drayton, Pat Flaherty.

Credits: An Edmund Grainger Production; Produced by Grainger; Directed by Raoul Walsh; Screen play by Alan LeMay; Story by DeVallon Scott.

Because of the bad taste displayed in a number of scenes of brutality, "Blackbeard, The Pirate," a galvanic, swashbuckling sea adventure, is not suitable for the younger trade, its most likely audience. The too-long and muddled story will get along alright, though,

in the action market with its looting, swordsplay, cannon firing and confusion of fights. Names of the leading players and the storybook Technicolor are extra assets for this audience. The plot concerns itself with intrigue and counter-plans between the pirates Bluebeard and Sir Henry Morgan. Linda Darnell pops up regularly as a pawn in the plot and to display an expanse of bosom in her many appropriately cut costumes.

STORY: Keith Andes, seeking to prove that Sir Henry Morgan, Torin Thatcher, one-time pirate and now sailing for the King, is still involved in piracy, joins the ship of Bluebeard, Robert Newton, as a doctor. He meets Linda Darnell, Thatcher's adopted daughter, who Newton captures through a ruse. Linda and Andes work together to get Newton caught and fall in love, but separate when she discovers he is out to get Thatcher. Latter's men capture Newton's crew, but he escapes. Linda, learning that Thatcher is still a pirate, joins Andes, whose life is sought by Thatcher. They again get involved with Newton, who is killed by his men after escaping a trap set by Thatcher. Linda and Andes escape into the open sea in a small boat.

●

"Abbott & Costello Meet Capt. Kidd"

(Warner Bros.) SuperCineColor 70 Min.

Cast: Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke, Bill Shirley, Leif Erickson, Fran Warren.

Credits: A Woodley Production; Produced by Alex Gottlieb; Directed by Charles Lamont; Written by Howard Dimsdale and John Grant.

Since the legion of Abbott & Costello fans have proven in the past to be a hardy lot, there is every reason to expect that this independent production will reap the harvest achieved by the comic duo's previous films. Bolstering the comics' names are the appearances of Charles Laughton and vocalist Fran Warren, who makes her screen debut, and a title which implies adventure and action. The latter is served up regularly if not logically or convincingly, but there is plenty of it and A & C are always in the middle. They follow their blueprinted routines and slapstick antics, still squeezing for the last laugh. There are many luscious gals in open-bodice dresses, as well as a number of songs from the crew and others in the cast. A refreshing note is furnished by the occasional tongue-in-cheek attitude expressed by some of the cast. The SuperCineColor is harsh.

STORY: Abbott and Costello are waiters in a tavern where Capt. Kidd, Charles Laughton, meets with lady pirate Hillary Brooke to discuss his hidden treasure. Costello gets Kidd's treasure map when he mistakes it for a love letter written by Fran Warren, a titled lady, to Bill Shirley, a singer. Abbott and Costello make a deal with Laughton and they go on his boat to get the treasure. Hillary goes along, hoping to get a share. Shirley is shanghaied as a deckhand. At sea, Laughton's crew captures a ship on which Fran is a passenger. On the isle, after the treasure is found, Costello turns the tables on Laughton, while Hillary's pirate band does in Laughton's men. Fran and Shirley are united and Hillary turns to Costello, who is now captain of the ship with Laughton a prisoner.

●

"Leonardo Da Vinci"

(Pictura Films) Sepiatone-Gevacolor 70 Min.

Credits: Planned and produced by Leonid Kipnis and Herman Starr; Directed by Luciano Emmer and Lauro Venturi; Commentary by Marcel Brion; Narrated by Albert Dekker.

A monumental amount of work and imagination has turned out a fascinating and enlightening picture, "Leonardo Da Vinci." Already the recipient of the Venice Festival Award, this feature should hold bookings for months on end in selected theatres. With its painstaking presentation of the life and works of the Renaissance genius, told through his notebooks and sketches in Sepiatone, some of his canvasses in warm Gevacolor, and scale models of his inventions by International Business Machine, "Leonardo Da Vinci" is a beacon for all future films combining entertainment with education. Profound technical skill utilizes Leonardo's sketches, through stop motion photography, to outline his revolutionary ideas as an architect, engineer, painter, poet, scientist, inventor and musician. A narration, expertly emphasized by Albert Dekker, approaches its subject with respect but without worship. Because of the wide subject matter, there are innumerable exploitation possibilities available for the exhibitor seeking to draw special groups.

●

"Cattle Town"

(Warner Bros.) 71 Min.

Cast: Dennis Morgan, Philip Carey, Amanda Blake, Rita Moreno, Paul Picerni, Ray Teal, Jay Novello, George O'Hanlon, Bob Wilke, Sheb Wooley, Charles Meredith, Merv Griffin, A. Guy Teague, Boyd Morgan, Jack Kenney.

Credits: Produced by Bryan Foy; Directed by Noel Smith; Written by Tom Blackburn.

A standard western about rivalry over cattle ownership in Texas is enlivened via the rendering of several period songs by Dennis Morgan. In the action field, this oater manages to keep interest sustained through hard-riding, gun shooting, a robust barroom brawl and a climactic cattle stampede. Romance, involving both Amanda Blake and Rita Moreno, is held to the minimum. Comedy is supplied by George O'Hanlon.

STORY: Upon arriving in Questa, Tex., in 1888, to settle a land and cattle dispute for the governor, Dennis Morgan discovers that Ray Teal, wealthy landowner, is swindling the small settlers. To bring about peace, Morgan buys up and hides all the guns in town. Then he makes Teal's men surrender the remaining guns. With comparative peace restored, Morgan arranges for the small settlers to leave the area along with the cattle. Angry because his herd is being lost, Teal leads his men against the wagon train and starts a cattle stampede. When he discovers that Amanda Blake, his daughter, is with the settlers, Teal tries to rescue her. Cattle kill him while settlers banish his men and end the stampede. Morgan goes off with Amanda.

●

"South Pacific Trail"

(Republic) 60 Min.

Cast: Rex Allen, his horse, Koko, Estelita, Slim Pickens, Nestor Paiva, Roy Barcroft, Douglas Evans Joe McGuinn, Forrest Taylor, The Republic Rhythm Riders.

Credits: Associate producer, Edward J. White; Directed by William Whitney; Written by Arthur Orloff.

"South Pacific Trail" is an average oater that will get by on Rex Allen's appeal. It has enough action to please western fans and Allen is in good voice. He sings "I'll Sing a Love Song," teamed with Estelita Rodriquez and the Rhythm Riders, with good results and is effective singing his own composition, "Ride Away Your Troubles," with Slim Pickens and the Rhythm Riders lending a hand. Allen and Pickens are a good duo in putting across the ditty, "The Railroad Corral." The picture's story is well supported by the clever use of stock shots. Some good comedy bits are injected by Pickens, while Nestor Paiva turns in a good performance as a cattle baron round whom the whole story revolves.

STORY: Roy Barcroft plans the perfect crime to steal a million dollars. His scheme is to make the crack Comanche Limited disappear in order to get the million dollars worth of gold buillion aboard. He switches the train onto a forgotten spur track then dynamites the train as it enters a deserted mine, covering up the train and the mine's entrance. His plan is complicated by Douglas Evans, a ham actor, who is trying to marry Estelita Rodriquez for her uncle's land. Evans cuts himself in on the loot when everyone thinks Estelita's uncle, Nestor Paiva is dead, and the fact that the train is buried on Paiva's land. Rex Allen and Slim Pickens team up to expose Barcroft and his thugs and Barcroft is killed by a new train, named after the original Comanche. The gold is recovered.

●

"Angel Street"

(Commercial Pictures) 80 Min.

Cast: Anton Walbrook, Diana Wynyard, Frank Pettingell, Cathleen Cordell, Robert Newton, Jimmy Hanley, Minnie Raynor, Marie Wright, Aubrey Dexter, Mary Hinton, Angus Morrison, Jack Barty, the Darmora Ballet.

Credits: Produced by John Corfield; Directed by Thorold Dickinson; Screen play by A. R. Rawlinson and Bridget Boland; Based on the stage play by Patrick Hamilton.

The successful Broadway mystery play of several seasons back, "Angel Street," which was made into a movie by M-G-M under the title of "Gaslight," in this, its British version, has little to recommend it. When played at art houses, familiar cast names may draw patrons. However, the amateurish manner in which the plot is unreeled, the roughness of the photography and the overplaying of the actors will garner unwanted laughter. Story, a period piece dealing with a husband who tries to drive his wife insane, comes across in this version as ludicrous.

STORY: Anton Walbrook, who murders a woman for her jewels but fails to find them, years later assumes a new identity and, with Diana Wynyard, his bride, rents the house next door to where the crime was committed. By tricking and deceiving Diana into making her believe that her wits are weakening, Walbrook hopes to drive her insane. Reason behind his plot is to prevent her from revealing his true identity. But Diana, in love with Walbrook, never doubts his honesty. Soon Diana hears footsteps in the adjoining house and when Frank Pettingell, a sympathetic neighbor, comes to he aid, it is deduced that Walbrook is searching next door for the hidden jewels. Walbrook suddenly confronts Pettingell and Diana accidentally discovers the jewels. Pettingell calls the police and Walbrook is arrested.

●

"The Brave Don't Cry"

(Mayer-Kingsley) 90 Min.

Cast: John Gregson, Meg Buchanan, John Rae, Fulton Mackay, Andrew Keir.

Credits: A Group 3 Production; Produced by John Grierson; Directed by Philip Leacock; Screen play by Montagu Slater.

An absorbing and often engrossing and suspenseful account of the rescue of trapped coal miners is unfolded in this British semi-documentary. The dramatic impact of the situation alone is enough to insure a degree of success through art house bookings. The name of John Grierson, founder of the documentary film and producer of "The Brave Don't Cry," will serve as a valuable asset for attracting numerous class patrons. Unlike the usual documentary film, this one has solid entertainment value as it does not directly raise imminent social problems for the viewer to think about.

STORY: The occupants of the bottom of a

(*Continued on page 35*)

The New

RKO IS READY TO GO!

WITH THE MOST POWERFUL PRODUCT LINE-UP IN YEARS!

Golden days ahead for RKO's exhibitor friends...with the *new* RKO unfurling its biggest array of boxoffice dynamite in time for the big holiday business and beyond! *Just look...*



"BLACKBEARD, THE PIRATE"

RKO presents "BLACKBEARD, THE PIRATE" Color by Technicolor · An Edmund Grainger Production · Starring Robert Newton · Linda Darnell · William Bendix · Keith Andes

NATIONAL RELEASE **DEC. 25**



"MONTANA BELLE"

Jane Russell as "MONTANA BELLE" · Co-starring George Brent · In Trucolor · With Scott Brady · Forrest Tucker · Andy Devine · Produced by Howard Welsch · Associate Producer Robert Peters

NATIONAL RELEASE **NOV. 11**

RKO RADIO PICTURES



Walt Disney's "PETER PAN"

A New Achievement in Cartoon Entertainment

Color by TECHNICOLOR

KEY-CITY PRE-RELEASE IN **FEB.**



Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN"

Samuel Goldwyn presents "HANS CHRISTIAN ANDERSEN and the Dancer" · Color by Technicolor · Starring Danny Kaye and Farley Granger and introducing Jeanmaire

PRE-RELEASE **NOV. 24**





"BEAUTIFUL BUT DANGEROUS"

Howard Hughes presents Robert Mitchum · Jean Simmons · Arthur Hunnicutt in "BEAUTIFUL BUT DANGEROUS" with Edgar Buchanan · Wallace Ford · Raymond Walburn

NATIONAL RELEASE **FEB. 27**



"ANDROCLES AND THE LION"

Gabriel Pascal presents Bernard Shaw's "ANDROCLES AND THE LION" starring Jean Simmons · Victor Mature · Robert Newton · Maurice Evans and Alan Young as 'Androcles' · With Elsa Lanchester · Reginald Gardiner · Gene Lockhart · Produced by Gabriel Pascal

NATIONAL RELEASE **OCT. 28**









"ANGEL FACE"

Howard Hughes presents Robert Mitchum · Jean Simmons in "ANGEL FACE" co-starring Mona Freeman · Herbert Marshall

NATIONAL RELEASE **FEB. 11**



"NEVER WAVE AT A WAC"

Frederick Brisson presents Rosalind Russell · Paul Douglas · Marie Wilson in "NEVER WAVE AT A WAC" · An Independent Artists Picture

NATIONAL RELEASE **JAN. 16**







"FACE TO FACE"

Huntington Hartford presents "FACE TO FACE" · A Duo-Drama comprising James Mason in "THE SECRET SHARER" by Joseph Conrad with Gene Lockhart · Michael Pate and Robert Preston in "THE BRIDE COMES TO YELLOW SKY" by Stephen Crane · Introducing Marjorie Steele with Minor Watson

RELEASED **NOV. 14**



Titles and Release Dates subject to change.

Pioneers Honor N. J. Blumberg



Ned E. Depinet (r.) presents N. J. Blumberg (c.), Universal board chairman, with a plaque honoring him as "Motion Picture Pioneer of 1952" as Jack Cohn, Columbia Pictures vice-president, looks on.

N. J. Blumberg, board chairman of Universal Pictures, was honored by the Motion Picture Pioneers as the "Motion Picture Pioneer of 1952" at the organization's jubilee dinner this week at New York's Hotel Astor. Close to 500 Pioneers and their guests attended together with figures in the financial world, civic affairs and the clergy. Ned E. Depinet served as dinner chairman and George Jessel as toastmaster.

Blumberg, in a speech, declared that the industry is in the beginning of a new era and that there is no limit to the scientific advances awaiting development in this age. He called upon the Pioneers to enlarge their scope and assume an obligation to help induct new blood into the business.

Principal speaker at the dinner was Father Patrick Peyton, Catholic clergyman. Others to speak included Jack Cohn, Pioneers president; Harold Fitzgerald, Fox-Wisconsin Theatres president, and Judge Ferdinand Pecora, who inducted 58 new members. A plaque was presented to Blumberg.

New Franco-U. S. Pact Retroactive To Last July

A new agreement for another year has been concluded between the Motion Picture Export Association and the French Government. Retroactive to July 1, the new pact keeps the number of import permits for member companies at 110, the figure for the previous year. Society of Independent Motion Picture Producers members will be granted 11 permits, also the same as in last year's agreement.

Although details of the pact concerning remittances were withheld, it is understood that no subsidies to the French industry were involved. Also reported is an accord for closer working between the companies and the French industry and Government.

Even though Eric Johnston, MPEA prexy, handled the negotiations as representative of his group, it is expected that SIMPP will give its approval since the subsidy move has been eliminated.

Youngstein Aids NCCJ

Max E. Youngstein, United Artists vice-president, has been named public relations chairman of the 25th Anniversary Committee of the National Conference of Christians and Jews. Youngstein, in his NCCJ duties, will take a leading role in planning the quarter-centennial celebration of the Conference next year.

SPG Award To L. B. Mayer

HOLLYWOOD. — The Screen Producers' Guild annual Milestone Award has been given to Louis B. Mayer at ceremonies conducted at the Biltmore Hotel here. Sol C. Siegel, SPG prexy, presented the award.

Kaufman Heads Cinerama Theatre Operations

HOLLYWOOD.—Joseph Kaufman, independent producer, has been named by Louis B. Mayer and Dudley Roberts, Jr., board chairman and president, respectively, of Cinerama Production Corp., to direct the exhibitor and theatre operations of Cinerama.

Kaufman will make his headquarters in the New York offices of Cinerama. He announced that he will immediately complete plans for the opening of Cinerama theatres in three major cities within the next few weeks.

VIC Ends Winter Meet

PITTSBURGH.—A banquet celebrating the silver anniversary of Variety Club Tent No. 1 brought to a close here over the weekend the mid-winter meeting of Variety Clubs International. Meeting was attended by delegates from 39 tents in the U. S., England, Ireland and Canada.

M-G-M Offers Bid Disclosures

M-G-M has no objection to disclosing bids after the deadline date and before award is made in the company's system of handling bids, it has been pointed out by Charles M. Reagan, M-G-M general sales manager. Both practices will be adopted if desired by exhibitors, Reagan stated.

Reagan added that since Metro believes "a specific detailed plan along this line is provided for in the proposed arbitration agreement, it would be preferable to await the final approvement of the arbitration plan rather than to institute in the meantime an individual plan of our own."

Reagan stated also that M-G-M has been striving to further its policy of limiting its competitive bidding situations only where necessary to meet legal requirements and it has to some extent been successful in reducing the number of bidding situations. Naturally, bidding situations present many complicated problems at times not easy to solve. Where performance in a given case points to a division of product as a practical solution, we have done this where agreeable to all concerned."

He added that M-G-M has "little doubt that the theatre-public prefers to have a theatre identified with a particular producer's product rather than the confusion which results when the public does not know which theatre will play a picture —particularly our type of pictures."

Reagan said that "we shall continue to exert our efforts to confine competitive bidding to those situations where there is no other alternative as we are fully aware of the feelings of the rank file of exhibitors on this subject."

IFE Forms Distrib Unit; Jacon Named Vice-Prexy

Formation of a new distribution outfit, geared to handle Italian product in the U. S., has been announced by Dr. Renato Gualino, chief executive of Italian Films Export. New outfit will be known as the IFE Releasing Organization. It will go into official operation Dec. 1 and into full operation by the end of the year.

Appointed vice-president of sales and distribution of the new outfit was Bernard Jacon, vice-president in charge of sales for Lux Film Distributing Corp. since 1949. Additional appointments are expected to follow.



At the Criterion Theatre, N. Y., for the Will Rogers Memorial Hospital benefit premiere of Samuel Goldwyn's "Hans Christian Andersen" are (l. to r.): G. S. Eyssell, president of Rockefeller Center and chairman of the benefit committee; Jeanmaire, ballet star of the picture; Goldwyn; and Abe Montague, president of the Hospital and Columbia v.p.

Business At Peak For Trade Show

TOA-TESMA-TEDA Plan Joint 1953 Conclave

Chicago.—The Conrad Hilton Hotel here from next Oct. 31 to Nov. 4 will be the scene of the joint 1953 conventions of Theatre Owners of America, Theatre Equipment Supply Manufacturers Association and Theatre Equipment Dealers Association.

CHICAGO. — The joint trade show which was held in conjunction with the National Allied convention here last week reportedly set records in attendance and amount of business transacted by the two sponsoring organizations, Theatre Equipment Supply Manufacturers Association and Theatre Equipment Dealers Association.

One reason for the success was the fact that the Allied conclave attracted more theatremen than at any time in the history of that exhibitor organization. Another reason was the fact that the trade show was the first one to be sponsored by TESMA-TEDA with an exhib group.

TESMA Directors Named

Elected to three-year terms on the board of directors of TESMA at the annual convention here last week were Ben H. Adler, Adler Silhouette Letter Co., and Larry W. Davee, Century Projector Corp., both re-elected, and Donald Hundman, Eastman Kodak Co., and Tom La Vezzi, La Vezzi Machine Works, both new members.

TEDA re-elected to its board of directors for three-year terms Joseph Cefrie, Boston, and Eldon Peek, Oklahoma Theatre Supply Co., Denver. Elected as new directors, and also for three-year terms, were Solon Burns, Modern Theatre Supply Co., Seattle, and Homer Teigmeier, B. F. Shearer Co., San Francisco. Tom Shearer, B. F. Shearer Co., continued as board chairman.

NEW APPOINTMENTS

Terry Turner, former exploitation director for RKO Pictures, joins the staff of General Teleradio, Inc., Dec. 1. He will direct his efforts towards accelerating attendance in motion picture theatres with the aid of radio and television advertising. General Teleradio is an affiliate of the Mutual Broadcasting System.

Elias Lapinere will rejoin the M-G-M organization Jan. 1 as special representative in Europe.

Bernard Jacon was made vice-president in charge of sales and distribution for the newly formed Italian film distributing organization of Italian Films Export. The new firm is called IFE Releasing Corp. Further appointments will follow, it was announced by Jacon who, since 1949, has been vice-president in charge of sales for Lux Film Distributing Corp.

Dan M. Coursey, member of the 20th Century-Fox organization since 1936, was appointed Atlanta branch manager. Coursey, sales manager of the Atlanta branch since 1951, succeeds Fred Dodson, deceased.

Space Problems Solved By Rear Vision Screen At Converted Playhouse

BOSTON.—Highlighting the conversion of the Brattle Theatre, Cambridge, into a motion picture theatre from its status as a legitimate playhouse, will be the installation of a translux rear vision screen and special lenses, with the projection booth stationed on the stage behind the screen.

The installation will be necessary since the Brattle never had space for a projection booth. The new equipment is being built into the rear part of the stage platform by Massachusetts Theatre Equipment Co.

New Policy Stressed

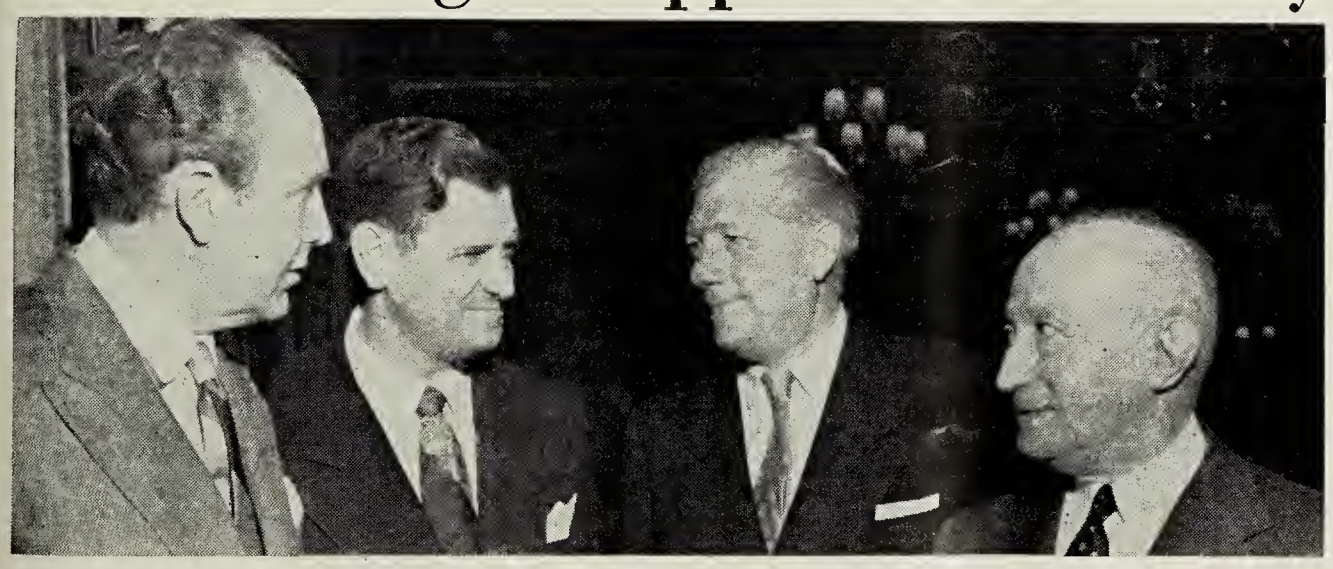
Policy at the Brattle, when it opens in February, will be the showing of "foreign films which are above the commercial level," according to the co-owners, Bryant Haliday and Cyrus Harvey, Jr. The co-owners will manage, do their own booking and buying and handle the exploitation for the 425-seat house.

Theatre will open each weekday at 5:30 p.m. with continuous performances Saturdays, Sundays and holidays beginning at 2 p.m.

RKO, JD Talks Begin

RKO Theatres, in seeking an extension of time in which to dispose of stock interests in Metropolitan Playhouses, has entered into preliminary talks with the Justice Department. Under consent decree terms, the picture company has a deadline of Dec. 20.

Hearst Pledges Support To Industry



Attending an AMPA luncheon to honor the Hearst newspaper organization at New York's Piccadilly Hotel were (l. to r.): William Randolph Hearst, Jr.; Harry K. McWilliams, AMPA prexy; Howard Dietz, Metro ad-pub-exploi vice-prexy, and Adolph Zukor, Paramount board chairman.

The "continued support, understanding and co-operation" of the Hearst organization was pledged to the motion picture industry by William Randolph Hearst, Jr., at an AMPA luncheon held last week in the Piccadilly Hotel to honor the Hearst enterprises. Howard Dietz, Metro vice-president in charge of advertising, exploitation and publicity and former Hearst employe, introduced the publishing executive.

In sketching the long association of Hearst interests with the motion picture business, Hearst attributed this to strong similarities between newspapers and movies. "Both are drawn largely from life and bid for the public's acceptance," he said. Both newspapers and movies "judge their success by the box office—coins on the newsstands and money at the box office." To be successful, he continued, "both keep track of the man in the street and his interests."

Exhibs Offered Anti-Censor Aid

The American Civil Liberties Union this week offered its services to more than 211 leading film exhibitors and distributors to combat pressure-group drives aimed at censorship of motion pictures. In letters to the industry, ACLU's National Council on Freedom from Censorship proposed a three-point program of assistance:

1. "To report to us all instances in which films have either been, by public officials, censored or withdrawn from exhibition due to pressure group action; 2. the opportunity and our facilities to discuss with us your problems of booking motion pictures which have been, or are, under attack; 3 to advise us of the booking dates in specific localities of all such films."

Action Followed Notice

The action came shortly after the Union's anti-censorship affiliate had alerted all ACLU branches and state correspondents across the nation to "support a local film exhibitor's booking program" by organizing local campaigns against pressure group challenges to film showings. The Council said such groups had been responsible for more suppression of controversial movies than had official governmental censorship boards.

"We believe that motion picture exhibitors have a special relationship to the public because of the medium in which they operate," said the letters to the movie officials, signed by Clifford Forster, executive secretary of the Council. "They hold a position to the community similar to that of newspaper publishers and are to that extent concerned with the public interest. . . ."

DON'T FORGET VARIETY'S WILL ROGERS HOSPITAL

Scenic Float Plays Up "Fatima"



Life-size cut-out of scene from Warner Bros. "Miracle of Our Lady of Fatima" was built on float for Manila tour plugging Lyric Theatre playdate.

MANILA.—One of the most elaborate exploitation campaigns ever accorded a motion picture in the Philippines was conducted by Cliff Almy, Warner Bros.' general manager here, for the premiere of the company's "The Miracle of Fatima" at the Lyric Theatre.

An elaborate float featuring a life-size cut-out of a dramatic scene from the motion picture toured all parts of the city for a full week in advance.

Special lobby display, with huge larger-than-life-size cutout of a scene from picture, was constructed two weeks in advance. Lobby also featured an extra-large frame, which displayed specially selected 8 x 10 colored stills, and excerpts from comments of prominent clergymen and educators.

Starting seven days in advance, four radio stations broadcast announcements of engagement six times daily. In addition, 24-sheet stands were placed in prominent locations.

Five leading stores in Manila set up huge window displays heralding the playdate. A colored ad for auto windshield was also widely distributed. Teaser ad campaign in newspapers started three weeks in advance.

A benefit premiere was held the night before the regular opening.

Fox Showman Kit Aids "Something;" Bird Lovers Mailed Go-See Letters

An impressive variety of exploitation aids and publicity gimmicks, designed to create interest in "Something for the Birds" among bird lovers and members of the general public alike, have been assembled and arranged for exhibitor use by 20th Century-Fox.

Co-operation in creating special word-of-mouth publicity has been effected with the more than 200 Audubon Societies in the U. S. and Canada as a result of preview screenings held for these organizations.

Letters of commendation are being mailed to Society members pointing up the film's presentation of the problems of bird lovers in Washington, D. C., with go-to-see copy used throughout.

Accessories Available

A total of 11 special accessories has meanwhile been assembled by 20th-Fox for the picture. Tools are designed to enable showmen to achieve strongest and most productive playdates during the showmanship contest period for the release. Contest extends through Jan. 31.

Leading off is a complete showmanship kit containing ingredients for advertising, publicity, and exploitation segments of "Birds" drives.

Two free transcriptions—a three-ply radio spot recording and a five-minute interview disc starring Patricia Neal—are the number two and three accessories in the imposing roster.

Next is a full-color plastic stick-on for mounting on lobby doors, store windows, mirrors, and similar key locations; while a post card presenting a full-color pose of Miss Neal is another special exhibitor give-away.

Free 24-sheets are also available to showman guaranteeing to post them, and an attractive two-column Edmund Gwenn color-in throwaway mat is included in the overall total.

As an extra aid to exhibitor's in smaller communities, a complete campaign mat of eight ad and scene mats and slugs is provided; with an eye-attracting counter card, a deluxe sectional valance, and a fluorescent satin ushers' badge also on hand.

Cash Awaits Best Display Of "Forever" Discs, Dates

Twentieth Century-Fox and M-G-M Records will award $350 in cash prizes to exhibitors and music dealers teaming to present the best window displays centering around the soundtrack album of "Stars and Stripes Forever" and material crediting playdates of the Technicolor production.

National contest, to run through March 31, 1953, will see $200 as first prize, divided equally between the winning exhibitor and dealer. Second prize is $100, with $50 as the third award. M-G-M albums will go to exhibitors finishing in the ten runner-up positions.

To qualify for consideration, teams should mail photographs of displays to the Music Department, 20th Century-Fox, 444 West 56th Street, New York 19, N. Y.

Pre-Selling:

"Because" Girl Sought Via TV, Stores' Contest

Universal Pictures and the National Broadcasting Co. network television show, "The Big Payoff," sponsored by Colgate Palmolive Peet Co., have developed a three-way national promotional tie-up on the Universal-International picture, "Because of You," which will involve leading department stores from coast to coast.

The tie-up, which will run to Nov. 24, centers around "The Big Payoff" search for the "Because of You" girl. Featured by the participating department stores as a merchandising promotion, each store is asking its customers to help select a local "Because of You" girl by sending in photographs and acting as the girl's sponsor in the contest.

The girl selected by a board of judges in New York through an elimination contest among the winners in each city, will be launched on a modeling career through a nine-week contract on "The Big Payoff" television show.

Prizes Enumerated

In addition, she will receive a week's all-expense paid tour to New York. Winning girls in each participating city will receive wardrobes from the stores and their sponsors will receive Helbros wrist watches.

Local theatres and local TV stations carrying "The Big Payoff" are being tied in with the local department stores in the promotion. "Because of You" playdates are being featured by the department stores in their ads and displays and theatres are tieing in with the stores and the TV stations.

Among the department stores already participating in the promotion are leading stores in Detroit, Cleveland, Seattle, San Francisco, Chicago, Washington, Dayton, Salt Lake City, Charlotte, Memphis, Wilmington, Jacksonville, San Antonio, Syracuse, Lancaster and Erie, Pa.; Grand Rapids, Kalamazoo, Pontiac, Muskeegan and Wyndotte, Michigan; and others.

Junior Cowboy Clothing, Tableware Product Ads Carry "Lusty Men" Data

Tie-ups with makers of children's clothing in Canada and with an import-export concern in the U. S. have been arranged for "The Lusty Men," an RKO Pictures' production.

Under their "Carol Nugent" label, Little Nugget, Inc., manufacturers of children's clothing, has made a special fall line of cowboy clothes to tie in with the film.

Publicity Accorded

Line is being promoted through publicity stories, advertising in newspapers, via radio programs and with point-of-sale counter cards.

The Intercontinental Import and Export Co. is using a photo of Eleanor Todd, who plays in the film, in connection with a "Charge-A-Plate" promotion in newspaper ads and department stores around Los Angeles employing their service.



Oui!
Oui!
and
Whee!
Whee!

WARNER BROS.' MUSICAL SPREE IN PAREE FOR NEW YEARS!

When they sing,
your heart dances!
When they dance,
your heart sings!

DORIS DAY
RAY BOLGER
in
April in Paris

COLOR BY TECHNICOLOR

WITH
CLAUDE DAUPHIN

AND
EVE MILLER · GEORGE GIVOT · PAUL HARVEY · JACK ROSE AND MELVILLE SHAVELSON

WRITTEN BY
Musical Numbers Staged and Directed by LeRoy Prinz • Song "April in Paris", Lyrics by E. Y. Harburg,
Music by Vernon Duke • Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke • Musical Direction by Ray Heindorf PRODUCED BY WILLIAM JACOBS • DIRECTED BY DAVID BUTLER

REGIONEWS

ALBANY

Variety Club crew for 1953 lines up as follows: Arthur Newman, Republic; Leo Greenfield UI; Frank Carroll, Metro; Joe Saperstein, Fabian; George Schenck, Tri-State Automatic Candy; exhibitors Sylvan Leff, Jules Perlmutter and Alan Iselin; attorney Jack Olshansky; David Marks, Ft. Orange Radio Dist. Co.; Aaron Winig, State Theatre. Nate Winig, chief barker, announced at the Denial Day kickoff dinner that he was anxious to retire. International chief barker Jack Beresin of Philadelphia contributed $250 to the fund of Variety's summer camp for boys.

Leo Greenfield, U-I branch mgr., supervised distribution of Christmas scrolls for the annual Salute to the Will Rogers Memorial Hospital. . . . The second fall meeting of Albany TOA is scheduled for Dec. 1, with Harry Lamont in the chair. . . . Mike Zala, mgr. of the Overlook Drive-In, Poughkeepsie, this past season, is now on the staff of the Bardavon, that city.

BOSTON

Cooperation between exhibitors and newspapers in regard to advertising rates will be the subject of an address by Leon J. Bamberger, sales promotion mgr. for RKO, at the Independent Exhibitors of New Eng. meet on Dec. 9 at the Hotel Sheraton-Plaza. . . . Jack Melincoff has been appointed mgr. of the Coolidge Corner Theatre, Brookline, replacing his brother Max, who has gone to the west coast as a national exploitation representative for Allied Artists. Jack has been succeeded at the Warner Theatre, Lawrence, by Steve Barbett. . . . First prize in the Warner New England theatres Managers' Exploitation Contest for Sept. was won by Bob Howell, Port Theatre, Newburyport. . . . Affiliated Theatres is now handling buying and booking for Alpha Dugas' Sokokis Thearte, Limerick, Me., which reopened Thanksgiving Day. . . . David Hodgdon, pres. of Princess Amuse. Co., reopened the Wakefield, Wakefield, with Ed Wilder as mgr.

Arthur Gerome was elected pres. of the Motion Picture Salesman's Club. . . . Al Swerdlove of Screen Guild and Lippert Films set 38 key first-run bookings for Nov. on "Hellgate" and "Mr. Walkie Talkie" in this area, backed by a TV and radio spot announcement campaign for six days before the opening. . . . Joe Cohan, chief projectionist at the Casino here, is handling buying and booking for the Casino and the Old Howard. . . . Bob McNulty, owner of the Warwick, Marblehead, is recovering from major surgery at Lynn Hospital. . . . Jack Champlain, Playhouse, Randolph Vt., injured in an accident last summer has had the cast removed from his back but is still confined to his bed. . . . Felican LeCroix, Playhouse, Gorham, Me., is hospitalized after an accident which caused multiple breaks in his left leg.

Bill Horan, who resigned as Warner branch mgr. last spring because of ill health, returned to the company as salesman in the N.H. and Vt. territories, replacing Jack McCarthy, who switched to the booking dept. . . . Nat Ross, former UA film salesman, has joined Ralston, Inc., theatre candy concessionaires, and is traveling in Me., N.H. and Vt. . . . Variety Tent No. 23 elected the following 1953 Crew: Kenneth Douglass, Max Levenson, Arthur Lockwood, James Marshall, Martin Mullin, Louis Richmond, Michael Redstone, George Roberts, Meyer Stanzler, James Stoneman and Philip Smith, who will shortly convene to elect officers for the coming year. Wm. Koster, exec. dir. of the club, and Murray Weiss, were elected delegates to the International convention. . . . . American Theatres' Pilgrim Theatre will carry the televised version of "Carmen" from the Metropolitan Opera House on Dec. 11.

BUFFALO

Big screen television will make its debut here on Dec. 11, when the Center Theatre televises the Metropolitan Opera performance of "Carmen." RCA equipment, costing about $25,000, is in process of being installed. . . . Perkins Theatre Supply moved from the fourth to the first floor of 505 Pearl St., the former headquarters of National Screen, which is now located on the third floor. . . . The Center Theatre, in its advertising, is suggesting the purchase of books of theatre tickets, obtainable at the box office, as theatre gifts. . . . Busloads of school children came downtown to inspect M-G-M's replica of the Mayflower, which is being exhibited at Shea's Buffalo in conjunction with "Plymouth Adventure." A neat tie-in was made by Shea ad man Ed Meade, when all Plymouth auto dealers featured the show in their publicity on the new cars. . . . "The Thief" entered a third week at Philip Cohen's Cinema Theatre. . . . All area drive-ins are now closed for the season according to Wm. P. Rosenow of Theatre Service Organization.

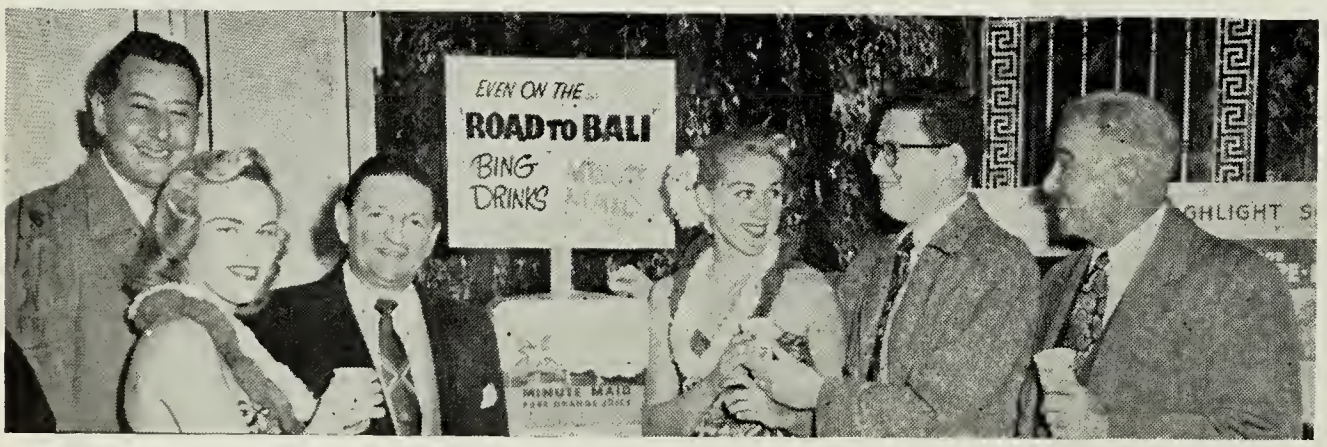
Al Pierce of the Bellevue Theatre, Niagara Falls, is planning a Santa Frolic Kiddie Show on Dec. 20. Local children will take part in a dance program and on the screen will be "The Wizard of Oz." . . . Six neighborhood houses are running a series of co-op ads on "The Miracle of Fatima," being shown at the Kensington, Elmwood, Seneca, Riverside, Rivoli and Bailey. . . . Variety Tent No. 7 will have its annual election on Dec. 1. Members who attended the 25th anniversary of Variety International were David Miller, chief barker, Murray Whiteman, Elmer Lux, Billy Keaton, Wally Gluck, Lester Weinberg, Max Covett and Dr. Alfred Fried. . . . Copies of a recent full-page color photo of Lafayette Square giving a full view of Basil's Lafayette Theatre, in the Buffalo Courier Express, were obtained by Constantine Basil for mailing to his friends in Greece, with a letter describing life in America. This action was prominently written up in other editions of the Courier-Express. . . . A UA subbranch has been opened here, with Mannie A. Brown as mgr. It will be added to the territory supervised by Moe Dudelson. Michael Frashola joined the local UA sales staff, covering Rochester and Syracuse; Selwyn Ginsler is covering Buffalo.

CHICAGO

Joe Berenson, chief barker of Chicago Variety Club, reports the new quarters in the Congress Hotel will be air-conditioned. Berenson, incidentally, is continuing in the theatre premium business at 1325 S. Wabash Ave., from which his brother Max retired recently to operate a currency exchange in Memphis, Tenn. . . . Eitel's Palace theatre will world premiere the Sousa film, "Stars and Stripes Forever" the night of Dec. 8. Proceeds will be used for a memorial to Dr. Abt.

Attorney Thomas McConnell says he will appeal to Supreme Court in the Towne Theatre interest case, which Seventh Appeal Court decided against them. . . . Van Nomikos plans to reopen the former Essaness Embassy Theatre on Xmas Day, giving his circuit 12 houses. . . . Film Row reports "Snows of Kilimanjaro" is being offered subsequent runs on a 50-50 basis, while 40-40 is asked for "Fatima." . . . Dave Gold named mgr. of Mode Theatre, Chicago; Al Binenfeld named mgr. of the Lamar, Oak Park. . . . Wisconsin Allied delegation, headed by Sig Goldberg, here boosting National Drive-In convention booked for Milwaukee March 24-26. . . . M-G-M dist. mgr. Doc Bamford at

(*Continued on page* 28)



Exhibitor previewers pause in the lobby of New York's Bijou Theatre before the special Paramount trade and press screening of "Road to Bali," to accept refreshments from a pair of "Bali" lassies. L. to R.: Nat Harris, Prudential Circuit; Jack Harris, Walter Reade Theatres; Robert Lane, Lane Theatre, and Lon Weschler, Paramount salesman.

Exhibitors of New England

are cordially invited to attend

the

ANNUAL CONVENTION

of

INDEPENDENT EXHIBITORS, INC.

and

DRIVE-IN THEATRE ASSOCIATION

at the

SHERATON PLAZA HOTEL

BOSTON, MASSACHUSETTS

DECEMBER 9, 1952

Program will consist of Business Meetings — Film Clinics — Luncheon — Cocktail Party — Banquet

In attendance will be officers of National Allied — Civic Leaders — Industry Personalities and Stars

Make Plans To Attend Now!

Send requests for reservations to:

Ray Feeley, Executive Secretary

INDEPENDENT EXHIBITORS, INC.

36 Melrose Street

Boston 16, Massachusetts

CHICAGO (cont'd.)

home convalescing from an operation.

B&K and Essaness have turned down Chicago TV showing of "Carmen." . . . Chicago will get the 1953 National Popcorn Mfgs. Assn. convention and exposition early next Nov. Secy. Tom Sullivan is making the arrangements. . . . Jack Kirsch, Allied of Ill. prexy, says one of the most important jobs before COMPO is to help remove the Federal amusement tax. Believes it would prove great stimulus to theatre attendance. . . . State Senator Charles Carpentier, owner of E. Moline, Ill. theatres, elected Illinois Secretary of State. . . . The Harlem Ave. and Sunset drive-ins here still open and enjoying good business. . . . Essaness is trying out a new type Caldwell Haloscreen at Lamar Theatre in Oak Park. . . . Basil Rathbone and Robert Alda will headline B&K's Chicago Theatre stage show starting Dec. 5. . . . Oriental Theatre booked "Million Dollar Mermaid" to open Xmas Day for an extended loop run. Eitel's Palace opens Dec. 8 with midwest preem of "Plymouth Adventure."

CINCINNATI

Gene Burke, who manages the Lyric Theatre in Beckley, W. Va. for D. C. Meadows, has been elected to the W. Va. House of Delegates. Burke was formerly Mayor of Beckley. . . . Vincent McKay of Montgomery, W. Va. informed local film offices that his headquarters were to be moved from Montgomery to Franklin, Pa. and future buying will be done through the Pittsburgh exchanges. . . . The Open Air Theatre at Craigsville, W. Va., owned by Arden A. Richards, closed for repairs due to a fire in the booth, will reopen shortly. This ozoner operates the year round with in-car heaters. . . . The new Atomic Drive-In at Waverly, O., being constructed for J. H. Davidson near the site of the contemplated atomic plant, is nearing completion.

"Old Newspaper Boy's Day," Sponsored jointly by Variety Tent No. 3 and the Cincinnati Enquirer, garnered $22,000 for the Hamilton County Council for Retarded Children. . . . The Midway Theatre, Midway, Ky., has been taken over by Charles Rosenberg. . . . Another change in ownership is the Fountain Theatre, Smithers, W. Va. by Fred Grey, with booking and buying handled by Frank Weitzel. . . . Jack Finberg,

Watch These Dates!

Dec. 1-2: Pittsburgh—MPTO of Western Pennsylvania annual convention—William Penn Hotel.

Dec. 2-3: Indianapolis — Allied Theatre Owners of Indiana—Hotel Lincoln.

Dec. 9: Boston — Independent Exhibitors, Inc. annual convention—Hotel Sheraton-Plaza.

Dec. 9-11: Memphis — Allied Independent Theatre Owners of the Mid-South and Tennessee Press Ass'n joint exhibitor-press convention.

Dec. 10: Passaic, N. J. — Allied Theatre Owners of N. J. annual beefsteak dinner —Ritz Restaurant.

Dec. 10-11: Chicago — Council of Motion Picture Organizations directors and executive committee meeting — Blackstone Hotel.



Charles C. Moskowitz (left), v.p. and treas. of Loew's Inc. and founder and first Supreme Master of Alpha Epsilon Pi, honored by his fellow alumni at a testimonial dinner marking the beginning of his 40th year of service to the national undergraduate fraternity, receives a scroll for outstanding alumnus achievement. Making the presentation is Jacob Alson, former Supreme Master of AEP.

UA mgr. who is convalescing at home, is expected back his desk shortly. . . . J. W. Brown of Kermit and Nolan, W. Va., is out of the hospital, where he underwent treatment for a kidney ailment

CLEVELAND

Brooklyn Village has approved construction of its first driven-in, a $200,000 project by the Memphis Drive-In Theatre Co. that will hold 1,000 cars. . . . Jack Silverthorne of the Hippodrome, and Charles Hutaff, NBC promotion mgr. here, have worked out details of movie-TV promotion for "The Thief." Ed Lurie of UA was in on the deal. . . . Dick Reinhert, former cartoonist with M-G-M, has been named art director of WXEL.

DENVER

Tom Bailey, Lippert franchise owner here and in Salt Lake City, received a letter of thanks from President-Elect Eisenhower for his activities in the recent campaign. Bailey's father, a physician in Dennison, Tex., was the physician at Eisenhower's birth. . . . Attending the national Allied convention in Chicago from this region were John Wolfberg, national committeeman; Mr. & Mrs. Harris Wolfberg and Mr. & Mrs. Sam Feinstein of Denver; Don Beers, Santa Fe, N. M.; Mr. & Mrs. Sam Rosenthal, Buffalo, Wyo.; J. C. Parker, Dalhart, Tex.; Mr. & Mrs. Neal Beezley, Burlington, Colo.; John Roberts, Ft. Morgan; Mr. & Mrs. Fred Hall, Akron; Robert Smith, Steamboat Springs, and Mr. & Mrs. Merle Swank, Longmont, Colo.

Lou Astor, Columbia circuit sales mgr., was in for conferences with branch mgr. Robt. Hill, and together they called on the circuits. . . . Ted Knox, supply dealer, was accidentally shot near the eye during a pheasant hunting trip. . . . A. P. Archer, Civic Theas. pres, vacationing in Hawaii, writes he caught a 210 lb. marlin after a four-hour fight. . . . Universal is doing a remodeling job at the Denver exchange which includes a new private office for mgr. Mayer Monsky. . . . Wm. Cahill, Universal salesman is now selling concession supplies to theatres for Ebersole Concession Co.

DETROIT

Allen Johnson, pres. of B&J Theatres, advises that contrary to reports he is still operating the Wealthy Theatre in Grand Rapids. . . . The Cohen Circuit is withdrawing from Cooperative Theatres to book independently. . . . Ray Mackey, theatre artist, is new mgr. of the Rouge. . . Edward Jacobson, veteran exhibitor and recent mgr. of the Loop, has gone into the freezer sales business. Philip McNamee, formerly with Cohen Circuit for 20 years, replaces him at the Loop. . . . Hugh Nugent succeeds Frank Pesti as mgr. of the Delray. . . . Charles W. Snyder, former exec. secy. of Allied, is joining the exec. staff of Posnick Trucking Co. . . . Don Lancaster is managing the Lancaster Theatre in River Rouge, which the Thomas Lancaster Theatre has taken over from Community Circuit. . . . Frank Perry, mgr. of the first-run Madison, is convalescing at home following a heart attack. Edna Gregory is subbing for him.

Allen Dickie, formerly of the Palms-State, is new asst. at the Madison, replacing Rina Piazza, who left to get married. . . . Donald Schilling, asst. mgr. at the Ramona, has been upped to mgr. of the Mel in Melvindale, replacing Wm. Pitts, who went with American Airlines. . . . Thomas Byerle returned to the booking staff of United Detroit Theas., with Wm. Cadmus taking his place as mgr. of the Birmingham. . . John Drinkhouse replaces Ed Oppenheimer as mgr. of the Rosedale. . . . Jack Krass has shifted the Graystone to two changes a week, keeping dark on Wednesdays. . . . Harry Clark of Wisper and Wetsman likes the new Synchro screen at the Dearborn. . . . The Fred De Lodder Circuit closed its Your Theatre.

Louis Danley's Mendon Theatre at Mendon has switched to a three-day closing in midweek. . . . Mrs. Ethel Kilmark changed the name of the Ritz at Watervliet to the Vliet. . . . Thomas Ryder and Don Currie are the new asst. mgrs. at the Michigan, replacing Frank Morbitzer and Frank Dillon. . . . United Detroit has added three new mgrs. in training—Ray Hill at the Fisher, Ruth Duncan at the Madison, and Joan Ladyman at the Riviera. . . . Ray Ledel moved from the Mel Theatre to the Norwest, where he succeeds George Robert as asst. mgr. Edward Brooks is doubling as asst. at both the Regent and Mel now. . . . Arthur (Buddy Fields) formerly booker with Amusement Booking Service, has joined the staff of Falk Booking Office.

HOUSTON

Backing up the Houston Variety Tent and the state Lions Club, Texas Governor Allan Shivers proclaimed Dec. 6 as National Milk Bowl Day. The winning team in Variety's junior football league will play the gridders from Boys Town, Neb. at Rosenberg, Tex. on that date and proceeds go to charities selected by the sponsoring clubs. . . . The Majestic, one of Houston's downtown big four, featured the release of "Cleopatra" in a Nov. week's showing.

INDIANAPOLIS

Leon J. Bamberger, sales promotion mgr. for RKO will be a guest speaker at the Dec. 2-3 Allied of Indiana convention at the Lincoln Hotel. His subject will be cooperation between exhibitors and newspapers in regard to advertising rates. . . . Larry Keely has been upped from the shipping dept. to

INDIANAPOLIS (cont'd.)

student booker at 20th-Fox. . . . Karl Herzog of the Select at Hawsville, Ky., reports the arrival of a baby girl. . . . Joseph Gutzweiler, exhibitor at Jasper, Ind., is at St. Joseph's Hospital, Louisville, Ky., recovering from a leg amputation. . . . Maurice DeSwert, student booker at U-I, has reported for Army duty. . . . The Empire at Sellersburg, Ind. reopened on two program changes a week. . . . Robert (Bob) Gainey succeeds Wm. Brenner as M-G-M booker. . . . The State at Crothersvile, operated by R. L. Richards, has closed. . Ted Tod, exploiteer from N Y., spent a week here working on various pictures for the Circle and Indiana theatres.

LOS ANGELES

The UA exchanges made the following promotions after resignation of Stan Lefcourt: Raleigh Gunderson moved up to office mgr. from first booker; Andy Heedrick from booker to first booker, and Jerry Logue, formerly of Monogram, moved into spot vacated by Heedrick. . . . Edgar Lynch has been appointed mgr. of the Warner Beverly Hills. . . . Sympathy to Metro salesman Dick Lithgow, who lost his wife after a long illness. . . . FWC booking dept. head Bert Pirosh back at his desk after a bout with the flu. . . . Rudy Hoeschulte has been appointed mgr. of the LaReina, Sherman Oaks, succeeding Ray Duff, who was transferred to the Embassy, L. A. . . . .Margaret Sutton was appointed mgr. of the Bruin, Westwood. She was formerly in charge of the recently shuttered Larchmont.

Western Amusement Co., headed by J. E. Ted Jones, is now quartered in luxurious new offices at 9100 Sunset Blvd. . . . Paramount's first-run releasing plan for the L.A. area, which was inaugurated three months ago with "Greatest Show On Earth," will be continued for an additional six pictures. . . . Should the projected ice-show policy at the New York Roxy be successful, Charles P. Skouras has announced he will adopt the plan in other key houses in large cities. . . . The Ravenna Theatre is now managed by Robert Hall. . . . Henry Slater, former Warner salesman and now an exhibitor in Chula Vista, visited his associates at the Warner exchange.

LOUISVILLE

Ralph McClanahan, pres. of KATO, announces that April 13-14 has been tentatively set for the next annual convention, and that two appointments have already been made to handle the event. Wm. E. Carrell, Falls City Equip. Co. head, will take over the social side while Cliff Buechel, Mary Anderson Theatre, handles the business end. . . . In a recent KATO-GRAM, exhibitors were urged to call on their representatives personally on behalf of repeal of the 20% Federal admissions, tax, and to support the Crusade for Freedom drive and the March of Dimes.

Tax revenue on combined amusements in Sept. showed an increase of 22,234 over Sept. 1951; July through Sept. 1952, an increase of $8,536 over same period last year. . . . Bob Cox, Lexington city mgr. for Schine Theatres, has been upped to dist. mgr., succeeding Harold Sliter, promoted to supervisor of Schine properties in Ohio. Cox also succeeds Sliter as a director of KATO. . . . I. Allen, mgr. of the Bard Theatre here, suffered a broken arm in an auto accident.

MILWAUKEE

The anti-trust suit in which Viking Amuse. Co., operators of the Viking Theatre, Appleton, is suing 11 film companies for $1,950,000, was transferred from Chicago federal court to the federal court in Milwaukee. It is charged that two of the firms, either directly or indirectly, controlled two other Appleton theatres and that all conspired to keep the Viking from getting first-runs, resulting in a loss of $650,000 since Jan. 1, 1942. . . . The redecorated Plaza Theatre reopened. As an introductory offer, flyers promoting the dinnerware given away three nights a week had a coupon attached which admitted two for the price of one.

Harry McDonald, head of the Warner Theatre here, did very well on "The Miracle of Fatima." He screened the picture for 1,100 nuns at one of the Catholic high-schools and personally brought the Archbishop, who is confined to a wheelchair. As a result, Priests urged their congregations to see the movie. . . . John Steinfeld is no longer in partnership with Earl Eeverson in the Oakland Theatre here. . . . The stick-ons sold by National Screen and put out by M-G-M and 20th-Fox have been going like hotcakes. . . . Ed Koneigrieter, Douglas Theatre, Racine, and Ken Patterson of the Gerald Theatre, Weyauwega, were on the row recently.

Warner's midwest zone, covering Chicago, Wisconsin, Oklahoma and Memphis, which now has its home office here with Al Kvool as zone mgr., held a meeting recently, attended by a N. Y. delegation including pres. Harry Kalmine and ad director Harry Goldberg, to map plans for a "Record Breaking Showmanship Drive." It is to be divided into four 3-month quarters starting Dec. 1, and over $3,000 in cash will be awarded quarterly to winning managers, with 100 to the mgr. turning in the best campaign on a picture to be designated by the company.

MINNEAPOLIS

Judge Gunnar H. Nordbye in federal district court here, awarded a judgment of approximately $125,000 plus attorneys fees yet to be set, in the conspiracy suit brought by Martin Lebedoff, Homewood operator, against six major film companies and Minnesota Amuse. Co. Defendants have 30 days to appeal the action. . . . On Dec. 8, the board of regents of the University of Minnesota will award a plaque to the local Variety Club for its erection of a heart hospital on the university campus. Col. McCraw will speak on behalf of Variety International. . . . Al Stern, RKO office mgr., has collected an array of prizes for the all-industry Christmas Party at the Calhoun Beach Hotel Dec. 13. . . . Tom Letcher is the new M-G-M field press representative.

NEW HAVEN

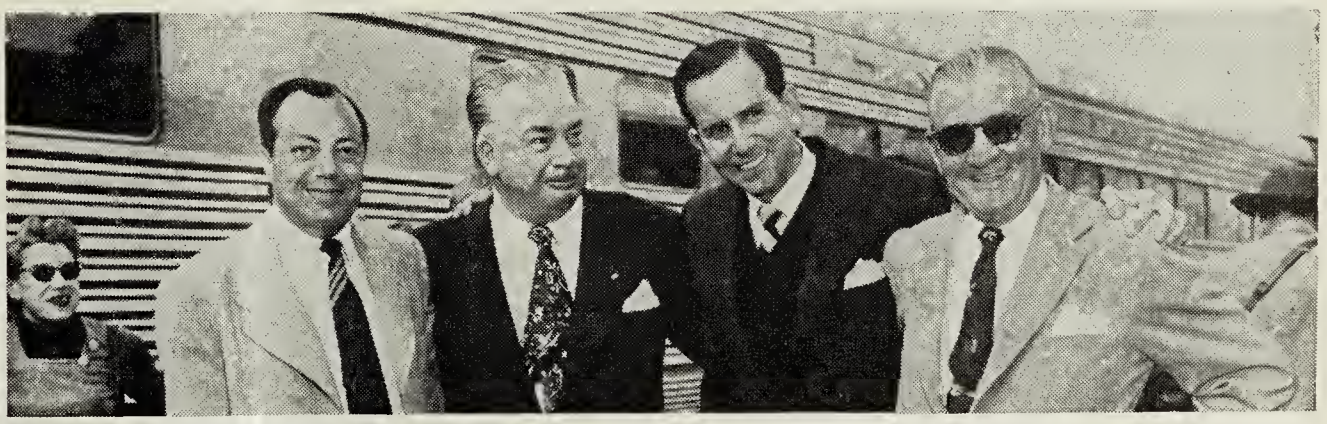
The Loew's Poli Theatre building, Meriden, is being razed to make way for a parking lot. . . . Allen M. Widem, motion picture editor of the Hartford Times, has an extra's part in "April in Paris." He appears briefly in a birthday cake-cutting scene. Widem got the part while visiting the Warner Studios during Academy Awards week last spring. . . . The Westville, Whalley and Whitney theatres, operated by Bailey Theatres in New Haven, have installed large-screen TV sets in their lounges. Local theatre men are watching the experiment with more than passing interest.

Earl Robinson, Warner mgr., has been assigned to the Warner Circle, Manchester. . . . E. M. Loew circuit closed down the Hartford Drive-In, Newington, and Farmington Drive-In, Farmington, for the winter. . . . Paul Amadeo, gen. mgr. of the Pike Drive-In, Newington, plans to shut down for the season early in Dec. . . . The Beverly and Hi-Way, Bridgeport, both Perakos theatres, have shifted from subsequent-run to first-run operations. . . . Arthur Kennedy, in Hartford for a week's pre-Broadway tryout of the stage play, "See the Jaguar," plugged "The Lusty Men," in which he appears, in his newspaper interviews.

NEW ORLEANS

Gaston J. Dureau, Jr., pres. of Kennington-Saenger Theatres, announced the appointment of William Deitenbeck to succeed James King as mgr. of the Paramount in Jackson, Miss. . . . Abe Berenson, pres. of Allied of the Gulf States and also serving as a member of the Allied national board, discloses that he and members of his executive committee will ask for government aid in solving problems facing independent exhibitors in making film deals. . . . The Harlan Theatre, Lake Providence, La., has closed. . . . The Ritz Theatre, Forrest, Miss., closed for the season. . . . The Leo Drive-In, now under construction in Shreveport, will be a twin screen operation for the Joy Houck organization.

The Beverly Drive-In has been converted into a twin at Hattiesburg, Miss. Car capacity was increased from 500 to 800. . . . The Elizabeth Theatre, Elizabeth, La., was forced to close when the paper mill in that town closed because of an employees' strike, this being the sole supporting industry in the town. . . . A. A. Hart of the Elm Drive-In, Scotlandville, La., has opened an all colored theatre with a 300-car capacity and



In San Diego, Calif. for the world premiere of Allied Artists' "Flat Top" are (l to r): Harold Mirisch, AA v.p.; Mel Hulling, San Francisco, co-owner of AA's west coast franchise; Walter Mirisch, AA executive producer who personally produced "Flat Top," and Howard Stubbins, Los Angeles, co-owner of AA's west coast franchise.



The Bowie knife which star Virginia Mayo and Robert Weitman, v.p. of United Paramount, are using to cut the New York Paramount Theatre's 26th birthday cake, is the weapon used in Warner's Technicolor production, "The Iron Mistress," currently at the Paramount. Looking on (l to r): Robert Shapiro, mgr., and actor Michael O'Shea (Miss Mayo's husband).

NEW ORLEANS (cont'd.)

five changes weekly. . . . G. Romero opened a second all-colored theatre in Lafayette, La. Seating capacity is 350, with 5 changes weekly. . . . A. L. Royal sold the Stardust Theatre in Meridian, Miss. to G. Moody, who changed the name to Gordon Theatre. . . . Other reported closings are the Lincoln Theatre, Palmer's Crossing, Miss., and the Star Drive-In in Monroe, La., both indefinitely. . . . Fred W. Dobson, 20th-Fox branch mgr. here for the past 20 years, passed away after a long illness.

Henry G. Plitt of New Orleans was elected regional v.p. of the United Cerebral Palsy Assn. . . . Holland Smith, mgr. of the Saenger Theatre, left for Hollywood to be present at world premiere of "Bwana Devil," the first three-dimensional movie, which will play the Saenger early next year. This will involve installation of a new sound system, specially illuminated screen, new lenses and a change in projection equipment. . . . E. V. Richards, Jr. received the Navy Distinguished Service Award from Undersecretary of the Navy Francis P. Whitehair at a luncheon at the Roosevelt Hotel, attended by many of prominence. Richards operates theatres in six southern states. . . . "The Quiet Man" was brought back to N.O. for a second run during Nov., showing at the Joy Theatre. . . . New charters applied for by Leo Drive-In Theatre, Inc., 1315 Gravier, and Jet Drive-In Theatre, Inc.

NEW YORK

Leonard H. Goldenson, pres. of United Paramount, has been reelected to his fourth consecutive term as pres. of United Cerebral Palsy, which he helped to found. . . . Spyros P. Skouras, 20th-Fox prexy, has been named honorary chairman of the annual American Fund for Israel Institutions' dinner concert, which will pay tribute to impresario Sol Hurok on Jan. 8 in the Grand Ballroom of the Waldorf. . . . Allied of N.J. accepting reservations from all branches of the industry to its annual beefsteak dinner on Dec. 10 at the Ritz Restaurant in Passaic, N. J. . . . The Roxy Theatre will close down completely for refurnishing and redecorating, to make way for the gala world premiere of "Stars and Stripes Forever," which will take place on Dec. 22.

A daily one-minute spot announcement, incorporating recommended films current in metropolitan area houses, will be included in Gene Rayburn's morning WNBC program, in furtherance of the OMPI-NBC mutual promotion pact. . . . The Gracie Square Theatre at 89th St. & First Ave. is advertising that it will sell at cost or lease on short term basis at $18,000 per annum. . . . Richard Rodgers and Oscar Hammerstein II will be guests of honor at a Hotel Pierre dinner on Dec. 3 on behalf of JDA, which is seeking to raise N.Y.'s share of the $5,000,000 goal set this year by the American Jewish Committee and the Anti-Defamation League. . . . Cinema Lodge of B'nai B'rith is planning a diverting evening on Dec. 2 at the Hotel Astor for its members only, which will be climaxed with the drawing for a 1952 four-door Cadillac Sedan.

"Concert Fortnight" will be held at Walter Reade Theatres in New Jersey, Dec. 4-19. During the two week period the circuit will prsent four musical attractions.

Trapp Family Singers will appear at the Carlton, Red Bank, Dec. 4; Majestic, Perth Amboy, Dec. 19; and St. James Theatre, Asbury Park, Dec. 18. Jaroff Don Cossack Male Chorus and Dancers has been booked for the Paramount, Long Branch, Dec. 9, and the Community, Morristown, Dec. 10.

The American Savoyards will present "The Mikado" at the Oxford, Plainfield, and at the Broadway, Kingston, N. Y., Dec. 10. Fourth major attraction will be the exclusive telecast on Dec. 11 to the full screen of the St. James Theatre of the Metropolitan Opera "Carmen."

PHILADELPHIA

A bill to repeal the 10% amusement tax here was introduced in the City Council by Councilman-at-large Victor H. Blanc, who contends that the tax is keeping people away from various kinds of amusements. A mass meeting of exhibitors was ealled by Morris Wax, pres. of Philadelphia Theatre Assn., to devise plans for getting passage of the bill. A substitute fund raiser, aiming to tax public and private parking lots at 5¢ per square foot annually, will be introduced by the Councilman.

The Earle will go "legit" the week of Dec. 8, when an all-Armed Forces production of "Death of a Salesman" will be presented for benefit of local USO units. . . . Paramount's Miriam Greenhalgh left for Alaska to join her husband, who is with the Armed Forces. . . . New officers of the local branch of Motion Picture Associates are: John Turner, UA branch mgr., pres.; Lou Formato of Metro, v.p.; Joe Farrow, RKO, secy., and Dave Teitelman, Metro, treas. Plans for the group's annual banquet, to be held early in April, were set in motion at recent meeting.





Sam Diamond (left), 20th Century-Fox branch mgr. in Philadelphia, and A. R. Boyd of Boyd Enterprises, during a special meeting of exhibitors, representing hundreds of theatres in the Philadelphia, Pittsburgh and Washington, D. C. exchange areas, to map strategy for playdates of "The Thief of Venice."

PITTSBURGH

Allied MPTO of Western Penna. has asked the city to drop the 10% amusement tax, which they insist is "creating a paralyzing economic effect on our business." The city has collected more than 1½ million dollars per year since 1948, when the measure was inaugurated. . . . Carl Ferraza, mgr. of Loew's Penn, resigned to take charge of S&S Amuse. Co.'s Keith Theatre in Cincinnati. Jack Dolde, 1st asst. to mgr. Bill Elder at the Penn, moves over to the Ritz as mgr., and Harry Elwell, former 2nd asst., takes Dolde's job at the Penn. . . . The J. P. Harris Theatre gets the Metropolitan Opera closed circuit telecast of the entire performance of "Carmen" on Dec. 11. . . . Publicizing the world premiere of "Blackbeard the Pirate" at the Warner, a local restaurant is mixing a Blackbeard mystery cocktail and a drugstore chain features a Blackbeard sundae. . . . The Penn Theatre used the safe-cracking challenge to promote "The Thief."

Pittsburgh's lone TV station, WDTV, still operating on "special temporary authority" due to the legal mixup as to how much Paramount controls the DuMont network, moved over to Channel 2 Sunday. . . . All of the 11 original founders of the Variety Club were in town for the Silver Anniversary. . . . Charlie Danver devoted a column in the Post-Gazette to describing the gorgeous office, wardrobe and pets of State Theatre mgr. Jack Simons during the flashy twenties, when he was boss of the old Aldine. . . . George Eby, treas. of Variety Clubs International, resigned as controller of the Harris organization to open his own office as tax consultant and financial adviser. He will continue to handle Harris tax accounts.

PORTLAND-SEATTLE

T. Bidwell McCormick from St. Louis replaces Allen Wieder as exploitation representative for RKO. . . . Smith Enterprises, headed by Buck Smith, now booking and buying for Ed Metger's Auto Theatre, Lewiston, Idaho; Clarkston's Auto Theatre, Clarkston, Wash.; Moscow Auto Theatre, Moscow, Idaho; Ed Zan's Capitol, Tacoma, Wash. . . . R. A. Dawley of the Mond, Redmond, Wash., was instrumental in removal

PORTLAND-SEATTLE (cont'd.)

of the 5% city tax from admission charges of permanent establishments offering entertainment. . . . The Roosevelt at Grand Coulee, Wash., which has been in operation for 19 years, is now being remodeled. Owners are R. A. Gardner and Rod Hartman.

After a year's delay, work has started on the Powell-Boulevard drive-in at SE 112th and Bush St., to have a capacity of 700 cars. Plans include installation of theatre TV when it becomes available. The new concern is headed by Guy E. Matthews, Gresham, pres.; Luck Burasch, Portland, v.p.; Ernest V. Harris, Sandy, treas., and Bruce Keller, secy.-mgr. . . . Plans for immediate construction of an ozoner have been disclosed by Lowell Spies, mgr. of the Liberty Theatre in Dayton, Wash. It will cover some five acres and accommodate 250 cars. . . . All theatres in the large centers of the Pacific Northwest have agreed to cut electric consumption 10% during the power shortage.

PROVIDENCE

The parking problem has bothered downtown theatres to such an extent that many first-runs have arranged with parking lots to offer discounts to movie-goers. The theatres are underwriting part of the parking charges. Several neighborhood houses have solved the problem by subleasing parcels of land where patrons may park their cars without charge. . . . The Strand has departed from Sunday openings, starting new shows on Thursdays. . . . The Cranston Auto Theatre is the only ozoner in this area still on fulltime operation. . . . Several neighborhood houses are offering "bargain bills," comprising two attractions which were originally presented in separate downtown theatres. . . . The Avon Cinema has been bringing back films requested by patrons in a book prominently displayed in the lobby for that purpose.

ST. LOUIS

Charles Beninati, operator of the Ritz, Carlyle, Ill., completed plans for construction of a drive-in on Route 50, about three miles west. Grading and ramp work on the 330-car project start at once, with engineering and supervision of the construction



Mary Castle, in Washington while on tour for Kramer's "Eight Iron Men," visited Columbia's office, and posed with district manager Sam Galanty (left) and branch manager Ben Caplon.

to be handled by the Ballantyne Co. of Omaha. . . . Williams Waring, Jr., owner of the Ritz at Cobden, Ill., and Waring's Auto Theatre near Carbondale, announced plans for construction of two 200-car ozoners for 1953 opening, to cost about $50,000 each. One is to be located on Route 51 between Cobden and Anna, Ill., the other south of Jonesboro. . . . Variety Club of St. Louis, which for the past fie years snpplied eye-glasses to needy school children in St. L. and St. L. County, extended this charity to include the entire film exchange area. . . . World premiere of the American Museum of Natural History's "Wakamba" at the Fox Theatre resulted in the biggest opening day gross since 1948, with $5,354.05.

The 400-seat Nauvoo Theatre at Nauvoo, Ill., which has been operating since last Feb., held its official grand opening Nov. 9 and 10 with "Lovely to Look At" as the feature attraction. Orchids, flown in from Hawaii, were given to all the ladies and prizes provided by merchants of Nauvoo were given away between shows. . . . It's reported that negotiations have about been concluded for sale of the Skyway Drive-In near Mattoon, Ill. by Outdoor Amuse. Co., controlled by Marion A. Osborne, to Frisina Amuse. Co. . . . Missouri business men are generally supporting the State Chamber of Commerce in its efforts to get a "right to work law" enacted by the incoming General Assembly, which in effect would assure workers of a chance to work whether or not they belonged to a labor union. . . . The Normandy Theatre Bldg. has been purchased by St. L. business interests for conversion into a large supermarket. . . . Loew's State, 3,200-seater, is under consideration for exclusive telecasting of the complete performance of "Carmen" by the Metropolitan Opera Co. of N.Y.C. on Dec. 12.

Loge No. 19 of the Coloseum of Motion Picture Salesman will meet Dec. 6 to select its 1953 officers and report on the recent national convention. . . . Special shows were given recently in 27 neighborhood theatres to open up the "Toys for Tots" campaign, sponsored by the St. L. Marine Corps Reserve. Admission was a new or useable toy. . . . Commonwealth Amuse. Co. announced Nov. 30 as closing date for its drive-in at Columbia, Mo. . . . The 1,500-seat Shubert is being considered for Cinerama pictures. . . . The local UA branch won second place in the third phase of the Bill Heineman Drive. . . . W. R. Frank of Minneapolis, Minn., producer of four Medal of Honor featurettes, had a meeting with the local sales staff of UA. . . . Ronald Aubuchon, recently out of the Navy, has succeeded Hezzie Graham as mgr. of Edwards & Plumlee's Ritz Theatre, Farmington, Mo. . . . At Lutesville, Mo., Truman R. Lewis changed the name of his 312-seat Park to Lewis Theatre. . . . Lease on the 210-seat Lovington Theatre, Lovington, Ill., was not renewed by Merrill Fleming. Art Diller, owner of the building, will operate.

St. Ann Shopping Center's new A-shaped theatre, named the LaCosa, was opened Nov. 5 by Hugh Graham with a week's run of "Greatest Show On Earth." Graham reported fair business despite a picket line set up by Operators Union 143 because he had not signed up. He was using only one projectionist. . . . Everett E. Maxfield, owner of the Lyric, Summersille, Mo., plans extensive remodeling and repairs to the Birch Tree Theatre, Birch Tree, Mo.; Eminence Theatre, Eminence, Mo., and the Winona, Winona, Mo., which he operates through his Shanco Theatres, Inc. . . . Carter Smalley has started grading for the 500-car ozoner he is building east of Bartlett, Mo. and 1 miles north of Van Buren, where he operates the 240-seat Ritz. . . . Frank Glenn of Mt. Vernon, Ill., has spent some $30,000 for specially designed in-car heaters to be installed in one of his two ozoners so as to operate throughout the year. . . . At Salem, Ill., Loren Cluster of Cluster Theatres was given a special citation for his community actiities at a Pot-Luck Dinner arranged by the Luther B. Easley Post.

Paul Krueger, co-general mgr. of the Wehrenberg Circuit, has consented to serve on the County Financial Advisory Committee. . . . State Senator Charles F. Carpen-

(*Continued on page* 35)

FILMS TELEVISED NOV. 15 to 28

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
The Admiral Was a Lady	Wanda Hendrix	UA 8-4-50
Border Patrolman	George O'Brien	Fox 6-20-36
Calling of Dan Matthews	Richard Arlen	Col. 1-25-36
Chandu On Magic Isle	Bela Lugosi	
Conquest of Cheyenne	Wild Bill Elliott	Rep. 8-20-46
Convicted	Jameson Thomas	Arc Film 10-14-31
Death In The Ring	John Barclay	
Emil And The Detective	John Williams	
Fighting Pals	Rex Bell	
Fury Below	Russell Gleason	Treo Prod.
The Girl Who Forgot		
Hurricane Horseman		Willis Kent Prod. 10-11-31
Lord Edgemere Dies	Austin Trevor	
Mad About Money	Ben Lyon	
Mountains of Mourne	Rene Day	
The Night Comes Too Soon	Ann Howard	
O'Malley of the Mounted	George O'Brien	Fox 3-25-36
Open All Night	Geraldine Fitzgerald	
The Pointing Finger	John Stuart	
Private Secretary	Edward Everett Horton	
The Purple Vigilantes	Bob Livingston	Rep. 1-31-35
Road To The Big House	John Shelton	Screen Guild 12-13-47
Satin Slippers		
Widow in Scarlet	Dorothy Revier	Mayfair Pic. 7-20-32

QUICK SERVICE!
Headquarters for machine and roll
MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 800, 723 7th Ave., N. Y. C. CI 5-6439

Theatre Color TV Seen As Distant

CHICAGO.—Assurance that color television would not reach an acceptable standard for theatres for the next several years was given Allied States convention delegates by Nathan L. Halpern, president of Theatre Network Television, during a demonstration of large screen TV here.

Halpern advised theatremen to join in the swing toward black-and-white big screen video, discounting concern that equipment purchased today would be out-of-date tomorrow. His words were delivered in answer to questions posed by a panel of industry personalities.

100 Sets Predicted

The TNT prexy predicted that by the end of 1952 installations of theatre TV sets would pass the 100 mark. He added that it would take the exhibitor about five years on the average to liquidate the cost of such equipment.

Comprising the panel, besides Halpern, were Jack O'Brien, RCA; Trueman Rembusch, Nathan Yamins, A. R. Blocher, John Wolfberg and Leon Back, all Allied. The panel was telecast onto a 12 x 15 screen in the convention auditorium for 45 minutes. RCA provided the equipment for the program, which originated in MNBQ studios, an NBC affiliate.

ABC Circuit Wins Award

LONDON.—ABC circuit achieved distinction recently by becoming the only circuit to win the seal of approval of the British Good Housekeeping Institute.

Need For Two Operators Termed "Unreasonable" By Massachusetts Court

BOSTON.—A Suffolk Superior Court ruling has called "unreasonable and arbitrary" the State Commissioner of Public Safety requirement that two licensed operators be in a projection booth and insisted that operators shall not leave the manual side of the machine while it is in motion.

Ruling was handed down by Master Arthur Brown. It stated that the Safety Commissioner's regulation has no reasonable or rational relation to the safety of operation. Included were both safety and nitrate film in the ruling.

Position Discounted

Brown's statement added that the position which the operator occupies in the booth at the moment of ignition cannot materially effect the amount of film which will or will not be consumed by fire.

It noted that the presence of the second operator adds nothing to the safety of the operation of the two projection units in the continuous showing of films.

Case had been brought by three Massachusetts exhibitors. It was heard last May when the Community Playhouse, Wellesley, the Telepix, Boston, and Flint Theatre Co., Fall River, filed the action.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



The Altec Service Man

The Altec Service Man and the organization behind him

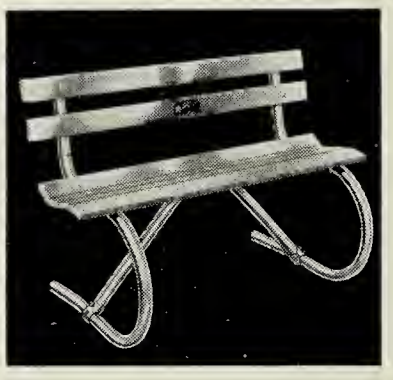
ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

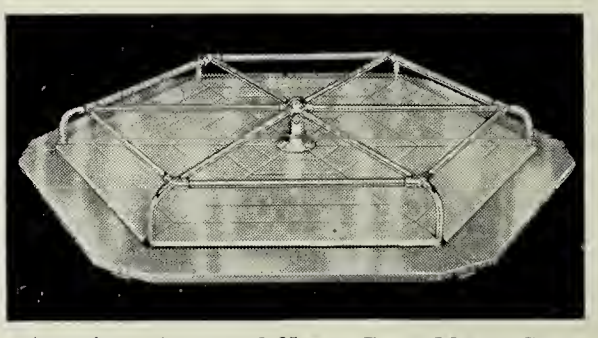
Unsurpassed in Design, Safety and Performance

It's the *plus* factor that makes American the most respected name in Playground Equipment. Plus in design—American leads the field. Plus in performance—*Approved* Equipment stronger, more ruggedly built to guarantee a lifetime of perfect repair-free service. Plus in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design, unexcelled performance and unmatched safety.





All-American Picnic Grill
American Approved Heavy Duty Bench



American Approved Heavy Duty Merry-Go-Round, with Enclosed Safety Platform



An American De Luxe Combination Unit

Send for Literature

AMERICAN PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U.S.A.
WORLD'S LARGEST MANUFACTURERS OF FINE PLAYGROUND & SWIMMING POOL EQUIPMENT

SEEING IS BELIEVING!

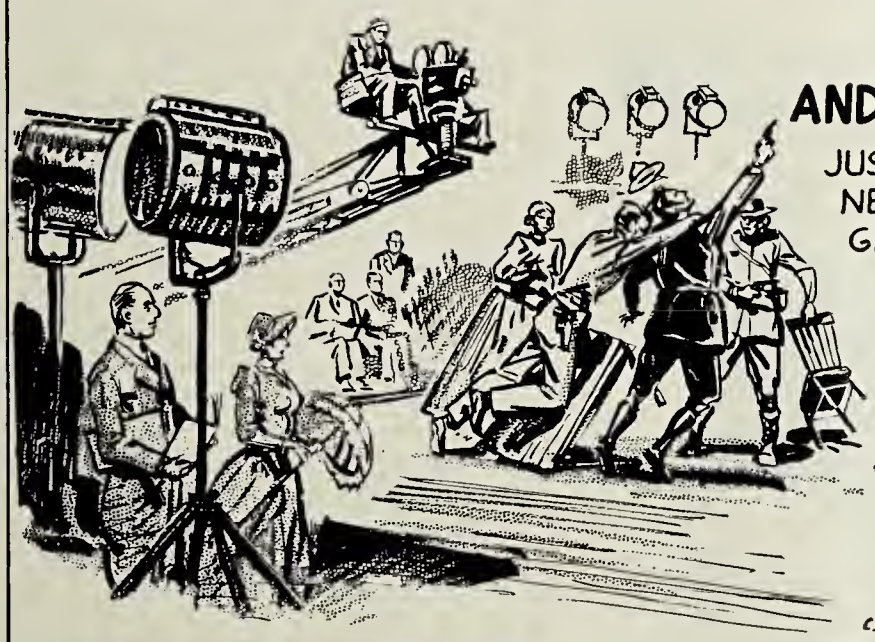
THE BIRTH OF A NATION
AND
THE BIRTH OF AN ART



IN **1915**
MOTION PICTURES GRADUATED FROM FASCINATING NOVELTY TO INTERNATIONALLY RECOGNIZED ART-FORM WITH RELEASE OF D.W. GRIFFITH'S
"BIRTH OF A NATION".
BIG BOX OFFICE WAS BORN, TOO. THE FILM HAS GROSSED OVER
15 MILLION DOLLARS!

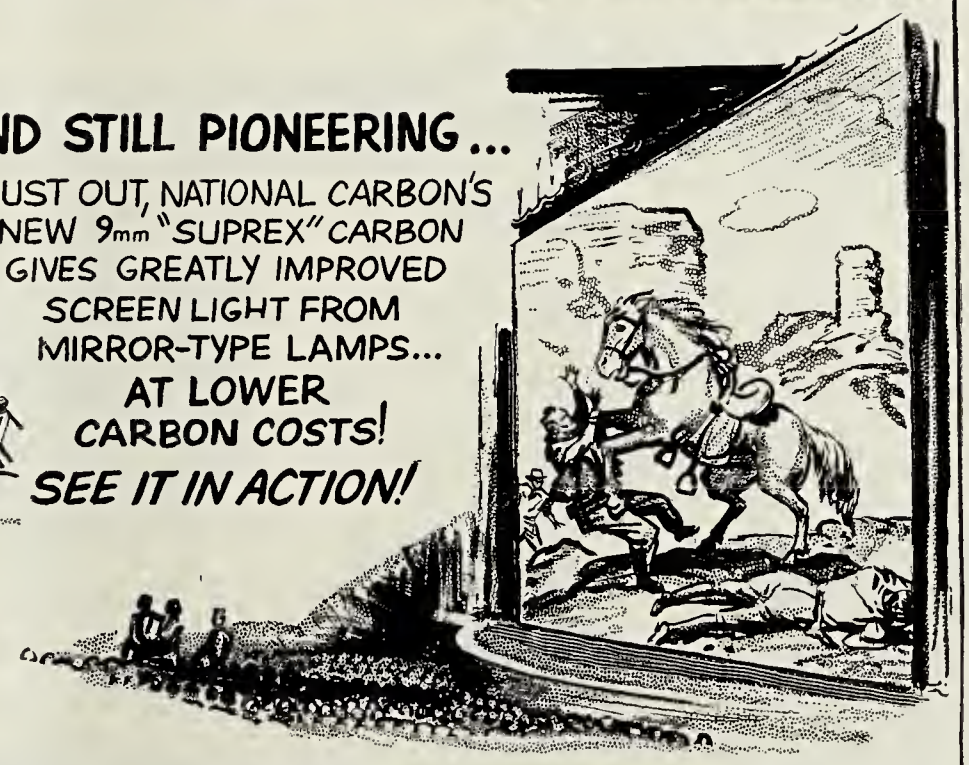
ANOTHER PIONEER

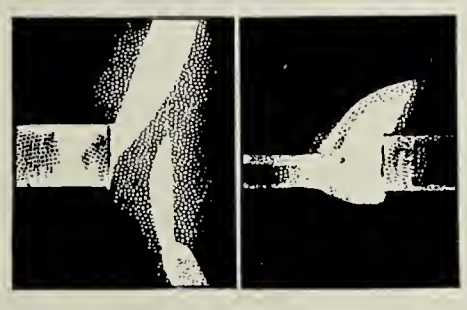
...THE "NATIONAL" CARBON ARC... HEIGHTENED THE DRAMATIC EFFECT AND VERSATILITY OF SUCH GRIFFITH "FIRSTS" AS CLOSE-UPS, BACK-LIGHTING, AND SHARP-SHADOW COMPOSITION.



AND STILL PIONEERING...

JUST OUT, NATIONAL CARBON'S NEW 9mm "SUPREX" CARBON GIVES GREATLY IMPROVED SCREEN LIGHT FROM MIRROR-TYPE LAMPS...
AT LOWER CARBON COSTS!
SEE IT IN ACTION!





GET IN THE SCRAP FOR DEFENSE
— SAVE YOUR COPPER DRIPPINGS!

THE "NATIONAL" CARBON ARC... NOTHING BRIGHTER UNDER THE SUN

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, New York
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York. Pittsburgh, San Francisco
IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

Your Equipment Dealer:

Broad Experience Highlights W. E. Carrell's Long Career

LOUISVILLE. — W. E. Carrell, Sr., president of the Falls City Theatre Equipment Co. here, has participated in practically all realms of experience in the motion picture industry since the early days of the "flickers."

Prominent as an equipment dealer today, and equally active as a spokesman in national organizations within the industry, Carrell has enjoyed a career that continues to be as wide and varied in scope and activity as it was 25 years ago.

Over the years he has owned theatres, managed houses for others, owned a film company, worked as a film salesman, played extra parts in stage presentations and established one of the leading theatre equipment and supply companies in the south.

Began With S&P

Carrell began his association with the film industry at the age of 18. His start was made with the purchase of the S&P Film Co. in Louisville. Althongh that concern specialized in the handling of 35mm. film, Carrell, upon assnmption of control, branched into the projection field.

The company, under Carrell, rose to the level of success in five years but a fire suddenly wiped out the entire assets. Carrell made a fresh start in the equipment and film business but again was hit to a great degree by the effects of the 1929 market crash.

During the early part of the depression, Carrell turned his business energies outside the film industry, but re-entered to open a third eqnipment and supply house in Louisville with the help of C. B. Blake, local exhibitor.

The new company bore the name of Falls City Theatre Equipment Co. It was moved to new and larger quarters on South Third St., where it remains today. The building has showrooms and a model theatre equipped with murals, wall paneling, lighting fixtures, stage, drapes, projection booth and chairs.

Kentucky Served

Served by the company are all of Kentucky, southern Indiana, Tennessee and southern Ohio. In addition to handling theatre equipment, the firm is an outlet for many types of visual aide equipment; is equipped with a complete movie and still camera department, and incorporates what is said to be one of the most modern display fabricating departments in the South.

Carrell is exceedingly active in local and national theatre circles. He is a member of the Kentucky Association of Theatre Owners and for years has served either as head or as a member of the unit's convention committee. Carrell in large part has been responsible for the success KATO conventions have enjoyed.

Carrell, in every respect of the word, has



W. E. CARRELL, SR.

proven himself a perfect convention host. His cocktail parties are models of Southern hospitality and perfection. These are held in conjunction with a musical performance and floor show, taking place in his model theatre.

Very active in the Theatre Equipment Dealers Association, Carrell serves as an aware member of the board of directors of TEDA. He has attended every TEDA convention since the days when that organization met at Chicago's Edgewater Beach Hotel.

Through his many years of service to the industry, Carrell has had opportunities in which to participate in different phases of the field. Back in the early days of the silent film, Carrell installed the equipment and ran the show in Macauley's Theatre for the engagement of D. W. Griffith's "Birth Of A Nation."

Utilized Exploitation

He is a pioneer in exploitation, having sponsored many ventures in which Joe Rupe, local papier mache artist, co-operated. Rupe later went to Hollywood and achieved recognition as a creator of miniature figures.

Carrell served as a newsreel and commercial movie cameraman. He helped organize the Courier Journal Pictorial News in a tie-in with the Alamo Theatre and the "Courier Journal" 25 years ago. He photographed the famous Floyd Gibbons cave disaster, showing progress of each day's activity.

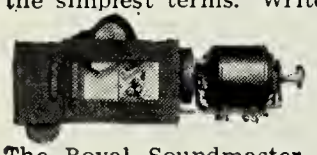
He lays claims to having served with the first group to photograph the Kentucky Derby and run the films on the screen the same night.

He first entered show business as an extra at Macauley's Theatre in the play, "Madame X," which was staged to accompany the screen run of "A Fool There Was."

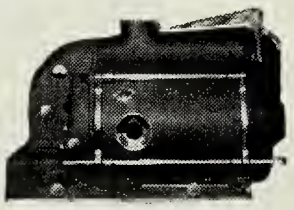
Complete "PACKAGED" Drive-in Theatre Equipment

BY Ballantyne

As the originator of "packaged" equipment for drive-in-theatres, Ballantyne still offers the only complete package unit for any size theatre. Ballantyne also offers a layout of the size drive-in you desire on your own piece of property, including entrances, exits, ramp detail, projection and concession room plans, etc., free of charge to purchasers of Ballantyne equipment. The job of building your drive-in resolves itself to your securing a dirt man and a local contractor to erect the projection and concession room building. Your problem is reduced to the simplest terms. Write for complete free details.



The Royal Soundmaster Model 9 Soundheads. More new features, simplified design, and advanced engineering makes them the most outstanding sound reproducer available — regardless of cost.

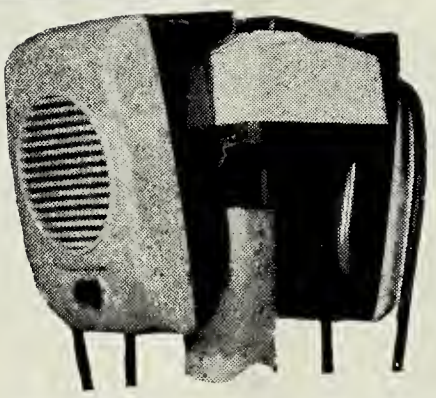


Lightmaster Model 4570 Arc Lamp, 45 to 80 amperes. Provides brilliant light for even the largest theatre or drive-in.

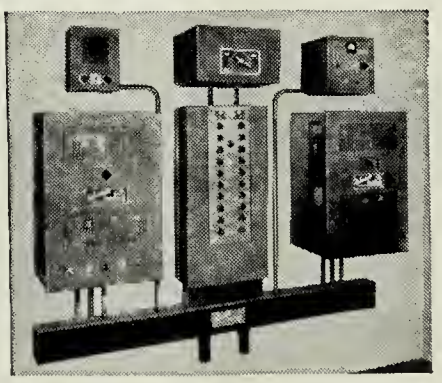


The Boyer "E-Z" Erect Prefab Screen Tower for those who prefer a complete "packaged" screen tower.

For those desiring to build their own screen tower and concession stand, plans, blue prints and layouts are available without cost to purchasers of Ballantyne equipment.



The Ballantyne DUB'L-CONE in-a-car speaker is accepted as tne new standard in speakers today. It is designed to outlast any other speaker 3 to 1 yet it costs no more. than ordinary speakers.



MX Series Deluxe Amplifier System for Drive-in Theatres. Complete packaged amplification for from 400 to 1200 cars. RX Series System also available for from 400 to 800 cars. Single or dual channel.

Arthur Davis Buys Rights To Eight Foreign Films

Six foreign films, four French and two Italian, have been added to the roster of eight features scheduled for national release in 1953 by Arthnr Davis Associates.

French films are: "The Minute Of Truth," starring Jean Gabin, Michele Morgan, and Daniel Gelin; "Seduction;" "The Bad Woman," starring Viviane Romance and Valentina Cortesa; and "The Gang."

Italian pictures are Vittorio De Sica's "Behavior Of The Sexes," starring De Sica, and G. W. Pabt's "The Voice Of Silence," starring Jean Marais, Frank Villard and Aldo Fabrizi. All pictures will be released with English subtitles.

ST. LOUIS (cont'd.)

tier, who operates a theatre at E. Moline, Ill., was winner in a close race for Secretary of State in Ill. . . . John Cobb, Air Force M.P., hit the F&M radio quizz jackpot for a total of $525 just six days after Edith Bryant won 3,775. . . . The 150-seat Palace at Edinburg, Ill., operated by Albert Vetters, was closed for repairs following a recent fire in the booth area of the house. . . . Some of the topics under discusion by the new officers and directors of MPTO of St. L., E. Mo. and S. Mo. and S. Ill. at its recent meeting headed by Tom Bloomer, pres., were dates for membership tours and regional meetings, plans for a joint meeting with KMTA, the proposed local 5% tax.

SALT LAKE CITY

"Carmen" wil be the first opera, and the first telecast for the Utah Theatre on Dec. 11. Advance seat sale at adanced admissions will prevail. . . . Chester L. Price is the new mgr. at the Centre and also city mgr. for Intermountain showhouses in this city. . . . The World Playhouse, formerly the Marlo, opened Nov. 26 with an art film policy and with H. MacKay Fraser selecting the films and operating the theatre. This is the second house in the city recently converted to art films. . . . Shauna Wood is Salt Lake's entrant in the national "Because of You" Girl contest. She won over 14 other local contestants and was awarded $100 by the Centre Theatre.

SAN FRANCISCO

Managerial changes in this area: Dick Rose replaces Frank Jenkins as mgr. of Blumenfeld's El Cerrito Motor Movies, El Cerrito. In the Redwood circuit, Ray Duddy replaced Bert Henson as city mgr., Modesto. Henson was transferred to Klamath Falls to take over duties of Earl Baughman, transferred to dist. mgr. at Eureka. Lou Vaughn, formerly at Eureka, was also assigned to the Klamath Falls territory. . . . Robert L. McKee has acquired the 299-seat Rio, Alamedia. . . . Dave Richards sold his 740-seat Rialto, Oakland, to Pete Kyprios. . . . Edgar P. Weiss, whose father at one time owned the 480-seat Vista, Rio Vista, and recently operated by Sunnymount Theatres, has taken over the house.

The 495-seat Grand, Pollock Pines, owned by Graff Broadbent and booked by Ed Rowden, has closed. . . . E. F. Michelsen has put his 330-seat Brisbane at Brisbane on a six-day week, with two changes. House will be dark Thursdays. . . . ITO of Northern California and Nevada changed its name to Northern California Theatres Ass'n. Nevada is still a member of the group, however. Nominations for new officers of the organization are out and recommendations are expected at the next meeting to be held early in Dec. . . . The initial unit of Country Club Center, shopping development northeast of Sacramento of which Joseph Blumenfeld is pres., has opened. Wm. B. David designed the Center, which will be a $4,000,000 development when completed.

IFE Field Offices Set

According to an IFE announcement, regional offices are being established in New York, Cleveland, Chicago, Atlanta and Los Angeles, for which field personnel is being established to cover 26 exchange areas.



Luncheon for Joseph Cotten, star of 20th-Fox's "The Steel Trap," was given in Pittsburgh by Warner Theatres. Left to right are Jack Kahn, Warner Theatres publicity director; Cotten; Moe Silver, Warner zone manager, and Sol Brager, buyer.

TOA Executives Advance Arbitration; Await Meet

(*Continued from page* 6)

a system and nothing whatsoever to lose, since there is no compulsion on exhibitors to use it. It is there if they wish it."

Starr added that "distribution has made substantial concessions in order to activate the system. It is not good sense for any exhibitor to reject those concessions."

The draft, meanwhile, received endorsement from seven Theatre Owners of America regional units. Latest to endorse, in a unanimous decision, was Motion Picture Theatre Owners of Metropolitan D.C.

Other units who already have voted approval include Theatre Owners of North and South Carolina; TOA Albany exchange area; Motion Picture Theatres Owners of Arkansas, Mississippi, and Tennessee; Motion Picture Exhibitors of Florida; Tennessee TOA; and Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois.

Supreme Court Refuses Review Of Suit Decision

WASHINGTON.—The Supreme Court has refused to review lower court decisions favoring the major distributors, Al Sanborn and James Edwards in the case brought against them by the owners of the Puente (Calif.) Theatre. This refusal has the effect of upholding the decisions of the lower courts.

Steve and Emma M. Chorak had applied for first-run after metropolitan Los Angeles on the grounds that Puente is a Mexican community and hence non-competitive.

COMPO Meet Topics Set

Major subjects on the agenda of the next board of directors and executive committee meeting of COMPO, scheduled for Dec. 10-11 at the Blackstone Hotel, Chicago, will be the campaign to repeal the 20 percent Federal admissions tax and plans for the next exhibition-production round table seminar, set for early next year in Hollywood. Dual meeting was announced by Robert W. Coyne, COMPO special counsel.

Staff Reviews

(*Continued from page* 19)

Welsh coal mine become trapped when the softened earth of the pit surface collapses. Sixty men are thus threatened with death. A rescue squad, headed by John Gregson, begins digging a tunnel but when contact is made with the trapped men a seepage of gas is noticed. The hole tunnel must be sealed to prevent asphixiation, making the rescue work more difficult. Soon, the rescuers devise a plan to save the 60 men one by one. All are saved in about two days.

●

"Tromba The Tiger Man"

(Lippert) 61 Min.

Cast: Rene Deltgen, Angelika Hauff, Gustav Knuth, Hilde Weissner, Grethe Weiser, Gardy Granass, Adrian Hovan.

Credits: Directed by Helmut Weiss; Screen play by Elisabeth Zimmermann and Helmut Weiss.

"Tromba the Tiger Man" was produced in Germany with German dialogue and has been dubbed in English for presentation in the United States. Considering the difficulty in dubbing English dialogue to fit the mouth movements of German words, the dubbing is a pretty good job. The film has some top qualities for exploitation in its circus scenes which should go over well with American film audiences. Filmed using the facilities of the famed Krone Circus, the picture shows some excellent aerial work, a clever trained elephant act and a tiger act, in which the trainer controls the ferocious tigers with his hypnotic stares.

STORY: Rene Deltgen, famous trainer of tigers who uses hypnotism to control the beasts, rejoins Hilde Weissner's circus. Hilde has sent her daughter, Gardy Granass, away to school to spare her the heartbreaks of the big top, where her husband was killed when he was dropped by his brother, aerialist Gustav Knuth. Deltgen meets Gardy, who has persuaded Knuth to cast her in an act where she swings on a flying trapeze over his tigers. Adrian Hoven, Gardy's fiancee, doesn't approve of this, however, when Deltgen's girl friend, Angelika Hauff is injured, Gardy replaces her and her mother, Hilde, sees that she is a trouper. Angelika reveals that Deltgen's hypnotism had caused Hilde's husband's death. Knuth seeks to avenge his brother's death but is cheated when Deltgen, a hard task master, is killed by Bombay, a strong-willed Bengal tiger, who is a member of Deltgen's act.

Arbitration In New York For ITOA Membership

(*Continued from page* 6)

number of pre-releases and advanced admission pictures, print shortages and high film prices."

Noting that destruction of arbitration before such a system was even launched is "foolhardy," Brandt predicted that "no exhibitor can be worse off than he is now." He said that a "trial period of 18 months, under a properly functioning arbitration system, would bring decided improvement to all branches of the industry and help create an atmosphere of mutual understanding."

Hart To Columbia Board

Alfred Hart, president of Hart Distilleries, has been elected to the board of directors of Columbia Pictures Corporation, according to an announcement by Harry Cohn, president of the company.

Shooting Activity At Columbia High; Staff Increased

Production plans and activity at Columbia Pictures are continuing at a high rate following the appointment of Jerry Wald as executive producer.

Launching an immediate program of 22 "A" features to be made during 1953, Columbia has added three new producers to its roster: Lewis Rachmil, William Fadiman and Robert Arthur, who will work under the supervision of Wald.

The new producers have already been assigned to projects. Rachmil will handle "Rough Company," Arthur will produce "Broadway Story" and Fadiman will work on "The Life of Casanova."

Katzman's Schedule Heavy

Sam Katzman's 1953 program for Columbia, 17 features and three serials, ten features in Technicolor, will be the heaviest one-year schedule ever undertaken by an independent motion picture producer.

Katzman's recently signed seven-year contract with Columbia called for 15 films a year. The revised program stipulates 20 a year, a total of 140 pictures.

The ten Technicolor films on the 1953 program are:

"Prisoners of the Casbah," "Charge of the Lancers," "Jesse James Meets Bill Dalton," "The Kiss and the Sword," "Tripoli to the Sea," "Battle of Rogue River," "Fort Ticonderoga," "Chief of the Senecas," "The Beach at Wakiki" and "Meet Me at the Fair."

Gangster Films Planned

The remaining features include "Valley of the Headhunters," "Killer Ape," "Jungle Man Eaters," "Baron of Brooklyn," "49 Men," St. Valentine's Day Massacre" and "Lord of the Underworld."

The three serials are "Adventures of Captain Kidd,' "Fighting With Fremont" and "Smashing the Spy Ring."

Rachmil had charge of all production at General Service Studio from 1947 to 1949, and was a producer at RKO. Fadiman, also coming from RKO, is being elevated to producer status for the first time. He was an executive in charge of stories and writers.

Arthur started his film career as a writer, later becoming a producer at U-I and WB.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Edward Arnold and John Agar have been set as the stars of "My Dad, J.R.," producer-director Hal R. Makelim's independent production, which goes before the cameras at RKO-Pathe Studios Dec. 1. The original screen play is by Hal Richards and concerns the clash between a tycoon and his son over the running of their industrial empire. Makelim is making the film without a release.

* * *

Richard Carlson will co-star with Stephen McNally and Julia Adams at U-I in the Technicolor production, "Apache Landing." The film rolls Dec. 1 with William Alland producing and Lee Sholem directing. . . . Jane Powell will star in M-G-M's "Athena," a musical comedy written by Leonard Spigelgass and which will be produced by Joe Pasternak. The story concerns the youngest daughter of a large family of health fiends. It will be filmed next year in Technicolor. . . . Bob Hope was the recipient of another important award. The title of "Comedian of the Year" was bestowed upon him by the Associated Press managing editors.

* * *

"Gambler Moon" will go before the cameras at RKO the first week in February with an all-star cast including Robert Mitchum, Robert Ryan, Arthur Hunnicutt, Ursula Theiss and Mala Powers. Edmund Grainger will produce the dramatic feature, which is an original story and screen play by Thames Williamson. . . . A trio of short stories by Guy de Maupassant are being prepared by John Brahm for production under the title, "Happiness." Brahm will produce and direct. Vincent Price, currently on tour with "Don Juan in Hell," has been signed to star in "The False Gems," and Glenn Ford and Suzanne Cloutier are being sought to star in "Happiness." The third story will be "The Englishman." . . . Hollywood was greived over the passing of Isaac E. Chadwick, who had been a leader in the motion picture field since 1910, and at the time of his death was president of the Independent Motion Picture Producers and Distributors Association, an office he had held since 1924.

* * *

The nation's number one best-seller, "East of Eden," by John Steinbeck, has been acquired by Jack L. Warner for Warner Bros. studio production. Steinbeck will adapt his best-seller for the screen and Elia Kazan, director of "A Streetcar Named Desire," will produce and direct it. In addition to the newly acquired "East of Eden," the studio owns another continuing best-seller "Gown of Glory," by Agnes Sligh Turnbull.

* * *

Adolph Menjou, celebrating 40 years in films, will mark his 25th screen role as a comedy gangster in M-G-M's "The Blue Goddess," which stars Red Skelton. Robert Z. Leonard will direct with Edwin H. Knopf producing. . . . "The Wood Hawk," a novel by Leo Katcher, recently purchased by Columbia, has been assigned to Vincent Sherman to direct with a tentative March 1953 starting date scheduled. . . . Robert Aldrich has sold an option on his original screen play, "The Heart's An Auctioneer" to Don Siegel to be filmed in Europe, next summer, starring Viveca Lindfors and to be produced by Lazar Wechsler. . . . Paramount announced that it will produce "Summer Song" next year with Anna Maria Alberghetti starring. Mel Epstein will produce the feature, which tells the story of college students who do various jobs during their summer vacations at national parks and become entertainers in the evening. The studio plans to use a number of its younger players in the feature.

* * *

"The Plains of Abraham," a historical novel by James Oliver Curwood, was bought by Universal-International. The story has been assigned to Howard Christie and will be filmed in Technicolor in 1953. Published in 1928, the novel has a background of the French-English conflict in Canada between 1749 and 1767. . . . Phyllis Coates has been signed for Paramount's "Here Come The Girls." She plays the backstage pal of Rosemary Clooney. She joins a cast headed by Bob Hope, Miss Clooney, Arlene Dahl and Tony Martin. Paul Jones produces the film with Claude Binyon directing.

* * *

Clarence Greene and Russell Rouse, who produced, directed and wrote "The Well" and "The Thief," announced the formation of their own company which will make one film annually beginning next summer. The first film on their slate will be an original titled "A Love Story." It will be filmed in New Orleans and in Europe next summer. They are hoping to secure the services of Gary Cooper and Ingrid Bergman for the starring roles and Rouse plans a trip to Europe in early January to discuss the property with Miss Bergman and her husband, Roberto Rosselini.

* * *

Jack Thomas, former general manager of Hallmark Productions, heads the newly formed roadshow department of Sol Lesser Productions, Inc. . . . Jo Eisinger will polish his own original screen story for M-G-M, "The Ember Days." Sam Zimbalist is pro-

(*Continued on next page*)



Dick Powell (seated left), makes his debut as a director with RKO Radio's "Split Second," being lensed on location in the Mojave Desert.

Films Played Off Too Fast; Public Can't Catch Up, Declares Fregonese

By Richard Bernstein

"Phoniness in pictures, as in money, has no real value," explained Director Hugo Fregonese at lunch. Fregonese has just returned from Europe where he directed the Mike Frankovich production, "Decameron Nights," which stars Joan Fontaine and Louis Jourdan.



HUGO FREGONESE

"I feel that an audience can sense a formula picture," Fregonese said. "An audience likes to be surprised. They don't like to see the same film over and over with a different cast."

Fregonese pointed out that nowadays a film goes through the theatre circuit too fast. Many pictures are worth a holdover and don't get it. Pictures should be exploited like plays for longer runs. Many times a person finally gets time to see a picture and finds that it has gone. By the time word-of-mouth on a film gets around, a film is sometimes not even playing in the city anymore.

Classifications Stressed

The director also brought up another very interesting point. "You classify a picture in Europe for adults, children, etc. Why don't they start it here? We lose part of our audience because they don't wish to see films slanted for children. In Europe, theatres classify a picture, "A," that's for adults with children; "X," that's adults only, and "U," that's for everybody. There are certain theatres that play only "A" features, some that play "U" features."

The director stated that when a director, who has done quite a bit of work in Hollywood, goes to Europe he has to get used to a slower tempo of filming. Shooting schedules in Europe are longer.

For "Decameron Nights," Fregonese spent 11 weeks in Spain. He pointed out that 99 per cent of the lensing in Spain was filmed using natural sets. Part of the film was filmed in the Alhambra of Granada, built by the Moors in 1100. This castle is considered one of the seven wonders of the world. The filming of these sequences was the first time that the government allowed the Granada to be filmed from the inside. They also shot in the Alcazar of Segovia, a big castle which was used years ago by kings. Only one day was spent filming in London.

Sex Comedy Filmed

The director explained that "Decameron Nights" is a sex comedy, composed of three short stories by Boccaccio. In the film, Boccaccio tells the stories. The same actors and actresses play different parts in each story. This is the first time that this has been done in films.

"Technicolor wants to rush the prints from London to Hollywood," Fregonese said, "because they feel they have a photography Academy Award winner." Fergonese first attracted attention as a director because of three Spanish language pictures he made, "Pampa Barbara," "When Words Fail" and "Hardly A Criminal."

M-G-M bought "When Words Fail," and signed Fregonese to a director's contract. However, he left Metro for Universal-International where he made three films: "One Way Street," "Saddle Tramp" and "Apache Drums." He also made "My Six Convicts" for Stanley Kramer at Columbia.

In "Decameron Nights," the director explained, "we take sex and make fun of sex. Everything is done with tongue in cheek and above all, with great charm. The three stories are humorous love stories."

"English stars look to Hollywood as a mecca for film people," the director said. "I used supporting players in 'Decameron Nights,' that I recruited in England. Joan Collins, who is in the film and who is under contract to J. Arthur Rank, is future star in my opinion. Stars don't develop they just happen to blossom; they develop by themselves," he said.

Hemingway Desired

In regard to future production, Fregonese said, "I'd like to do 'The Old Man And The Sea,' the Ernest Hemingway story, exactly as Hemingway wrote it without adaptation. Spencer Tracy would be excellent for the lead."

Fregonese has optioned "Catalina," by W. Somerset Maugham, for films. It deals with the 17th Century and it is a robust adventure tale. The director would like to film it in Spain with Hollywood star names heading the cast.

"I do not believe in cliches," Fregonese said, "I made it a point in 'My Six Convicts' to depict convicts and their prison as it actually looked. It was also important in my estimation to delve into the human emotions for this film. I feel that an audience gets tired when action is emphasized without explaining the characters' emotions."

Title Changes

Warner Brothers: **"The City Is Dark"** is the new title for "Don't Cry Baby." (Stars Gene Nelson, Sterling Hayden, and Phyllis Kirk; Andre De Toth directing); **"Trouble Along The Way"** replaces "Alma Mater." (Stars John Wayne, Donna Reed, Charles Coburn, and Marie Windsor; Michael Curtiz directing); **"The Last Patrol"** is the new tag for "Raiders of the Southwest." (Stars Randolph Scott, Phyllis Kirk and Lex Barker; Andre De Toth directed).

RKO-Radio: **"Angel Face"** is the final title for "The Murder," which was later retitled "The Bystander." (Stars Robert Mitchum, Jean Simmons and Mona Freeman; Otto Preminger produced and directed); **"The Persuader"** is the final name for "The Difference." (Stars Edmund O'Brien, Frank Lovejoy and William Talman; Ida Lupino directed).

Columbia: **"Anyone But You"** is the new title for "Love Song." (Stars Ray Milland and Jane Wyman; Oscar Saul produced).

HOLLYWOOD

(Continued from preceding page)

ducing and Gottfried Reinhardt will direct the film. . .. W. R. Yarnal has been elected president and general manager of the Cinecolor Corp. at a meeting of its board of directors. Yarnall is the vice-president of the Donner Corp. O. W. Murray has been named vice-president and assistant general manager. H. B. Brueggemann has been designated technical director and Sam Burkett has been named general sales manager.

* * *

Universal-International announced the signing of a new contract with the comedy team of Bud Abbott and Lou Costello, which calls for their services through 1955. The agreement provides that the two comedians star in a minimum of four pictures for U-I. The first of the four will be "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," which will go before the cameras in mid-January. Howard Christie will produce and Charles Lamont will direct. This film will be the popular comedians' twenty-fifth film to be made at U-I. Their association with the company began in 1940.

* * *

Bert Friedlob met with Bette Davis and picked up his commitment for a second starring film for Miss Davis to be made in June, when Miss Davis will take six weeks leave from her legitimate stage musical comedy, "Two's Company." Katherine Albert and Dale Eunson will proceed with the development of their screen play from their own original. The new Bette Davis film will be a 20th Century-Fox release as are all other Friedlob productions. Miss Davis recently completed starring in the Bert Friedlob production, "The Star."

* * *

Republic exercised its option for another year on the exclusive services of singing star Eileen Christy for an additional year with the new ticket effective Dec. 1. The actress starred in "I Dream of Jeannie" and the recently completed "Sweetheart Time." . . . James Mason will go to Berlin Feb. 1 to star in "Susan In Berlin" under the direction of Carol Reed. Mason will portray a smuggler and adventurer operating from the East zone in Berlin. . . . Joanne Dru will co-star with Tony Curtis in Universal-International's "Drifting," a modern story of international intrigue in Hong Kong. Rudolph Mate will direct the film, which will start in mid-December.

* * *

Hayes Goetz, connected with production at Metro-Goldwyn-Mayer for 15 years, has been signed by production head Walter Mirisch to a long-term Allied Artists contract as a producer. Goetz soon will report to Allied Artists upon completion of his current Metro commitments.

* * *

Rosemary Clooney's future as a full-fledged Paramount star has been assured with the signing of a new exclusive contract with the studio. Co-incidentally with the annoucement about the new pact, Paramount announced that the popular singer has been set as one of several top stars for "Away We Go." The picture, to be produced for the studio by Robert Emmett Dolan, will go before the cameras directly after "White Christmas," third on the list of Clooney headliners. She made her motion picture debut in the Technicolor musical, "The Stars Are Singing."

Hollywood Production

ALLIED ARTISTS

Shooting

JALOPY
Cast: Bowery Boys.
Producer .....Jerry Thomas

THE HOMESTEADERS
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly

WHITE LIGHTNING
Cast: Stanley Clements, Barbara Bestar, Steve Brodie.
Producer .....Ben Schwalb
Director .....Edward Bernds

Cutting

TANGIER INCIDENT
(A Lindsley Parsons Prod.)
Cast: George Brent
Producer ..... Lindsley Parsons

SON OF BELLE STARR
(Cinecolor)
Cast: Keith Larson
Producer ..... Peter Scully

JUNGLE GIRL
Cast: Johnny Sheffield, Karen Sharpe, Suzette Harbin.
Producer ..... Walter Mirisch
Director ..... Ford Beebe

THE ROAR OF THE CROWD
(Cinecolor)
Cast: Howard Duff.
Producer .....Richard Heermance

COLUMBIA

Shooting

THE RED BERET
(Technicolor)
(Warwick Prods., Filming in England)
Cast: Alan Ladd, Leo Genn, Diane Foster, Harry Andrews, Thomas Heathcoat, Victor Maddern, Donald Houston.
Producers .....Irving Allen and Cubby Broccoli
Director .....Terence Young

Cutting

THE JUGGLER
(The Kramer Co.)
Cast:Kirk Douglas, Milly Vitale, Paul Stewart, Joey Walsh, Oscar Karlweis, John Banner, Jay Adler, Beverly Washburn.
Producer ..... Stanley Kramer
Director ..... Edward Dmytryk

SIREN OF BAGDAD
(Technicolor)
(Esskay Pictures Co.)
Cast: Paul Henreid, Patricia Medina.
Producer ..... Sam Katzman
Director ..... Richard Quine

GOLD TOWN RAIDERS
(Gene Autry Prod.)
Cast: Gene Autry, Smiley Burnette.
Producer ..... Armand Schaefer
Director ..... George Archainbaud

PACK TRAIN
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

SLAVES OF BABYLON
(Technicolor)
Cast: Richard Conte, Linda Christian, Terry Kilburn.
Producer .....Sam Katzman
Director .....William Castle

LOVE SONG
(Technicolor)
Cast: Jane Wyman, Aldo Ray, Valerie Bettis.
Producer .....Oscar Saul
Director .....Al Hall

POSSE
Cast: Brod Crawford, John Derek, Charles Bickford.
Producer .....Harry Joe Brown
Director .....Alfred Werker

FLAME OF CALCUTTA
(Technicolor)
(Esskay Pictures Co.)
Cast: Denise Darcel, Patric Knowles, George Keymas, Paul Cavanagh.
Producer .....Sam Katzman
Director .....Seymour Friedman

INDEPENDENT

Shooting

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

MAN CRAZY
(Security Pictures)
Cast: Neville Brand, Christine White, Colleen Miller, Irene Anders, John Brown.
Producer .....Sidney Harmon
Director .....Irving Lerner

TOMBSTONE TRAILS
(Edward Small Prods.)
Cast: George Montgomery, Tab Hunter.
Producer .....Edward Small

HARNESS BULL
(Sequoia Productions)
Cast: Edward G. Robinson.
Producers.....Arthur Gardner and Jules Levy
Director .....Arnold Laven

THE BLUE GARDENIA
Producer .....Alex Gottlieb
Director .....Fritz Lang

Cutting

THE STAR
(Thor Productions)
Cast: Bette Davis, Sterling Hayden, Natalie Wood, Warner Anderson.
Producer .....Bert Friedlob
Director .....Stuart Heisler

RETURN TO PARADISE
(Technicolor)
(Shooting in Samoa; Aspen Pictures)
Cast: Gary Cooper, Roberta Hynes, Barry Jones, Moira MacDonald, John Hudson.
Producer ..... Theron Warth
Director ..... Mark Robson

SEA DEVILS
(Technicolor)
(Shooting in England)
(A Coronado Production)
Cast: Yvonne DeCarlo, Rock Hudson.
Producer ..... David E. Rose
Director ..... Raoul Walsh

BODY BEAUTIFUL
(Savoy Pictures Inc.)
Cast: Susan Morrow, Robert Clarke, Noreen Nash, Sherry Caine, O. Z. Whitehead, Paul Guilfoyle, Joann Arnold, Jean Shawnlee, Leo Mostovoy.
Producer-Director .....Max Nosseck

TARZAN AND THE SHE DEVIL
(Sol Lesser Productions)
Cast: Lex Barker, Joyce MacKenzie, Raymond Burr, Monique Von Vooren, Tom Conway.
Producer .....Sol Lesser
Director .....Kurt Neumann

Lippert PICTURES, Inc.

Shooting

SPACEWAYS
(Exclusive Films, Shooting in London)
(For Lippert Release)
Cast: Howard Duff, Eva Bartok.
Producer .....Anthony Hinds
Director .....Terence Fisher

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft.
Producer .....Bernie Luber
Director .....Ray Enright

Cutting

BAD BLONDE
(Exclusive Films;
Shooting in London)
(For Lippert Release)
Cast: Barbara Payton, Tony Wright.
Producer .....Anthony Hinds
Director .....Reginald Le Borg

THE TALL TEXAN
(T. Frank Woods Production;
Shooting in Deming, New Mexico)
(For Lippert Release)
Cast: Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler, Sam Herrick, Dean Train, Sid Saylor, George Steele.
Producer .....T. Frank Woods
Director .....Elmo Williams

METRO-GOLDWYN-MAYER

Shooting

MOGAMBO
(Technicolor)
(Shooting in British East Africa)
Cast: Clark Gable, Ava Gardner, Grace Kelly, Douglas Sinden.
Producer .....Sam Zimbalist
Director .....John Ford

SLIGHT CASE OF LARCENY
Cast: Mickey Rooney, Eddie Bracken, Elaine Stewart, Marilyn Erskine.
Producer .....Henry Berman
Director .....Don Weis

INVITATION TO THE DANCE
(Technicolor)
(Shooting in London)
Cast: Gene Kelly, Igor Youskevitch, Ballet Theatre, Sadler Wells Ballet.
Producer ..... Arthur Freed
Director ..... Gene Kelly

GIVE A GIRL A BREAK
(Technicolor)
Cast: Marge and Gower Champion, Debbie Reynolds.
Producer .....Jack Cummings
Director .....Stanley Donen

THE BAND WAGON
(Technicolor)
Cast: Fred Astaire, Cyd Charisse, Nanette Fabray, Oscar Levant, Jack Buchanan.
Producer .....Arthur Freed
Director .....Vincente Minnelli

FAST COMPANY
Cast: Howard Keel, Polly Bergen, Nina Foch, Marjorie Main.
Producer .....Henry Berman
Director .....John Sturges

YEARS AGO
Cast: Spencer Tracy, Jean Simmons.
Producer .....Lawrence Weingarten
Director .....George Cukor

MAIN STREET TO BROADWAY
(Cinema Productions,
For M-G-M Release)
Cast: Tallulah Bankhead, Gertrude Berg, Olivia De Haviland, Faye Emerson, Henry Fonda, Oscar Hammerstein II, Rex Harrison, Mary Martin, Agnes Moorhead, Lilli Palmer, Richard Rodgers, Cornel Wilde.
Producer .....Lester Cowan
Director .....Tay Garnett

Cutting

VAQUERO
(Ansco)
Cast: Robert Taylor
Producer .....Stephen Ames
Director .....John Farrow

JULIUS CAESAR
Cast: Marlon Brando, James Mason, Louis Calhern, Jon Gielgud, Edmond O'Brien, Greer Garson, Deborah Kerr.
Producer .....John Houseman
Director .....Joseph Mankiewicz

BATTLE CIRCUS
Cast: Humphrey Bogart, June Allyson, Keenan Wynn, Patricia Tiernan.
Producer .....Pandro S. Berman
Director .....Richard Brooks

DANGEROUS WHEN WET
(Technicolor)
Cast: Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel, William Demarest, Charlotte Greenwood Barbara Whiting, Donna Corcoran.
Producer ..... George Wells
Director ..... Charles Walters

CRY OF THE HUNTED
Cast: Vittorio Gassman, Barry Sullivan.
Producer ..... William Grady, Jr.
Director ..... Joseph Lewis

CODE TWO
Cast: Ralph Meeker, Sally Forrest, Robert Horton.
Producer ..... William Grady, Jr.
Director ..... Fred Wilcox

STORY OF THREE LOVES
("Equilibrium" Episode)
(Technicolor)
Cast: Pier Angeli, Ricardo Montalban.
Producer .....Sidney Franklin
Director .....Gottfried Reinhardt

DREAM WIFE
Cast: Cary Grant, Deborah Kerr.
Producer ..... Dore Schary
Director ..... Sidney Sheldon

THE CLOWN
Cast: Red Skelton, Jane Greer, Timothy Considine.
Producer ..... William H. Wright
Director .....Robert Z. Leonard

YOUNG BESS
(Technicolor)
Cast: Jean Simmons, Stewart Granger, Charles Laughton, Guy Rolfe, Kathleen Byron, Kay Walsh, Rex Thompson.
Producer .....Sidney Franklin
Director .....George Sidney

REMAINS TO BE SEEN
Cast: June Allyson, Van Johnson, Louis Calhern, Dorothy Dandridge, Sammy White.
Producer .....Arthur Hornblow, Jr.
Director .....Don Weis

Paramount Pictures

Shooting

ARROWHEAD
(Technicolor)
Cast: Charlton Heston, Mary Sinclair, Jack Palance, Katy Jurado.
Producer .....Nat Holt
Director .....Charles Marquis Warren

LITTLE BOY LOST
Cast: Bing Crosby, Claude Dauphin, Nicole Maurey, Christian Fourcade, Gabrielle Dorziat.
Producer .....William Perlberg
Director .....George Seaton

Hollywood Production

UNTITLED
Cast: Dean Martin, Jerry Lewis.
Producer .....Paul Jones
Director .....Norman Taurog

Cutting

ROMAN HOLIDAY
(Shooting in Rome)
Cast: Gregory Peck, Audrey Hepburn, Eddie Albert.
Producer .....William Wyler
Director .....William Wyler

HOUDINI
(Technicolor)
Cast: Tony Curtis, Janet Leigh, Torin Thatcher.
Producer ..... George Pal
Director ..... George Marshall

"JAMAICA"
(Technicolor)
Cast: Ray Milland, Arlene Dahl, Wendell Corey, Laura Elliot.
Producer ..... William Pine and William Thomas
Director ..... Lewis R. Foster

FOREVER FEMALE
Cast: Ginger Rogers, William Holden, Paul Douglas, Pat Crowley, James Gleason, Jesse White, Marporie Rambeau, George Reeves, Marion Ross, Richard Shannon.
Producer .....Pat Duggan
Director .....Irving Rapper

RKO RADIO PICTURES

Shooting

SPLIT SECOND
Cast: Stephen McNally, Jan Sterling, Alexis Smith.
Producer.....Edmund Grainger
Director .....Dick Powell

Cutting

BEAUTIFUL BUT DANGEROUS
Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

BREAK-UP
Cast: Jean Simmons, Jane Darwell, Victoria Horne.
Producer .....Robert Sparks
Director .....Roy Rowland

Republic

Shooting

THE WOMAN THEY ALMOST LYNCHED
Cast: John Lund, Brian Donlevy, Audrey Totter, Joan Leslie, Jim Davis.
Associate producer-Director
Allan Dwan

A PERILOUS VOYAGE
Cast: Vera Ralston, Scott Brady.
Assoc. Producer..William J. O'Sullivan
Director .....R. G. Springsteen

ONE FOR THE ROAD
Producer-Director...William A. Seiter

Cutting

FAIR WIND TO JAVA
(Trucolor)
Cast: Fred McMurray, Vera Ralston, Victor McLaglen.
Associate producer-Director...Joe Kane

THE SUN SHINES BRIGHT
Cast: Charles Winninger, Arleen Whelan, John Russell.
Producer .....Merian C. Cooper
Director .....John Ford

SOUTH OF SAN ANTONE
Cast: Rod Cameron, Arleen Whelan, Katy Jurado, Forrest Tucker, Harry Care, Jr., Rudolfo Acosta, James Lilburn, Bob Steele.
Associate producer-Director
Joseph Kane

20th CENTURY FOX

Shooting

THE PRESIDENT'S LADY
Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

SAILOR OF THE KING
(Filming in England)
Cast: Jeffrey Hunter, Michael Rennie
Producer ..... Frank McCarthy
Director ..... Roy Boulting

NEARER MY GOD TO THEE
Cast: Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart, Audrey Dalton, Robert Wagner.
Producer .....Charles Brackett
Director .....Jean Negulesco

THE DESERT RATS
Cast: James Mason, Richard Burton, Chips Rafferty.
Producer .....Robert L. Jacks
Director .....Robert Wise

WHITE WITCH DOCTOR
(Technicolor)
Cast: Susan Hayward, Robert Mitchum, Roland Winters.
Producer .....Otto Lang
Director .....Henry Hathaway

GENTLEMEN PREFER BLONDES
(Technicolor)
Cast: Jane Russell, Marilyn Monroe, George Winslow, Elliot Reid.
Producer .....Sol C. Siegel
Director .....Howard Hawks

UNTITLED WESTERN
(Technicolor)
Cast: Jeanne Crain, Dale Robertson, Carole Mathews, Richard Boone, Whitfield O'Connor, Carl Betz.
Producer .....Leonard Goldstein
Director .....Harmon Jones

Cutting

PICKUP ON SOUTH STREET
Cast: Richard Widmark, Jean Peters, Thelma Ritter.
Producer .....Jules Schermer
Director .....Samuel Fuller

POWDER RIVER
(Technicolor)
Cast: Rory Calhoun, Cameron Mitchell, Corinne Calvet.
Producer .....Andre Hakim
Director .....Louis King

BAPTISM OF FIRE
Cast: Victor Mature, Craig Hill
Producer ..... William Bloom
Director ..... Robert Webb

CALL ME MADAM
(Technicolor)
Cast: Ethel Merman, Donald O'Connor, George Sanders, Vera-Ellen, Billy De Wolfe.
Producer ..... Sol C. Siegel
Director ..... Walter Lang

MAN ON A TIGHTROPE
(Filming in Munich, Germany)
Cast: Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame, Adolphe Menjou, Richard Boone.
Producer ..... Robert L. Jacks
Director ..... Elia Kazan

UNITED ARTISTS

Shooting

MELBA
(Technicolor)
(Horizon Productions)
Cast: Patrice Munsel
Producer ..... S. P. Eagle
Director ..... Lewis Milestone

ROUGH SHOOT
(Shooting in London)
Cast: Joel McCrea, Herbert Lom, Evelyn Keyes, Marius Goring, Roland Culver, Patricia LaFann, Karel Stepanek, David Hurst.
Producer .....Raymond Stress
Director .....Robert Parrish

Cutting

THE SCARLET SPEAR
(Anscocolor)
(Filming in British East Africa)
Cast: John Archer, Martha Hyer, Morassi.
Producers..George Breakston-Ray Stahl
Directors...George Breakston-Ray Stahl

THE BANDITS OF CORSICA
(Edward Small Production)
Cast: Louis Hayward.
Producer .....Michel Kraike
Director .....Ray Nazarro

MOULIN ROUGE
(Moulin Prods. and Romulus Films)
(Shooting in Paris) (Technicolor)
Cast: Jose Ferrer, Collette Marchand, Zsa Zsa Gabor, Ann Todd, Danielle Darrieux.
Producer .....Anthony Veiller
Director .....John Huston

Universal International

Shooting

PRINCE OF BAGDAD
(Technicolor)
Cast: Victor Mature, Mari Blanchard.
Producer .....Albert J. Cohen
Director .....George Sherman

THE GOLDEN BLADE
(Technicolor)
Cast: Rock Hudson, Piper Laurie.
Producer .....Richard Wilson
Director .....Nathan Juran

EAST OF SUMATRA
(Technicolor)
Cast: Jeff Chandler, Marilyn Maxwell, Anthony Quinn, John Sutton, Jay C. Flippen, Eugene Iglesias.
Producer .....Albert J. Cohen
Director .....Budd Boetticher

Cutting

LAW AND ORDER
(Technicolor)
Cast: Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster, Dorothy Malone.
Producer ..... John Rogers
Director ..... Nathan Juran

LONE HAND
(Technicolor)
Cast: Joel McCrea, Barbara Hale, Alex Nicol, Chet Allen, Jimmy Hunt.
Producer .....Howard Christie
Director .....George Sherman

MAN FROM THE ALAMO
Cast: Glenn Ford, Julia Adams, Chill Wills, Victor Jory, Hugh O'Brian, Jeanne Cooper, Butch Cavell, Neville Brand, Howard Negley.
Producer ..... Aaron Rosenberg
Director ..... Budd Boetticher

SIOUX UPRISING
(Technicolor)
Cast: Jeff Chandler, Stephen McNally
Producer ..... Albert J. Cohen

THUNDER BAY
(Technicolor)
Cast: James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea, Marcia Henderson, Jay C. Flippen, Robert Monet, Antonio Moreno, Henry Morgan.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

GIRLS IN THE NIGHT
Cast: Patricia Hardy, Joyce Holden, Glenda Farrell, Leonard Freeman, Harvey Lembeck, Anthony Ross, Jaclynne Greene, Don Gordon, Susan Odin.
Producer .....Albert J. Cohen
Director .....Jack Arnold

FLAME OF TIMBERLINE
(Technicolor)
Cast: Ann Sheridan, Sterling Hayden, Philip Reed, Phyllis Stanley, Larry Gates.
Producer .....Ross Hunter
Director .....Douglas Sirk

WARNER BROS.

Shooting

TROUBLE ALONG THE WAY
Cast: John Wayne, Donna Reed, Marie Windsor, Charles Coburn, Sherry Jackson.
Producer .....Melville Shavelson
Director .....Michael Curtiz

PLUNDER IN THE SUN
(A Wayne-Fellows Production for Warner Bros. release)
Cast: Glenn Ford, Diana Lynn, Patricia Medina, Sean McClory.
Producer .....Robert Fellows
Director .....John Farrow

THE SYSTEM
Cast: Frank Lovejoy, Victor Perrin, Joan Welton, Bob Arthur.
Producer .....Samuel Bischoff
Director .....Lewis Seiler

Cutting

SEA ROUGE
(Technicolor)
(Shooting in London)
Cast: Errol Flynn, Beatrice Campbell, Roger Livesey, Anthony Steel, Felix Aylmer, Francis De Wolf, Yvonne Furneaux.
Director .....William Keighley

SHE'S BACK ON BROADWAY
(Warner Color)
Cast: Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore.
Producer .....Henry Blanke
Director .....Gordon Douglas

THE JAZZ SINGER
(Technicolor)
Cast: Danny Thomas, Peggy Lee, Jim Backus.
Producer .....Louis F. Edelman
Director .....Michael Curtiz

BY THE LIGHT OF THE SILVERY MOON
(Technicolor)
Cast: Doris Day, Gordon MacRae, Rosemary DeCamp, Leon Ames, Mary Wickes, Maria Palmer, Billy Gray, Russell Arms.
Producer .....William Jacobs
Director .....David Butler

HIS MAJESTY O'KEEFE
(Technicolor)
(Shooting in the Fiji Islands)
Cast: Burt Lancaster, Joan Rice, Benson Fong.
Director .....Byron Haskin



"THE STEEL TRAP" IS DOING SMASH BUSINESS EVERYWHERE!

A Bert E. Friedlob Production-Released by 20*th* Century-Fox

THE
Independent
FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

M BUYS WB THEATRES

ES FOR ARBITRATION SEE-SAW

225 KEY CITIES OR "BWANA DEVIL"

55 MERGER PROBE LIKELY

ETS 15 FILMS TO START

LISTS 13 PICTURES TO MAY

GROUP USES TV FOR RUN OF STORY IDEA

REVIEWS
pages 12, 14, 16, 29

, No. 11 December 13, 1952

d class matter October 25, 1946, at the at New York, N. Y., under the act of March published Biweekly by The ITOA Independent, Broadway, New York 36, New York. Subscription price $2.00 a Year, Single copy 10 cents.

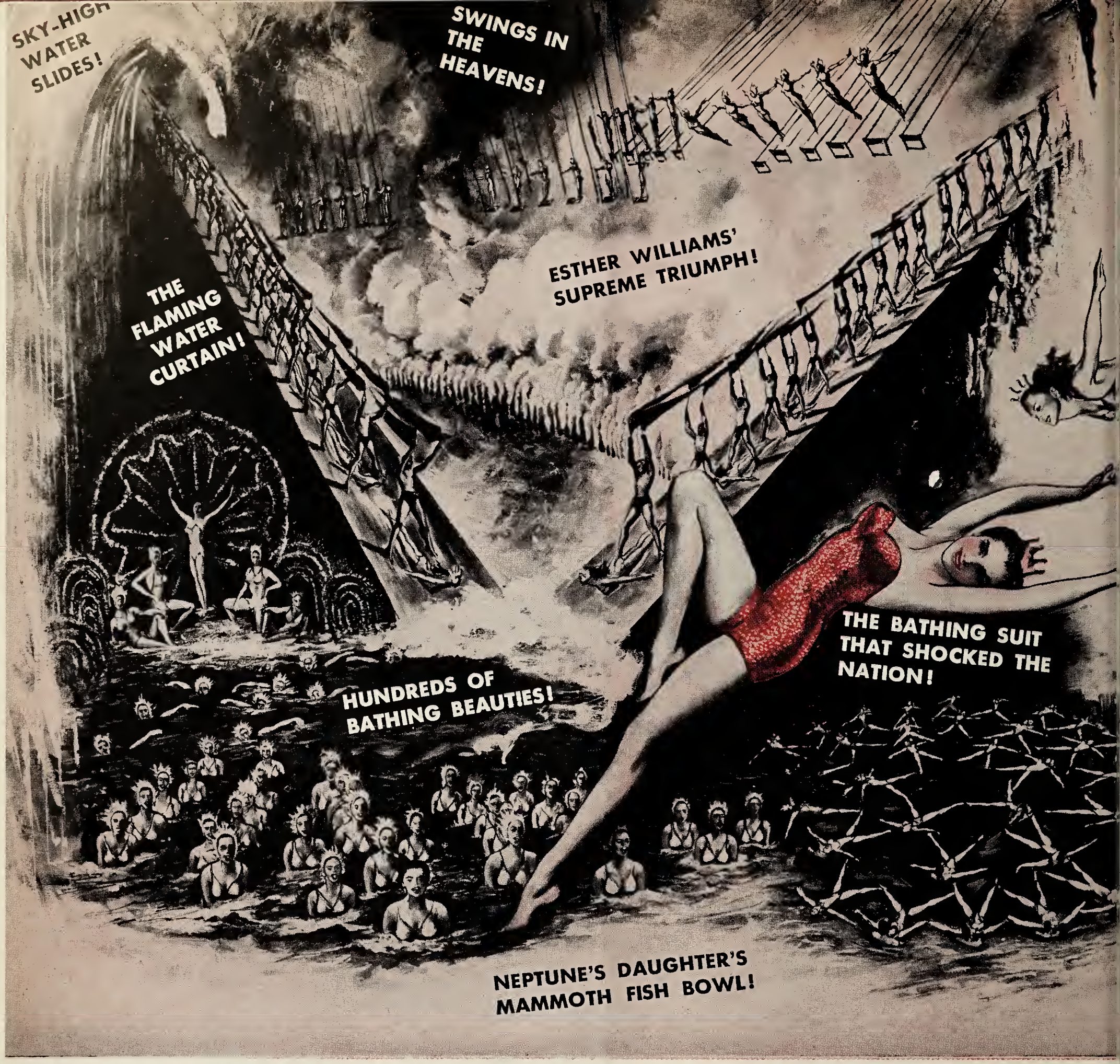
CONFIDENCE!

YEAR'S end is always an appropriate time for re-examination and appraisal of the industry's outlook in the years ahead.

This week, a most important and significant negotiation was brought to a successful conclusion. It is doing more to fan the flames of confidence and enthusiasm for the future of motion picture theatrical exhibition than any other industry event to take place this year. It serves as the concrete evidence which proves the statements that the industry's potential has not yet been fully realized and that its future lies in front of it.

Of such stuff is the deal which finds Si Fabian and Sam Rosen purchasing the stock of the Warner brothers to their theatre interests. Messrs. Fabian and

(See Page 3)



Eyes have never beheld such Technicolor Wonders as M-G-M's "Million Dollar Mermaid"!

Millions of people will bring Millions of dollars to movie theatres for M-G-M's miracle musical "Million Dollar Mermaid" M-m-m-m-m!

Merry Xmas, Happy New Year!

M-G-M presents "MILLION DOLLAR MERMAID" starring Esther Williams • Victor Mature • Walter Pidgeon • David Brian • with Donna Corcoran • Color by Technicolor • Screen Play by Everett Freeman Directed by Mervyn LeRoy • Produced by Arthur Hornblow, Jr.

Vol. 30 No. 11
December 13, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Rosen currently operate a circuit of 54 theatres in three states. The Warner chain presently operates approximately 280 theatres in 15 states and the District of Columbia. In the exercise of sound judgment, based on wide experience and knowledge of the theatre business, these men are proceeding to expand their interests. Such action speaks more eloquently for the future than all the words at our command.

We cannot let the occasion pass without a personal tribute to these two men who have been in the forefront of every constructive industry activity for decades. Although both are pioneers, their pioneering days are still in front of them . . . and any strides that are made in the field of large screen theatre television will be due in great measure to the foresight and drive of these veterans. They are a credit to the industry and hold the respect and admiration of all who know them — both within and without the business. They have rendered great service to the industry. There is no doubt they will continue to do so.

A Dramatic Movie

COMPO leaders from all over the country met in Chicago this week and studied the progress made by the industry in its campaign to repeal the Federal tax on movie admissions.

This much is apparent: there are sound reasons for optimism and intensification of the drive.

An idea which can add tremendous impetus to the campaign was suggested by Senator Eugene D. Millikin at a recent exhibitor meeting in Denver. He recommended that the industry prepare a short movie, presenting its case for tax elimination, and to screen it for an exclusive audience of Senators and Congressmen.

This bit of advice has considerable merit. It is taken for granted that any film that means dollars at the box office will be produced. This film could mean more—an opportunity for survival for many theatre owners.

We have a dramatic and forthright story to tell, yet we have never used our strongest weapon with which to do it. And it is more advantageous that this subject matter be shown to a limited audience of legislators rather than to the general public.

Just imagine the potency of a movie which shows what happens in a community when discriminatory admissions taxes compel an exhibitor to close the doors of his theatre. Discharged employees draw unemployment insurance; the neighboring storekeepers do less business; real estate values diminish; the equipment suppliers and manufacturers must curtail their operations. The chain of destructive events which follows the closing could be most graphically and dramatically demonstrated.

Then, the film might show what would happen if the tax is eliminated. The theatre remains open; the owner pays a variety of taxes, including income taxes. Property values remain steady, the local merchants do increased business; suppliers and manufacturers are given an opportunity to sell their wares. It can even be shown that the revenue loss is more than offset by the healthier economy and the gain in other tax revenues.

It would also be a time to present some basic truths: that the power to tax must not be used to destroy—that the steady drop in admissions taxes over the past several years is the law of diminishing returns in operation and proof of the industry's need for relief—that many theatre owners are presently in business only because they are digging into capital to keep their theatres open in the hope that repeal will be effective—and finally that theatres can no longer act as tax collectors and stay in business.

This is a project for COMPO which is capable of producing splendid results, particularly with those Congressmen who have been evasive or non-committal. If done right, it should get a special "Oscar!"

For A Happy Xmas

One of the happy things about the Christmas Season for those of us in the industry is that it is the one opportunity of the year to give to the Variety Clubs Will Rogers Memorial Hospital—the industry's hospital, *our* hospital. . . . And its glorious and amazing achievements in the handling of patients—from within the ranks of the amusement industry—sick with tuberculosis are our achievements. We are part of that accomplishment.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Hopes For Arbitration See-Saw From Day To Day

The return this week of Eric Johnston from an industry junket in South America was taken in trade circles to signify that a call would soon be issued by the MPAA head for renewed discussions of the obstacles said to be blocking the okay of an arbitration agreement.

Although such discussions appear as extremely necessary if arbitration is to become an all-industry reality, events of the past two weeks tended to see-saw between narrowing and widening the gap now existing between exhibitor-distributor agreement on a workable arbitration draft.

Draft Texts Released

Additional light was shed on the matters which now hold up agreement as a result of the long-awaited release for publication of the two drafts, dated Aug. 21 and Oct. 17, respectively, of the Industry Arbitration Committee.

Draft texts were released in answer to numerous requests made from time to time during the joint discussions between exhibitor and distributor representatives. Release at an earlier date was reportedly not feasible since the drafts were until now constantly in states of discussion and change.

The Aug. 21 draft was prepared by a joint exhibitor-distributor committee while the Oct. 17 version represents the August draft modified to reflect changes proposed by the distributors.

Provisions Questioned

Both drafts, however, contain provisions which National Allied and Western Theatre Owners have found objectionable. These provisions, among others, Allied officials point out, concern competitive bidding and the quantity of pre-release films allowed per distributor per year.

Only minor changes seem to have been made from one draft to another. Most of these changes fall into the category of differences in legal phrasings. The second draft also omits a proposed court order found in the first. A conciliation plan, advocated by exhibition, appears in the second but is absent from the first. A difference on the limitation of back damages also exists as a change from one draft to another.

Both subjects, it becomes apparent from the texts of the drafts, strongly surround the vital issue of film rentals, a topic that is not included directly in either draft as an arbitrable matter.

Myers Statement Recalled

In recommending courses of action on an arbitration vote at the recent National Allied convention, Abram F. Myers, board chairman and general counsel, pointed out that "we must face the fact that the distributors will not yield to the arbitrators any part of their control over prices and it is hopeless to pursue the subject further."

Noted by its absence from either draft is any provision having to do with a method for financing an arbitration system.

Objected to by Allied are the provisions of the second draft delegating power to the 12-man national administrative committee of a proposed arbitration organization to appoint local members of regional tribunals to judge complaints.

It is the opinion of Allied executives that such delegation would result in unsatisfactory appointments in the field of exhibition. Reason behind the thinking is that local and regional exhibitor associations would be better qualified to pick exhibitor members of the regional tribunals than would exhibitors on the national committee.

Allied also opposes the provisions which allow the nine national distributors to release a collective maximum of 18 pre-release pictures a year. Myers has pointed out that the provisions represent a compromise, at best, between distribution and exhibition.

Bidding Provisions Attacked

The competitive bidding provisions of the drafts are also subjects of strong Allied attacks. It is claimed that these provisions place restrictions on the distributors in first run situations only and do not cover the field of second and subsequent run situations.

A new and further roadblock in the path toward arbitration was erected by Western Theatre Owners by its rejection of the distributor draft. Reasons given by H. V. "Rotus" Harvey, WTO past prexy, were: the draft fails to carry out the format as outlined at the first arbitration meeting; it is too wordy and complicated to fit WTO requirements, which call for simplicity and economy in arbitration.

Backing the Allied rejection on a regional level was the board of directors of Independent Theatre Owners of Ohio. The board voted in Cleveland to reject the plan and notify Allied headquarters of that action.

The possibility of further talks between National Allied leaders and distribution representatives was not discounted for the near future by Wilbur Snaper, Allied president. He pointed out, however, that no official action could be taken until the conclusion of the Allied executive board meetings in New Orleans in January.

Further Talks Expected

Snaper said that proposed talks between both factions could result in the straightening out of points not now acceptable to Allied, and the subsequent submission of a revised plan to Allied directors.

Pessimism concerning arbitration's fate was in evidence from a talk delivered by Abram F. Myers, Allied general counsel and board chairman, to membership of Allied Theatre Owners of Indiana, convening annually in Indianapolis last week .

"The only thing that would open up the situation would be if distributor executives asked their sales departments to step aside while they acquainted themselves with the exhibitor point of view," Myers declared.

He added that the recent National Allied rejection of the distributor draft may have one positive result if it succeeds in "bringing (the parties) together for a real heart-to-heart discussion that leads to some measure of relief and a better arbitration draft."

Meanwhile, Theatre Owners of Oklahoma became the eighth regional unit of Theatre Owners of America to endorse the industry arbitration plan. The action was taken at a board of directors meeting in Oklahoma City.

Big Screen TV Nets Theatremen Off-Hour Trade

A couple of unprecedented events which have taken place in the realm of big screen theatre television during the past two weeks apparently are bearing out prophesies made from time to time since 1950 that the big screen medium can bear commercial fruit for exhibitors during off-hours.

These latest developments—a pair of telecasts by commercial enterprises outside the motion picture industry and for invited audiences—are being handled by competing firms.

Lees Telecast Held

The innovator, Theatre Network Television, scheduled and came through this week with the first sensation—a national sales convention of James Lees & Sons, carpet manufacturers, in 17 theatres from 12-1 p.m. (See TELEVIEWS page 15.)

TNT is also reported to have set a sales telecast for February for a major office equipment manufacturing outfit and is said to be negotiating for similar telecasts with an appliance maker, a liquor distiller and an automobile manufacturer.

Prior to the telecast, the organization of a new firm, Teleconference, Inc., was announced. Teleconference disclosed that it has arranged to telecast the introduction of a new product before an invited audience for the Bendix Home Appliances Division of Avco Manufacturing Corp.

Advantages Cited

Date for this telecast is Dec. 30. The noon hour will be used at 42 theatres in more than 40 cities.

According to Teleconference, the telecast will comprise "a replacement for traditional dealer meetings which ordinarily are used to introduce products."

It becomes an obvious fact from these two events that some manufacturers outside the motion picture field are beginning to look to theatres as relatively inexpensive locations for national sales meetings and conventions.

A theatre, it is noted, can be picked in a major city wherein a national firm has a branch and thus cut down, if not completely eliminate, employe convention expense.

One tentative plan for Teleconference hinges on negotiations allegedly now in order between the new firm and a major auto company. A beer company, it was learned, also is being approached by Teleconference.

Show Called "Replacement"

A theatre can also be used to receive guests other than firm personnel. Both the Lees and Bendix firms have invited stockholders, newspaper columnists and specialists to their telecasts.

The new firm, Teleconference, has as its officers Stanley Baar, president; Aaron Feinsot and Thomas Casey, vice-presidents, and Gerald Dickler, secretary and general counsel.

The firm will originate the telecast at the Garrick Theatre, Chicago. A composite audience of about 100,000 is envisioned.

Hughes Gives Stolkin Time To Find Buyer

Assurance, at least for the time being, that the Ralph E. Stolkin syndicate would remain in the RKO Radio saddle was given this week from a Hollywood report that Howard Hughes has agreed to grant a new time extension for the Stolkin group to find a buyer.

Reports were also current that Floyd Odlum, head of Atlas Corp., owners of controlling RKO Radio stock prior to Hughes, would again step into the picture by purchasing the Stolkin unit stock.

COMPO Meeting Gives Impetus To Tax Campaigning

CHICAGO.—COMPO's executive committee and board of directors voted this week to launch its project to repeal the 20 percent Federal admissions tax on a second and more penetrating phase of operation—the securing of information from distressed theatres to statistically demonstrate the hardships inflicted by the tax.

Information will be nsed by the organization's tax repeal committee in arguments for repeal before the House Ways and Means Committee of the new Congress. Col. H. A. Cole and Pat McGee, co-chairmen of the committee, were authorized to take whatever steps are necessary to secure the data.

It was planned to give simple questionnaires to all distressed exhibitors. If necessary, film company salesmen will co-operate.

Sam Pinanski, co-chairman with Trueman Rembusch and Al Lichtman of COMPO, disclosed in a report on the chairmen's activities that the drive for tax repeal has been pushed to the hilt and would continue to be backed until repeal is effected.

Rembusch Report

The 50 COMPO execs attending heard Rembusch report on the Angust-September membership drive, in which nearly 14,000 exhibitors had paid dues in full. It was disclosed by Herman Robbins, treasurer, that exhibitors have joined from Washington, Idaho and Alaska.

The membership committee entered a recommendation that equipment manufacturers and other similar concerns affiliated with the industry be asked to join COMPO. The committee voted to give consideration to a proposal from Mrs. Mary Lasker that exhibitors conduct a National Health Week for the benefit of charities in need of funds for medical research.

Robert J. O'Donnell, national "Movietime U.S.A." director, revealed that since "Movietime" tours were begun one year ago, 300 Hollywood personalities had visited 1,500 communities for 8,000 personal appearances in most states. O'Donnell emphasized that the tours must be continued to promote good will and serve as a springboard for action on any future problems that might arise.

Fabian Enterprises Gains Warner Theatre Control

Purchase by Fabian Enterprises of the Warner Bros. theatre chain, in accordance with the terms of the Consent Judgement, was announced this week. Under the court decision, Warner Bros. Pictures, Inc., was required to separate exhibition from production and distribntion activities, and the Warner brothers were personally required to sell or trustee their holdings in one of the branches.



SI FABIAN



SAM ROSEN

It is expected that Si Fabian will head the new company which takes over the Warner chain.

Fabian, president of Fabian Enterprises, stated: "Samuel Rosen and I are very happy to have been able to make this deal with the three Warner brothers. It evidences our complete faith and confidence in the future of the motion picture exhibition industry. A substantial number of the men associated with the operation of the theatres are friends of many years' standing. . . . We are sure that the relationship will be an effective and happy one for all concerned."

Serge Semenenko of Boston collaborated in bringing about the transaction.

Price and exact number of houses involved in the deal will not be disclosed until finalization of arrangements. Consnmmation of the deal must wait on a stockholders meeting on Feb. 17. Harry, Jack and Albert Warner and their families own 25 percent of the stock in the chain.

Semenenko Involved

The new company, to be formed after the stockholders meeting approves the act, will have 20,000,000 stockholders. They will each receive stock equal to their holdings in the WB organization.

Proxy statement at the stockholders confab at the beginning of this year had Jack L. holding 409,948 shares, with 21,500 in a trust of which he is beneficiary. Albert Warner, it was indicated then, held 407,550 shares, with 21,000 additional in trust, while Harry had 248,300 owned, with a trust holding 16,000. The brothers' total holdings was reduced last Spring by 200,000 shares when purchased by the company after tender.

Under divorcement, half a share of theatre and production unit is to be received for each share of stock in the parent company.

The new Warner Bros. production company will not have to reorganize as a corporation as was required of RKO and Paramount. Instead, only one new company must be formed, the theatre end.

WB chain, officially called the Warner Bros. Circuit Management Corp., originally was composed of 436 houses, 236 owned by the company, 191 leased and nine partly owned or leased. Warners has since divested itself or is in the process of divesting itself of 54 theatres. Approximately 280 theatres are currently being operated in 15 states, including the District of Columbia. Fabian chain at present runs 54 theatres in New York, Pennsylvania and Virginia.

Theatre chain now has Harry M. Kalmine as president, with Herman R. Maier as purchasing head, and Harry Goldberg as advertising-publicity director. Film buyers are Nat D. Fellman, Frank Marshall and Louis J. Kaufman.

Fabian is present chairman of the National Exhibitors Theatre Television Committee and a former president of TOA. Rosen, another active leader in the exhibition end of the motion picture industry, is chairman of the board of the Metropolitan Motion Picture Theatres Association.

"Collier's" Compliments "Andersen," Pix Industry

Collier's magazine, in its Dec. 20 issue, will editorially compliment Samuel Goldwyn's Technicolor production, "Hans Christian Andersen," and the motion picture industry for continuing to supply top entertainment. Magazine pointed out that Goldwyn last year wrote an article for it in which he promised that Hollywood had a sound future in spite of TV and some mistakes it had made.

Illustrated by a large color photo of Jeanmaire, ballet star of the Goldwyn film, the article said: "Maybe the box office scare of the last two or three years will turn out to be a healthy thing for the film makers. It seems to us that even now that they are turning out a better product in a stronger effort to compete with television for the American audience." Mag also stated: ". . . we aren't fretting nnduly that one of our favorite forms of entertainment is going to become an adjunct of television and nothing else." People are still going to the movies the editorial said, and when "there's a particularly popular attraction playing, it's still tough to get a seat."

NPA Ends Building Ban Jan. 1; Aluminum Scarce

WASHINGTON.—The outright ban on theatre building ends on Jan. 1, the National Production Anthority announced this week. Because of improving supplies of materials, NPA moved up the previous date for the ending of the ban, May 1.

After the final 1952 quarter, theatre builders can self-authorize up to five tons of carbon steel and 500 pounds of copper per project, per quarter. That is, they can buy and use that much in each calendar quarter.

Because the aluminum situation has not improved as much, the ban on use of that metal in theatre-building continues until May 1.

Something Happened to N.Y. Critics

Hans Christ

Color

★ ★ ★ ★ Highest rating from **KATE CAMERON,** *Daily News:*

"A charming, delightful, tuneful, amusing, touching, colorful, lavish, eye-filling entertainment. All this and more is 'Hans Christian Andersen'."

●

ROSE PELSWICK, *Journal-American:*

"Lovely to look at and enchanting to hear. Made with taste and skill, a blend of charm and romance and humor, of beautiful ballets, rhythmic songs, glowing colors and gorgeous sets. It's delightful entertainment!"

●

OTIS GUERNSEY, *Herald Tribune:*

"Big, merry and tuneful! Samuel Goldwyn has created a Hollywood fairyland. There is so much spread across the screen that one hardly knows where to begin. A bona fide Goldwyn dazzler!"

●

FRANK QUINN, *Mirror:*

"Hurrah for Goldwyn!! Everything about this film is laudatory. Rich humor, great warmth and delightful charm. Frank Loesser contributes a score that will have you humming when you leave!"

Wonderful
y out of 7
en they saw

n Andersen

CHNICOLOR

BOSLEY CROWTHER, *Times:*

"As pretty and graceful a picture as has come down the rocky pike this year. Samuel Goldwyn's reputation as a maker of quality films, full of exquisite production and pains-taking craftsmanship should receive further elevation!"

●

ALTON COOK, *World-Telegram & Sun:*

"The masterwork of the long producing career of Samuel Goldwyn. Danny Kaye leaves an audience with the feeling that everyone in the place has just had something as nice as a birthday party. Good feeling radiates from the screen. Probably the most enduring songs in the memory of man!"

●

IRENE THIRER, *Post:*

"It's out of this world! A new star is born—Jeanmaire, who is enchanting and a charming actress, besides being grace personified. The underwater ballet is breathtakingly lovely, the production is lavish and grand and replete with melodies. A resplendent song and dance show!"

DISTRIBUTED BY RKO RADIO PICTURES, INC.

Three-Dimension "Devil" Nets 225 Bookings In Key Cities

Theatres in 225 cities have been booked for Natural Visions' first feature-length three-dimension picture, Arch Oboler's "Bwana Devil," within the past two-week period and without the benefit of a distribution company, it was disclosed this week by George J. Schaefer, an executive of Natural Vision and sales supervisor for the film. "All the key cities have been covered," according to Schaefer.

Only dates set, in addition to the current record-breaking runs of "Bwana Devil" at the two Paramount theatres in Los Angeles, are Christmas Day openings at the Alden Theatre, Phila.; Melba Theatre, Dallas; Texas, San Antonio and Kirby, Houston; Dec. 16, the St. Francis Theatre, San Francisco, and Dec. 23, Madison, Detroit. Deals have been closed with Warner Bros., RKO, United Artists, Loew's, Schine and Fox West Coast circuits.

Theatres Okay Terms

All theatres pacted have agreed to Natural Vision's deal terms of 50-50, Schaefer said. Cost of the cardboard glasses, eight cents per pair, which the exhibitor pays, is deducted from the theatre's gross before the equal cut is made, he added. Contracts call for a minimum playing time of seven days with a control figure for determining subsequent weeks.

Spectacles are provided by Natural Vision, but exhibs can make arrangements for local merchants to pay for advertising on them, which can be imprinted by the theatre, the Natural Vision executive explained.

Schaefer said he expected to have 150 prints ready by Feb. 1, with a distributor named by "between now and the first of the year." Four distributors have been negotiating with Natural Vision, Schaefer acknowledged.

An increased admission of from 30 cents to 50 cents is being charged, Schaefer said, with all the theatres also showing continuous performances.

Goal Realized

One of the basic ideas in the development of the Natural Vision three-dimension process, according to Schaefer, was to achieve the goal of depth with present production and exhibition equipment. As a result, pictures are shot simultaneously with two standard cameras, and projected with two similarly regular machines. Schaefer predicted that it won't be very long before Natural Vision will require only one strip of film, thus eliminating the need of a second projector.

For the proper synchronization of the two projectors in theatres, the exhibitor can instal his choice of a motor, ranging in price from $100 to $300. Since these installations are movable, some chains, according to Schaefer, have bought the more expensive type with intentions of installing it in each of their theatres as they book "Bwana Devil."

Any producer can make a three-dimension picture with Natural Vision by obtaining a license from the corporation, Schaefer said, explaining that Oboler, who produced, directed and wrote "Devil," has been licensed to make one film a year. Oboler, he added, has been making personal appearances with the openings of the picture.

Sol Lesser's Tri-Opticon Demonstrated; Features Planned For '53 Filming

Tri-Opticon, the 3-dimensional motion picture film process developed by Stereo-Techniques Ltd. in London and to which Sol Lesser has acquired United States rights, had its first press demonstration-screening in the United States at the Academy Theatre in Hollywood. It was also revealed that in 1953, Lesser will be deep in Tri-Opticon film production. Two full-length third-dimensional features are on his program and in addition he will road show a group of six 20-minute featurettes, which will be filmed in color by Stereo-Techniques. These subjects will be "Mack Sennett Bathing Beauties of 1953," "The Seven Modern Wonders of the World," "Flight Over the North Pole," "American Wildlife," "Scheherazade" and "Beneath The Sea." Raymond J. Spottiswoode, technical director for the British company brought the Tri-Opticon films and equipment for the demonstration with him from London.

Nation-Wide Train Tour Expected For Exposition

DALLAS.—Texas COMPO Showmen plan to employ their motion picture world exposition on a nation-wide tour via a special 22-car train that would begin its journey immediately following next year's Texas State Fair. Details for the project were presented for the consideration of COMPO this week at that organization's board of directors meeting in Chicago by R. J. O'Donnell and Col. H. A. Cole, co-chairmen of Texas COMPO.

Decision to tour the exposition was reportedly made as a result of requests from all branches of the industry and from Chambers of Commerce, civic organizations and universities throughout the nation.

According to plans of Paul Short, creator and designer of the exposition, railroad cars would be used to house Hollywood studio exhibits, equipment for both radio and television broadcasts, a miniature theatre and a miniature studio in which screen tests would be conducted.

UPT Divests 60 Houses To Conform With Ruling

United Paramount Theatres has reportedly terminated interests in over 60 theatres in conformance with the Statutory Court ruling on divorcement in the case of the circuit. To complete terms of the ruling, UPT must divest itself of the remainder of a total of 184 houses by next September.

One third of the remaining number must go by March 3, with divestiture of the final third to take effect by Sept. 3. Prior to the court ruling, which came last March, UPT had fulfilled its commitments on 888 theatres as required by the consent decree, which affected 1,071 houses.

Universal Lauds Feldman Via 18-Week Sales Drive With 12 Releases Slated

HOLLYWOOD. — Universal Pictures will launch an 18-week "Charles J. Feldman Silver Anniversary Drive," from Dec. 28 through May 2 to mark Feldman's 25 years with the company, it was announced by Alfred E. Daff, executive vice-president, to production, distribution and promotion executives meeting here this week.



CHARLES J. FELDMAN

Upwards of $36,000 will be distributed in prizes to the company's domestic division, district, branch and office managers, salesmen and bookers. As an innovation this year, in addition to the top national prizes, branch managers, office managers, salesmen and bookers will also be eligible for prizes in their divisions.

Daff Lauds Feldman

In announcing the sales drive to honor U-I's general sales manager, Daff declared: "Charles Feldman is one of the men who came up through the ranks—he has sold pictures in whistle stops and to the biggest exhibitors in the United States and every type of theatre in between. He has worked with the U-I team in a way that has commanded the respect of every member of our organization as well as exhibitors from every section of the country."

Nine of the 12 pictures listed by Daff for release during the drive are in Technicolor. Three in black and white are "Ma and Pa Kettle on Vacation," "Abbott and Costello Go to Mars" and "Girls in the Night."

Technicolor films are: "Against All Flags," "Meet Me At The Fair," "The Lawless Breed," "The Redhead from Wyoming," "Mississippi Gambler," "City Beneath the Sea," "Seminole," "Gunsmoke" and "Desert Legion."

Two Anti-Tax Campaigns Conducted By Va. Exhibs

RICHMOND.—Exhibitors here and in Martinsville have launched respective campaigns to repeal municipal amusement taxes. Last year's local tax totals amounted to $168,000 for Richmond, where a five percent levy is in effect.

In Martinsville, six theatres have appealed to the City Council for repeal of a 10 per cent tax. Exhibitors claim a loss of $18,000 in operating expenses during the past year and believe that repeal will give them a chance to "break about even." Television and drive-in competition are other factors noted as responsible for financial losses.

Neither the Martinsville nor the Richmond council have indicated repeal would be voted. A councilman of the former city said that repeal would be "worth consideration" at some future date.

According to John J. Hartley, Martinsville exhibitors' attorney, local theatres paid out $10,978 in amusement taxes to the city during the first half of 1952, while for the same 1951 period, paid $12,760.



"The Steel Trap
is a superior
shocker that
features shivers—
except when
Teresa Wright
is around to
keep you warm!"
—*Walter Winchell*

Smash Business

New York
Miami
Boston
Washington
Seattle
Pittsburgh
Cleveland
Los Angeles
...Everywhere!

A BERT E. FRIEDLOB PRODUCTION · RELEASED BY 20TH CENTURY-FOX

Industry's Tribute To Adolph Zukor Begins With Para's Birthday Dinner

An all-out motion picture industry celebration of Adolph Zukor's golden jubilee as a pioneer in the film world shaped up this week as a mammoth and continuing festivity that will extend throughout several months of 1953. Celebrations, which will begin with a dinner in Hollywood next month, are being sponsored by Variety Clubs International. Robert J. O'Donnell, Texas theatreman, is international chairman of the Zukor testimonial.

It was announced that Charles P. Skouras, president of National Theatres, will serve as west coast chairman of the Zukor celebration activities. Skouras' first task will be to supervise the 80th birthday dinner for the industry pioneer on Jan. 7 at Los Angeles' Ambassador Hotel.

Plans Formulated

The dinner will be an invitational affair, with no admission charge. Representatives from all branches of the industry, as well as civic and industrial figures from throughout Southern California, are expected to attend.

The dinner will be hosted by Paramount Pictures. Among the Paramount and other studio executives participating in arrangements are Y. Frank Freeman, Jack Warner, Joseph M. Schenck, Sherrill Corwin, Herbert Yates, Eugene Zukor, B. B. Kahane, Mort Blumentsock, Louis K. Sidney, Jesse Lasky, Walter Mirisch, William Goetz and Robert Newman.

Conferring this week with Skouras on dinner plans were O'Donnell and Lou Smith, who was appointed executive aide to the international chairman of the jubilee celebration.

Smith's services are being borrowed from COMPO for the time required to complete and carry through all arrangements. He will operate from Hollywood and New York in conjunction with Variety committees in charge of setting up arrangements for the celebrations.

Shortly after disclosure was made of plans to celebrate Zukor's golden jubilee, pledges of co-operation began arriving at the Paramount board chairman's office from leading exhibitor organizations and theatremen.

Groups Pledge Support

Among groups sending pledges were National Allied, Theatre Owners of America, Western Theatre Owners, Metropolitan Motion Picture Theatre Owners of New York and the Independent Theatre Owners Association of New York.

Individual exhibitors sending personal pledges were Trueman T. Rembusch, Wilbur Snaper, Abram F. Myers, Alfred Starr, Emanuel Frisch and Harry Brandt.

Also sending pledges of support were the executive board of the Motion Picture Industry Council and its affiliated membership which includes the Association of Motion Picture Producers Association, Independent Office Workers, Society of Independent Motion Picture Producers, Society of Motion Picture Art Directors and the following guilds: Artists Managers, Screen Actors, Screen Producers, Screen Story Analysts, Screen Writers and United Production Managers.

Six Pix Set For IFE Firm Release

Initial schedule of IFE Releasing Corp. will consist of six Italian features which will be distributed to the widest possible number of theatres during the first six months of next year, it was pointed out by Bernard Jacon, vice-president in charge of sales for the new company, at a conference with film press writers last week.

Jacon disclosed that the six pictures will be handled by field representatives working out of five division headquarters in various parts of the U.S. Headquarters, now being organized, are slated for New York, Cleveland, Chicago, Atlanta, and Los Angeles.

The six pictures are: "Anna"; "Bellissima"; "Time Gone By"; a release, for Easter, of a film about Pope Pius X; "The Young Caruso," and "Girls of the Piazza." Most of the films will be presented in American-language versions.

Italian-U.S. Production Scheduled Via UA Deal

ROME.—Joint Italo-American production in Italy of major motion pictures for world-wide distribution will result from an arrangement concluded last week by Arthur B. Krim, UA president, and Angelo Rizzoli and Robert Haggiag of Italy.

A new distribution company will be formed through the merger of Dearfilm, a distributor of leading Italian films, and DAI, exclusive agency for UA releases here. Haggiag heads DAI and Rizzoli, noted Italian publisher, industrialist and producer of such Italian screen hits as "Tomorrow Is Too Late" and "Don Camillo," runs Dearfilm. New outfit will handle all UA releases in Italy.

Paal Seeks Release Pact

Alexander Paal, independent producer, has arrived in the U. S. from London to arrange for the world-wide distribution of two films he recently completed there. Films are "The Four-Sided Triangle," starring Barbara Payton, and "There's No Escape," with a cast headed by Paul Henreid. Paal also revealed that he has signed a contract with Alexander Korda's British Lion Ltd. to produce a picture tentatively titled "Three Cases of Murder" at the company's Sheperton Studios in London. Film will be made up of three separate episodes.

Gordon In Foreign Field

The French film, "Les Main Sales" (Dirty Hands), based on the play by Jean-Paul Sarte, will become the first foreign-language film to be acquired for U.S. distribution by Gordon Films, Inc., firm headed by Richard Gordon. An agreement with Regent Films Distributors, London, has brought Gordon into the foreign films field. He announced that he will contract for companies already in the field to handle distribution of "Sales" plus subsequent films. "Sales" will have English sub-titles.

NEW APPOINTMENTS

Dan S. Terrell was appointed to the position of Eastern publicity manager for Metro-Goldwyn - Mayer, it was announced last week by Howard Dietz, vice-president in charge of advertising, publicity and exploitation for M-G-M. Terrell took over the duties of his new post at the beginning of this week. For the past three years, Terrell has been director of exploitation for Metro.



DAN S. TERRELL

George T. Shupert was made vice-president and general manager of United Artists Television Corp., a wholly-owned subsidiary of United Artists Corp. Shupert was previously vice-president of Peerless Film Productions, Inc., and before that was vice-president and director of commercial operations for Paramount Television Productions, Inc.

B. G. Kranze was named United Artists general sales manager for the U.S. and Canada. Kranze has been executive assistant to William J. Heineman, UA vice-president in charge of distribution, since 1951.

Richard P. Morgan of New Jersey became executive secretary of Allied Theatre Owners of Western Pennsylvania. He previously was engaged in circuit management with Walter Reade Theatres and with Consolidated Theatres, Inc.

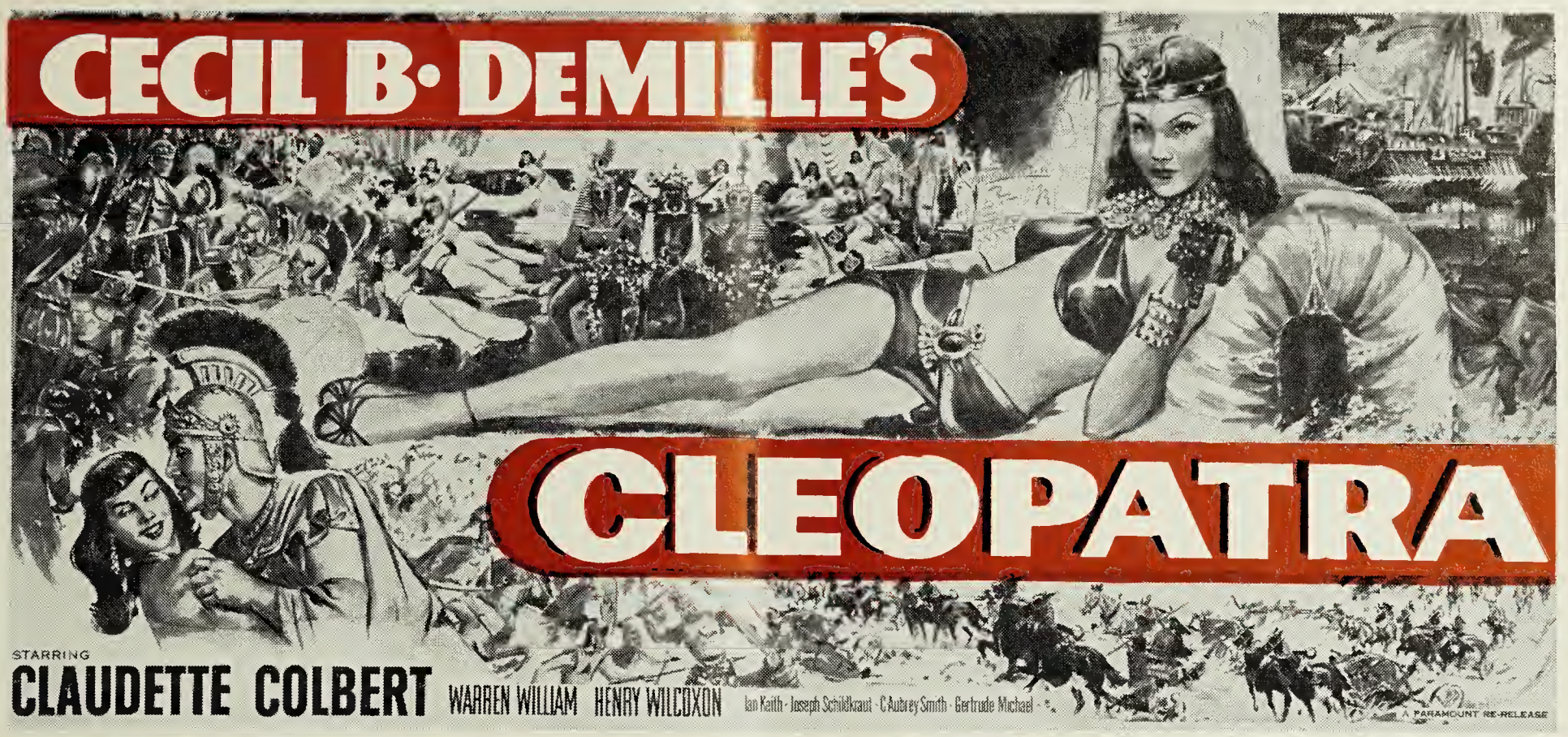
Dr. Renato Gualino was named president, E. R. Zorgniotti, executive vice-president, and Jonas Rosenfield, Jr., vice-president in charge of advertising, promotion and publicity of the newly created IFE Releasing Corp. All three will continue also as top executives of Italian Films Export.

John Mitchell became general sales manager for Screen Gems, Inc. He began in his new position immediately after resignation as vice-president of United Artists Television Corp. Screen Gems is a subsidiary of Columbia Pictures.

Ned Clarke joined the Walt Disney organization as foreign sales supervisor. He recently resigned as Latin-American and far eastern sales supervisor for RKO Pictures.

William Calihan was promoted to the status of producer at Allied Artists and his first assignment will be made shortly. Callihan entered the industry 16 years ago. He was named associate producer last spring.

Edwin J. Smith, Jr., was made assistant foreign sales manager of RKO Radio. Post a new one, was created by the resignations of B. D. Lion and Ned Clarke, division managers in the foreign department. Smith has been with the RKO organization for over 20 years.



"'CLEO' OBVIOUSLY HAS WHAT IT TAKES!"

— reports *VARIETY*

OBVIOUSLY—for here's
her success story in

BALTIMORE ..... Keith's — Right up there with the toppers!
FORT WAYNE ..... Paramount — Ahead of "Detective Story" by 128%!
PITTSBURGH ..... Warner — "Fast pace-setter!" says Variety
SPRINGFIELD .... Paramount — Big opening, big weekend, big week!
HOUSTON ..... Majestic — Crowds loved her!
OKLAHOMA CITY . Criterion — Matches 1952's leaders!
BUFFALO ..... Center — Held over!
DENVER ..... Denham — Strong opening — and sixth day topped it!
TOLEDO ..... Princess — Sturdy business!
AKRON ..... Palace — From opening right thru week — big!
TULSA ..... Ritz — Solid draw!
TUCSON ..... Paramount — Second day tops big opening gross!
KANSAS CITY ..... Paramount — Equalling today's new color hits!

A PARAMOUNT
RE-RELEASE

Staff Reviews

"Come Back, Little Sheba"

(Paramount) 99 Min.

Cast: Burt Lancaster, Shirley Booth, Terry Moore, Richard Jaeckel, Philip Ober, Liza Golm, Walter Kelley.

Credits: A Hal Wallis Production; Produced by Hal B. Wallis; Directed by Daniel Mann; Screen play by Ketti Frings; Based on the play by William Inge.

A meaty story, engrossing and emotion-stirring, has been fashioned for the screen version of the Theatre Guild's successful Broadway stage production, "Come Back, Little Sheba." Retaining most of the adult incidents and background of the play, the film is sombre in its realism, but enlivened also by natural and sometimes sad humor. Burt Lancaster's presence, although in a radically different performance from anything expected from him, will widen the audience attracted. Shirley Booth's re-creation of her role on the stage introduces a new star for future pictures; exhibitors will be able to count on her hereafter to pull in a large cross-section of paying customers. Her performance is Academy Award ealibre. In addition to the entertainment pull of the strong narrative concerning a middle-aged couple forced to marry when young because of an indiscretion and their eventual realization of dependence on each other, a subplot involving Terry Moore in extra-tight sweaters offers saleable angles. "Come Back, Little Sheba" is bound to be one of the most talked about pictures of the coming season.

STORY: Burt Lancaster and Shirley Booth are a middle-aged couple, living a routine life. Shirley is sloppy and indolent, while Lancaster, a chiropractor, accepts life as it is. Through the help of Alcoholics Anonymous, he has managed to overcome his dypsomania. He and Shirley married while in college after she became pregnant, but the child died and he gave up his study of medicine. Shirley rents a room to Terry Moore, an art student, whom Lancaster takes an interest in. He regards her as virtuous and when he suspects she is having an affair with Richard Jaeckel, campus hotshot, he goes on a binge. While drunk, he tries to kill Shirley. But the AA takes him away for treatment. When Lancaster returns, both he and Shirley have come to understand that their lives are dependent upon each other. Shirley gives up her sloppy ways and tries to make Lancaster comfortable. Terry marries her home town boy friend.

●

"Angel Face"

(RKO) 90 Min.

Cast: Robert Mitchum, Jean Simmons, Mona Freeman, Herbert Marshall, Leon Ames, Barbara O'Neil, Kenneth Tobey, Raymond Greenleaf, Griff Barnett, Robert Gist, Morgan Farley, Jim Backus.

Credits: Produced and directed by Otto Preminger; Screen play by Frank Nugent and Oscar Millard; Story by Chester Erskine.

A well-meshed plot keeps "Angel Face" a sound melodrama up to its climax. After a tricky double murder and an interesting double trial, inventiveness seems to have dried up and the story runs out of control, ending pointlessly. Names of the starring duo, Robert Mitchum and Jean Simmons, should be a box office help. Plot details the maneuverings of a spoiled and jealous rich girl to kill her father's second wife and hold on to a former auto racer. While there are few surprises in the unreeling, the story is filled with colorful dialogue, played to the best advantage by Mitchum and Miss Simmons, as well as those in the strong supporting cast. Film has been known under the name of "The Murder" and "The Bystander."

STORY: Robert Mitchum, former auto racer and now an ambulance driver, meets Jean Simmons when her stepmother, Barbara O'Neil, is almost killed by escaping gas. Jean makes a play for Mitchum, who responds, gives up his girl friend, Mona Freeman, and takes a job as chauffer with Jean's family. Jean is close to her father, Herbert Marshall, and jealous of Barbara, whose wealth they are living on. Mitchum realizes Jean is planning to kill Barbara and thinks he has talked her out of it. But Jean fixes Barbara's car so that her stepmother is killed, but Marshall is with her and he, too, dies. Evidence points to a conspiracy between Mitchum and Jean. Criminal lawyer Leon Ames has them marry to play on the jury's sympathy and they are acquitted. Mitchum returns to Mona, but she doesn't want him. When he leaves Jean, she kills him and herself by wrecking her car.

●

"Meet Me At The Fair"

(Universal-International) Technicolor 87 Min.

Cast: Dan Dailey, Diana Lynn, Hugh O'Brian, Carole Mathews, Benjamin Crothers, Rhys Williams, Russell Simpson, Thomas E. Jackson, George Chandler, Doris Packer, Chet Allen.

Credits: Produced by Albert J. Cohen; Directed by Douglas Sirk; Screen play by Irving Wallace; Adaptation by Martin Berkeley; From the novel, "The Great Companions," by Gene Markey.

A pleasant musical offering about a medicine show pitchman and a runaway orphan lad, "Meet Me At The Fair" will certainly fill the bill where family entertainment is required. The Technicolor settings of the midwest 50 years ago are appealing, and the many old songs rendered by the principals are catchy. The plot, a standard affair that has Dan Dailey sheltering the boy from a cruel fate at an orphanage, is made engaging by some flippant performing in the humorous situations. A sneak preview audience at the RKO 86th St. Theatre, N.Y.C., seemed pleased with the proceedings, maintaining interest throughout.

STORY: Dan Dailey, a medicine show proprietor, picks up Chet Allen, a runaway orphan sought by Diana Lynn, a welfare representative. Diana, discovering that Dailey has found the boy but won't surrender him to harsh treatment at an orphanage, reports Dailey's actions to Hugh O'Brian, her fiance and local district attorney. When Dailey threatens to expose the orphanage, O'Brian's political friends charge him with kidnapping. Dailey hides the boy with Carole Mathews, an entertainer. But Diana, acting as dupe for O'Brian, manages to gain custody of the boy. Dailey becomes infuriated, exposes O'Brian and pleads for reform. The boy is subsequently placed in Dailey's custody and he clinches with Diana.

"Bwana Devil"

(Oboler) AnscoColor 79 Min.

Cast: Robert Stack, Barbara Britton, Nigel Bruce, Ramsey Hill, Paul McVey, Hope Miller, John Dodsworth, Pat O'Moore, Pat Aherne, Boghwan Singh, Bhumpesh Guha, Bal Seirgaakar, Kalu K. Sonkur, Miles Clark, Jr.

Credits: An Arch Oboler Production; Produced, directed and written by Arch Oboler.

This film has large box office possibilities due to its novelty appeal: the fact that it is the first feature-length film in Natural Vision 3-Dimension. Natural Vision 3-Dimension requires the use of polaroid glasses, which are paper framed. These glasses did not seem troublesome to a preview audience nor was any complaint heard about the wearing of them. There is a brief intermission for reloading as "Bwana Devil" is shown in two parts. It must be pointed out the Natural Vision 3-D is a process that will help revitalize the motion picture box office. This process adds depth and roundness to usually flat performers and scenery on the screen. Oboler's film shows off the process to advantage, but his weak script leaves something to be desired. However, Oboler must be given credit for having the courage to be a pioneer and do the first feature of this sort. For this reason, his work on this film must also be looked upon as an experiment, too, and it will stand him in good stead in the making of his next 3-D feature. Robert Stack, Barbara Britton and Nigel Bruce, the film's stars, do the best they can with their material. The feature is also accompanied by a short with Lloyd Nolan and the popular TV characters Beany and Cecil from the "Time For Beany" show. Oboler has used some African footage and recordings that he made along with the scenes that he lensed in 3-Dimension in Hollywood.

STORY: Robert Stack, a young engineer, goes to Africa to build a railroad leaving his wife, Barbara Britton, and his reputation for failure behind him. As the railroad progresses in British East Africa, it's progress is halted by two man-eating lions, who kill off members of the lion-hunting groups, which try to do away with them, as well as murdering members of the railroad building crew. Stack, faced with failure again, is distraught, but his enthusiasm returns when his wife, Barbara, arrives on the scene with some British big game hunters. The hunters along with Dr. Nigel Bruce fall victim to the lions. Stack, in a frenzy, goes out in the bush with Barbara to stalk the man-eating lions. He kills the pair of beasts and the building of the railroad goes on.

●

"Hiawatha"

(Monogram) Cinecolor 80 Mi

Cast: Vincent Edwards, Yvette Dugay, Keith Larsen, Gene Iglesias, Armando Silvestre, Michael Tolan, Ian MacDonald, Katherine Emery, Morris Ankrum, Stephen Chase, Stuart Randall, Richard Bartlett, Michael Granger, Robert Bice, Gene Petersen, Henry Corden

Credits: Produced by Walter Mirisch; Directed by Kurt Neumann; Screen play by Arthur Strawn and Dan Ullman.

Monogram has a winner all the way in "Hiawatha." Not only is this film well cast but it has a poetic quality that makes it both realistic and moving. The scenery is beautiful and the story is a well-written affair that stays pretty close to the character of "Hiawatha" as made famous by the classic poem that bears his name. A film of this type requires specialized selling due to the fact that Vincent Edwards and Yvette Dugay, both of whom deliver top performances in the leads, are newcomers and therefore boast little marquee draw. Sold properly however, with an emphasis on exploitation, this film can make money for the smart showman. The Cinecolor photography is a fine asset to the film. The picture boasts fine performances even down to the bit parts, but such players as Keith Larsen, Gene Iglesias, Ian MacDonald, Armando Silvestre, Stephen Chase and Morris Ankrum must be singled out for outstanding work.

STORY: Vincent Edwards believes that the

(*Continued on page* 14)

Everybody's dating Ruby for the Holidays!



The story
of a flame
named Ruby
... who wrecked
a whole town
... *SIN BY SIN!*

JENNIFER JONES · CHARLTON HESTON · KARL MALDEN

Produced by JOSEPH BERNHARD and KING VIDOR · Directed by KING VIDOR · Screenplay by SILVIA RICHARDS
Story by ARTHUR FITZ-RICHARDS · A Bernhard-Vidor Presentation · Released by 20th Century-Fox

Ruby Gentry

Staff Reviews

(*Continued from page* 12)

tribes can live together in peace. His tribe, bordered by two neighboring tribes, has no contact with these two tribes and due to an element in the tribe, headed by warrior Keith Larsen, is warned that the two neighboring tribes are arming for war. The chiefs finally decide to send out two separate scouting parties, one to each of the neighboring tribes. Larsen heads one. Edwards heads the other. On his quest, Edwards is attacked by a bear. His life is saved by Stephen Chase, arrowmaker for the tribe, that Edwards had been sent to spy on. While he is recovering from his wounds, Edwards sees that this tribe is a friendly people. He also falls in love with Chase's daughter, Yvette Dugay. When he leaves, he tells her that he will return for her. Larsen, on his mission, starts a war by shooting down innocent hunters. Excited by this battle, Larsen tries to foment more war. Edwards claims Yvette as his bride and when his grandfather dies is made chief. When hunger strikes his tribe, Larsen calls on Hiawatha and the other chiefs to make a raid on their neighboring tribe for food, telling the people that the neighbor tribe has killed Gene Iglesias, a scout sent to them for aid. Hiawatha proves Larsen the killer and kills him in a hand-to-hand fight. Peace comes to all the tribes.

"Stop, You're Killing Me"

(Warner Bros.) WarnerColor 86 Min.

Cast: Broderick Crawford, Claire Trevor, Virginia Gibson, Bill Hayes, Charles Cantor, Sheldon Leonard, Joe Vitale, Howard St. John, Henry Morgan, Margaret Dumont, Stephen Chase, Don Beddoe, Henry Slate, Jack Pepper, Louis Lettieri, Ned Glass.

Credits: Produced by Louis F. Edelman; Directed by Roy Del Ruth; Screen play by James O'Hanlon; From a play by Damon Runyon and Howard Lindsay.

A wild and slapstick comedy treatment has been given to this new version of "A Slight Case of Murder," which starred Edward G. Robinson in 1938. Now dressed up in bright WarnerColor and with some old and new tunes, "Stop, You're Killing Me" comes across as breathlessly-paced but not always funny. Thowing aside logic for noise and confusion, the story overcomes its shortcomings by its momentum. Dealing farcically with the problems of a reformed mobster, dead bodies, robbery and murder are employed as the mechanics for laughter. Aid should come from the appearance of TV singer Bill Hayes, who does a couple of vocals with Virginia Gibson.

STORY: When prohibition is repealed, bootlegger Broderick Crawford and his henchmen, Charles Cantor, Sheldon Leonard, Joe Vitale, are out of work. Claire Trevor, Crawford's wife, makes him become legitimate, but he hasn't enough money to keep his brewery operating. Putting on a big front at Saratoga, Crawford uses stolen money hidden in his house to bluff the bank into extending a loan. But he is suspected of being involved in the robbery and a murder. With the help of Bill Hayes, a state trooper who is engaged to his daughter, Virginia Gibson, Crawford is cleared and Hayes becomes a hero. Everyone is happy as Hayes' society mother accepts Crawford, Claire and Virginia.

"The Hoaxters"

(M-G-M) 37 Min.

Narrators: Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor, and James Whitmore.

Credits: Produced by Dore Schary; Written by Herman Hoffman; From material compiled and arranged by Victor Lasky and William Hebert.

This featurette is an intelligent, gripping and enlightening documentary dealing with Communism and all other totalitarianism. It is an outstanding example of how Communism can be fought with truth. It is factual, honest and depicts the evils of Communism graphically. It compares the cries of dictators with the pitch of the old-line medicine men, who are phony and make phony promises that the gullible swallow enthusiastically. It compares Communism with Nazism, fascism and the militarism of Japan and it shows that the same aim, complete enslavement of people is the goal. The film shows how the Communism party line changes continually underlining the trickery and deceit that they use to try and inflict Communism on the world. This picture shows that Democracy's big truths are more than an answer to the big lie of Communism. It clearly shows that Communism is a definite menace to all the freedom-loving people of the world and also contains a warning against people, who "smear" individuals baselessly, stating that these slanders and gossipers are un-American too, just as much as Communism. Exhibitors will be doing a great service to their cities and towns by showing this powerful film. It deserves to be shown in every theatre in the United States.

Narration by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore follows the course of Communism throughout the years up to this date. Using factual news clips it documents the menacing course of Communism. In answer to the lies hurled by Communism, the film uses the big truths uttered by the late President Roosevelt, President Truman, President-elect Eisenhower, Gov. Adlai Stevenson and J. Edgar Hoover among others. M-G-M and Dore Schary both deserve a lot of credit for making this fine film.

"Invasion U.S.A."

(Columbia) 73 Min.

Cast: Gerald Mohr, Peggie Castle, Dan O'Herlihy, Robert Bice, Tom Kennedy, Wade Crosby, Erik Blythe, Phyliss Coates, Aram Katcher, Knox Manning, Edward G. Robinson, Jr., Noel Neill, Clarence A. Shoop.

Credits: An American Pictures Production; Executive producer, Joseph Justman; Produced by Albert Zugsmith and Robert Smith; Directed by Alfred E. Green; Screen play by Smith; From a story by Smith and Franz Spencer.

"Invasion U.S.A." is a real exploitation picture which, with proper selling, can grow into a good money-maker. It is well-made film, both gripping and timely. The producers have done an excellent job of using stock shots and some Armed Forces footage to give the film lots of impact. An imaginative tale of how the United States is attacked by an enemy, invaded after the enemy pushes through Alaska and how the East and West coast are A-bombed, the picture boasts some top drawer performances with Gerald Mohr and Peggie Castle along with Dan O'Herlihy, Robert Bice, Wade Crosby all adding an air of realism to their portrayals. Albert Zugsmith deserves a nod for his skillful work on the film, whose miniatures are some of the best yet for this type of film. Robert Smith's script is a clever piece of showmanship.

STORY: TV reporter Gerald Mohr is interviewing some people in a N. Y. bar on the subject of universal draft. The group includes a young debutante, Peggie Castle; Robert Bice, a tractor manufacturer; Wade Crosby, a Congressman; Erik Blythe, a rancher; and Don O'Herlihy, who is a forecaster. His questions are interrupted when Knox Manning, a TV announcer, speaking from the station, announces the shocking news that Alaska had been bombed and invaded. This news is followed by the pillaging of California, the A bombing of the shipyards. Bice, who has returned to his plant, is killed when his company is taken over by fifth columnists. Erik Blythe and his family are drowned when Boulder Dam is blasted. New York is attacked and bombed, this is followed by the invaders attack on Washington, D. C. When all seems lost, the scene shifts to the bar again and the principals learn that they are victims of mass hypnosis by O'Herlihy.



"No Time For Flowers"

(RKO) 83 Min.

Cast: Viveca Lindfors, Paul Christian, Ludwig Stossel, Adrienne Gessner, Peter Preses, Manfred Inger, Peter Czeyke, Frederick Berger.

Credits: A Mort Briskin Production; Produced by Mort Briskin; Directed by Don Siegel; Screen play by Laslo Vadnay and Hans Wilhelm.

"No Time for Flowers," an independent production from Mort Briskin, misses as a satire on Communism in Czechoslovakia, but registers enough as a melodrama with suspense-building twists to hold interest. Shot in occupied Austria with the "help and protection" of the State Dept. and the Armed Forces of the U. S., the film's leading players, Viveca Lindfors and Paul Christian, are the only names at all familiar to American audiences. Miss Lindfors portrays a faithful Communist, whose loyalty is tested by the anti-regime attitude of Christian, a secret investigator. While the story winds up as expected with them in love and on the side of democracy, the developments occur with plently of incident, some tense, some amusing.

STORY: Viveca Lindfors is assigned to be the secretary of Paul Christian, just returned from the U. S. Christian's anti-Communist remarks arouse Viveca and she reports him to Peter Preses, secret police chief. Actually, Christian is in league with Preses to test Viveca's loyalty before assigning her to an important post in the U. S. As Viveca and Christian continue their relationship, love blooms and she starts covering up for him. He, in turn, covers up her failure to report his actions. When Preses suspects both of them, Christian escapes into the American zone with Viveca and her anti-Communist family.

"The Gambler And The Lady"

(Lippert) 72 Min.

Cast: Dane Clark, Kathleen Byron, Naomi Chance, Meredith Edwards, Anthony Forwood, Eric Pohlmann, Enzo Coticchia, Julian Sommers, Anthony Ireland, Thomas Gallagher, Max Bacon, Mona Washbourne, Jane Griffith, Richard Shaw, George Pastell, Martin Benson.

Credits: Produced by Anthony Hinds; Directed by Patrick Jenkins and Sam Newfield.

"The Gambler and The Lady" is a good supporting feature that should do okay in the general market. The film is highlighted by some top performances from Dane Clark, Kathleen Byron, Naomi Chance, Meredith Edwards and Anthony Forwood. Although the story is familiar enough, the rise and fall of an underworld character, there are enough novel twists along with the fine acting to keep interest alive throughout. It is also a safe bet to say that we will hear more from lovely Miss Chance, who will probably be paged on the strength of her performance here by other producers.

STORY: Dane Clark, the gambling king of

(*Continued on page* 16)

Congress Probe Of Merger Issue Appears Likely

WASHINGTON.—Late developments in the continuing issue before the Federal Communications Commission — the proposed merger between United Paramount Theatres and the American Broadcasting Co.—were sparked by disclosures that Congressmen of both houses were taking sides and expressing themselves vociferously both pro and con a juncture of the two companies. The FCC, through statements of its member-commissioners, gave non-committal answers to their urgings.

Earlier developments had both DuMont and the FCC broadcast bureau give respective opinions on the merger issue to the Commission. But from the tenor of Congressional queries, it began to appear likely in trade circles that a quick and final FCC decision would be unlikely until the new Congress looks into the situation.

Opposition Expressed

Sens. William Langer (R., N. D.) and Charles W. Tobey (R., N. H.) expresed opposition to the merger in telegrams addressed to FCC Chairman Walker.

Tobey expressed himself as "disturbed and shocked" at the initial decision permitting the merger issued recently by the hearing examiner.

Langer also used the word "shock" in expressing his reaction, in view of the anti-trust activities of United Paramount officials. He also strenuously objected to the Commission's own decision not to consider anti-trust violations occuring before the 1948 date.

Langer held out an implied threat of reprisal in the event the Commission finally approves the merger when he said he hoped the Commission would not take an action calling for an investigation of the FCC by the Senate. Langer is slated to head the Senate Judiciary Committee in the next session.

On the other hand, Sen. A. Willis Robertson (D., Va.) asked the Commission for quick action on the merger. It was revealed that FCC had received numerous communications from Senators and Congressmen, some asking for quick approval and others asking that merger permission be denied.

Decision Called Indefinite

To all, the Commission has been answering that the initial decision was only one step, and is not to be considered a final decision. Commissioner Hyde, replying for the absent Walker to the Langer telegram, said it would be inappropriate for the Commission to make any comments or form any judgements until the Commissioners had a chance to study the records in the case, but promised a final decision in line with the facts and with public interest.

The broadcast bureau of the FCC moved as expected to have hearing examiner Leo Resnick's initial decision favoring a merger of United Paramount Theatres and American Broadcasting Co. set aside. The bureau additionaly wants oral arguments to be held in the near future. Opposed by the bureau was the Resnick decision favoring a license for Los Angeles TV station KTLA, owned by Paramount.

DuMont also asked the FCC to over-rule Resnick's decision. The TV firm at the same time renewed its accusations of illegality concerning the FCC's own order throwing out of the case anti-trust violations occurring before Aug. 7, 1948. DuMont, like the broadcast bureau, came out in favor of more oral argument.

Following the DuMont request, trade circles began to discount the theory that a quick and final FCC decision favoring the merger would be made until the new Congress could look into the situation.

TELEVIEWS

By AARON SLOAN

First Off-Hour Telecast

Facts and figures about the James A. Lees & Sons Co. telecast of its sales convention, which was held Dec. 8 in 18 movie theatres located in 17 cities coast-to-coast: Theatre Tele-Sessions, a division of Theatre Network Television, arranged the unprecedented deal; participating houses included those belonging to nine independent theatre circuits, United Paramount Theatres, Loew's, Inc., houses, Warner Bros. Theatres and RKO Theatres; invited audiences were greeted by Kate Smith, who appeared on the telecast; program originated from Studio 3B in Radio City, New York, and was produced by Herbert Sussan; Lees carpets were displayed in all lobbies; audience was made up of dealers, decorators, stockholders and the press; the 1,028-seat Gopher Theatre, Minneapolis, was installed with a General Precision Laboratory Simplex Theatre Television System in time for the telecast; similar arrangement was made for Wilby Theatres' Paramount, Atlanta; an overflow demand for tickets in New York necessitated the use of two theatres.

Wurtzel Films To TV

WCBS-TV acquired first run rights to a group of 18 Sol Wurtzel productions theatrically released during 1946-49 by 20th Century-Fox. Pictures will be furnished by Unity Television Corp., as a result of a deal the station made with Archie Mayers, Unity Prexy. Features will be shown beginning Jan. 1 on the station's "Early Show" and "Late Show." Unity also completed a deal for first run showings of the films over WTOP-TV, Washington.

Screen Gems Expands

Screens Gems, Inc., an affiliate of Columbia Pictures, is planning to expand its sales setup to handle packaged film programs for national advertisers on a broader scale than before. To facilitate this expansion, Ralph Cohn and John H. Mitchell, recently elected vice-presidents of the firm, went to Hollywood to talk with studio executives. Desired also by the two vee-pees are additional production ventures in films for sale to national advertisers.

Random Notes

Filed in the Massachusetts Legislature was a bill to give radio and television stations in the state permission to broadcast and televise proceedings of the Legislature. . . . Novel Films, Inc., was organized for the purpose of producing integrated film programs for TV. Firm officers are J. Milton Salzburg, president; Frank Soule, vice-president, and Jack H. Rosner, treasurer. . . . Home video will be launched in the Russian occupied zone of Germany Dec. 21.

Texas TV Tales

James Stewart is a stockholder in the Gulf Television Co. The FCC granted the firm a station on Channel 11. . . . A $340,000 Galveston station plans to begin construction early next year. . . . FCC approved another Galveston bid for a station to cost $400,000. M. B. Rudman backs the project for Channel 41, set for Hitchcock. . . . From the eastern part of the state, two more bids for stations were filed. The Jefferson Amusement Co., Beaumont theatre operators, want a commercial station on Channel 4 while the Tyler Broadcasting Co., Tyler, seeks an outlet on Channel 7.

News For Children

A new Movietone TV program especially prepared and filmed for children, "News Adventures For Young America," was launched this week in 10 markets, according to Peter G. Levathes, director of television for 20th Century-Fox. The markets are New Orleans, Houston, San Francisco, Seattle, Detroit, Kansas City, Minneapolis, Buffalo, Charlotte and Cleveland. The program, being sold on a syndication basis, has been already set for 52 consecutive weeks by the International Shoes Corp.

More Station News

FCC authorized construction of stations in the following eight cities: Mobile, Louiville, Kalamazoo, Dayton, Philadelphia, San Angelo, Tex., Oshkosh, Wis., and Poughkeepsie. . . . The 131st new TV station license issued by the FCC since lifting the freeze went to Colorado Springs. . . . Over 100,000 families in the Bridgeport, Conn., area now lack TV receivers and represent a prime sales market, according to Motorola Inc., major TV set manufacturer. . . . A late report had the FCC okay station permits for Monroe, La., Lima, Ohio, Beaumont, Tex.; two for Yakima, Wash., and one for a noncommercial educational outlet in New Brunswick, N. J.



Staff Reviews

(*Continued from page* 14)

London, longs to be accepted in society. He breaks with his girl friend, Kathleen Byron and falls in love with Lady Naomi Chance, who is intrigued with his gambling interests. Clark, trying to make friends of Naomi's family and socialite friends, invests in a financial scheme in which Naomi's brother, Anthony Forwood and her father are involved. He invested all his capital and the scheme turns out to be a swindle engineered by a promoter, Anthony Ireland. Eric Pohlmann and Enzio Coticchia, two international gaming bosses, move in on Clark and kill his best friend, Meredith Edwards. He goes gunning for them and is shot badly. As he flees, jilted Kathleen runs him down with her car and he dies in Naomi's arms just after she reaches his side.

●

"Tropic Zone"

(Paramount) Technicolor 94 Min.

Cast: Ronald Reagan, Rhonda Fleming, Estelita, Noah Beery, Grant Withers, John Wengraf, Argentina Brunetti, Rico Alanez, Maurice Jara, Pilar Del Rey.

Credits: A Pine-Thomas Production; Directed and written by Lewis R. Foster; Based on a novel by Tom Gill.

''Tropic Zone'' is another Pine-Thomas programmer, following the design of the team's preceding Technicolor products. A plot against the beautiful owner of a banana plantation in the tropics gives the film its opportunity for presenting skullduggery, brawls and the hero's ultimate outwitting of the villain. Ronald Reagan and Rhonda Fleming carry off their assignments with dispatch, while serving as a satisfactory draw for the audience at which ''Tropic Zone'' is angled. Estelita, as the unsuccessful other gal in the triangle, does three tropical dances, in appropriately skimpy dress, and handles two vocals well.

STORY: Ronald Reagan, a banana expert, hides out on a small banana island after getting mixed up in a political plot. John Wengraf has a monopoly on the banana shipping. Reagan offers to help Rhonda Fleming run her unsuccessful banana farm, which Wengraf has been trying to sabotage. Wengraf, knowing Reagan's background, threatens him with arrest if he doesn't throw in with him. Reagan agrees, but tells Rhonda and works to outmaneuver Wengraf. Reagan contracts with a big fruit line, with which he did business in the past, to call for Rhonda's bananas. This breaks Wengraf's hold. Reagan learns that he can return now, but he decides to stay with Rhonda.

●

"Mr. Walkie Talkie"

(Lippert) 65 Min.

Cast: William Tracy, Joe Sawyer, Margia Dean, Russell Hicks, Robert Shayne, Frank Jenks, Alan Hale, Jr., Wong Artarne.

Credits: A Rockingham Production; Produced by Hal Roach, Jr., Directed by Fred L. Guiol; Screen play by Edward Seabrook and George Carleton Brown.

''Mr. Walkie Talkie'' stacks up as an average programmer. A service comedy, it has a fair share of laughs and is amusing fare. This time, William Tracy and Joe Sawyer go to Korea and some of their antics are rib-ticklers. Tracy and Sawyer both turn in top performances with Russell Hicks and Robert Shayne in good support. Lovely Margia Dean, as a motion picture actress visiting the Korean front to entertain the soldiers, is very good, socking across a song, ''I Love The Men,'' which was written by Leon Klatzkin and Tom Adair. Given funnier material than this all the way, this duo of Tracy and Sawyer could build into a sizeable attracion.

STORY: Sgt. William Tracy drives Sgt. Joe Sawyer to distraction with his photographic memory and his spiels on a wide variety of subjects. Transferred to Korea by his own request, Sawyer is happy away from Tracy, but that glee is short-lived when Tracy parachutes into the front lines to join the same outfit. Twice, Tracy saves Sawyer from fatal mistakes. When a visiting motion picture star, Margia Dean comes to sing for the troops, Sawyer is given charge of security. Tracy, however, discovers an enemy soldier who has infiltrated and captures him. This results in Sawyer's demotion to private, Sawyer wins back his stripes and helps establish walkie-talkie communication with an embattled unit with the aid of Tracy.

●

"Babes in Bagdad"

(United Artists) Exotic Color 79 Min.

Cast: Paulette Goddard, Gypsy Rose Lee, Richard Ney, John Boles, Thomas Gallagher, Sebastian Cabot, Macdonald Parke, Natalie Benesh, Hugh Dempster, Peter Bathurst.

Credits: Produced by Edward J. and Harry Lee Danziger; Directed by Edgar G. Ulmer; Screen play by Felix Feist and Joe Anson; Additional dialogue by Reuben Levy and John Roeburt.

''Babes in Bagdad'' can serve best as a fill-in with some exploitation value from the appearance of Paulette Goddard and Gypsy Rose Lee and a slew of harem girls. But from there on, the film is a confusion of scrambled story, uncontrolled posturing and running color. Picture was made in Spain, but since most of it is indoors and represents an Arabian nights atmosphere, nothing of the beauty or color of that country is at all in evidence.

STORY: In Bagdad, Paulette Goddard becomes the new favorite of Kadi John Boles' harem. His former favorite, Gypsy Rose Lee, falls in with Paulette's plan for independence. Richard Ney, godson of the Caliph, comes to investigate corruption. He allies himself with Paulette and Gypsy to establish the independence of women and his right to marry one woman instead of a harem. By making Boles think he has lost his mind, they teach him humility. He finally agrees to free his harem and to the marriage of Paulette and Ney. Latter also unmasks Thomas Gallagher, who has been stealing and looting.

Foreign Films

"Forbidden Games"

(Times Film Corp) FRENCH 89 Min.

Cast: Brigitte Fossey, Georges Poujouly, Lucien Hubert, Suzanna Courtal, Jacques Marin, Laurence Badie, Andre Wasley, Amedee, Louis Sainteve.

Credits: Produced by Robert Dorfman; Directed by Rene Clement; Dialogue by Jean Aurenche and Pierre Bost; Adapted by Aurenche, Bost and Clement; From an original story by Francois Boyer; English titles by Herman G. Weinberg.

One of the best pictures in many years to come from France—or any other place, for that matter—''Forbidden Games,'' winner of the Grand Prix at the Venice Film Festival, should stay for long runs in all foreign-language houses. It is perfect for class bookings, but its story of two children is filled with such understanding and imagination that if enticed, a good section of the general moviegoing public should accept it eagerly also. With only the slightest of stories, how two children steal crosses for an animal cemetery, the picture sympathetically creates the independent and real world of youngsters. The presentation of the adult world is caught also with sharp realism. And the magnificent acting of the two children, six-year-old Brigitte Fossey and ten-year-old Georges Poujouly, is beyond any performance by youngsters ever seen on the screen in recent times. The directorial hand of Rene Clement keeps the proceedings continuously in the proper mood. He has achieved a masterpiece. The English titles convey the natural dialogue.

STORY: Brigitte Fossey's mother and father are killed by strafing planes while leaving Paris during the war. Her dog, too, is killed. She meets Georges Poujouly who takes her to his farm family, where she stays. Learning that her parents have been buried, Brigitte wants the same thing for her dog; and when she learns there are others in a cemetery to keep the dead company, she wants the same to prevent her dead dog from becoming lonely. Georges buries insects, mice and other farm rodents near the dog, and then the children steal crosses for the graves. When the missing crosses cause a fight between his father, Lucien Hubert, and their feuding neighbor, the priest reveals Georges guilt. But the youngster won't tell where he has hidden the crosses. The Red Cross authorities come for Brigitte and Georges promises to tell if his father will keep the girl. Hubert agrees, but when Georges tells, he lets Brigitte go. Georges wrecks the cemetery, throwing away all the crosses. In the Red Cross center, Brigitte runs into the sprawling crowd looking for Georges.

(*Continued on page* 29)

Arbitration, Tax Repeal To Keynote Exhib Confab

NEW ORLEANS.—Principal speakers at the forthcoming annual Allied Theatre Owners of the Gulf States convention, Jan. 13-14, will deal with the subjects of arbitration and the campaign to repeal the Federal admissions tax. The conclave, set for the Jung Hotel, will coincide with the National Allied annual board meeting.

Speakers set for the conclave include Abram F. Myers, Allied general counsel and board chairman; Col. H. A. Cole, COMPO anti-tax committee co-chairman; Jack Kirsch, Illinois Allied official; Wilbur Snaper, Allied president, and Max Youngstein, United Artists vice-president in charge of advertising, publicity and exploitation.

Lippert Conclave Called

CHICAGO.—New Lippert franchise holders will meet nationally for the first time Jan. 10-11 at the Blackstone Hotel here. Arthur Greenblatt, general sales manager, will conduct sessions, which east and west coast Lippert executives will attend.

Among future releases to be discussed are "I'll Get You," "The Tall Texan," "Cairo," "Spaceways," "Bad Blonde," "Perils of the Jungle" and "Johnny the Giant Killer," a full-length cartoon in Technicolor.

TV Trailers For "Bali"

CBS and NBC networks across the country will carry seven special video trailers for Paramount's ''Road to Bali.'' Titled ''Great Moments in History with Bing Crosby and Bob Hope,'' the trailers do not contain scenes from the picture but are, in effect, seven short subjects. They were written by Leonard Neubauer and directed by Phil Pemberton, head of Paramount's trailer Department.

Shlyen In COMPO Post

Ben Shlyen, "Boxoffice" publisher, has been appointed to succeed Jack Alicoate, "The Film Daily" publisher, as trade press representative on the COMPO executive committee. Jay Emanuel, "The "Exhibitor" publisher, will succeed Charles E. Lewis "Showmen's Trade Review" publisher, as alternate representative.

VAUGHN MONROE

IDOL OF MILLIONS

Singing...
Fighting...
Romancing

in another great action adventure!



HERBERT J. YATES
Presents

TOUGHEST MAN IN ARIZONA

TRUCOLOR BY CONSOLIDATED

Starring

VAUGHN MONROE · JOAN LESLIE

with EDGAR BUCHANAN · VICTOR JORY · JEAN PARKER · HENRY MORGAN · IAN MacDONALD

Story and Screenplay By JOHN K. BUTLER · Associate Producer SIDNEY PICKER · Directed By R. G. SPRINGSTEEN

A REPUBLIC PICTURE

Republic Pictures Corporation

M-G-M Slates 15 Screen Plays For Filming During Next Quarter

Fifteen pictures have been scheduled to start during the coming three months which will maintain M-G-M's 1952-53 program at an increasingly high level of production well into the new year, it was announced by Dore Schary, vice-president in charge of production.

In line with the company's established policy of long-range preparation, Schary stated, 52 story properties are currently in active work. From these, a tentative 1953-54 schedule of films has been outlined. Thirteen pictures have been completed since the beginning of the fiscal year, Sept. 1, with five now before the cameras.

Pictures being readied for production in coming weeks are: "Latin Lovers," Technicolor musical starring Lana Turner, Ricardo Montalban and John Lund; "Years Ago," co-starring Spencer Tracy, Jean Simmons and Teresa Wright; "All the Brothers Were Valiant," Technicolor, starring Robert Taylor, Stewart Granger and Elizabeth Taylor.

Also, "Blue Goddess," starring Red Skelton; "Easy to Love," Technicolor musical, with Esther Williams; "Interrupted Melody," Technicolor, starring Greer Garson; "Take the High Ground," new Ansco Color; "Jefferson Selleck," to star Spencer Tracy, with Joseph L. Mankiewicz as the producer, director, writer.

"Kiss Me Kate," Cole Porter's musical in Technicolor, starring Kathryn Grayson; "Affairs of Dobie Gillis;" "One More Time," starring Lana Turner; "I Married West Point."

Also in the group are "Flight to the Islands," "Big Leaguer" and "Scarlet Coat," to be filmed in Ansco Color.

Other major productions scheduled for early spring include "King Arthur and the Round Table," Technicolor, to star Robert Taylor; "Rose Marie," Technicolor; "Brigadoon," Technicolor musical, starring Gene Kelly; and "The Ruth Etting Story."

Para Lists 13 Pictures To May

PHILADELPHIA. — Paramount's releasing schedule for the first six months of 1953, featuring 13 films of which nine are in Technicolor, was disclosed by A. W. Schwalberg, Paramount Film Distributing Corp. prexy, along with details of a new plan to integrate picture promotion with local level selling, at a division managers meeting here last week.

Meetings were held by Schwalberg throughout last and this week in various division headquarters of the nation and will conclude next week in New York, with eastern and southern division territories involved.

Division heads were told by Schwalberg that the new plan will place special emphasis on more extensive promotion policies adapted to the specific needs of each individual regional territory.

Spring Films Listed

The pictures set for release from January through June, all of which will be covered by the new plan, are: January—"Road to Bali," Technicolor; "Thunder in the East," and "Tropic Zone," Technicolor.

February—"The Stooge" and "Come Back, Little Sheba." March—"The Stars Are Singing," Technicolor, and "Pleasure Island," Technicolor. April—"Off Limits" and "Pony Express," Technicolor.

May—"War of the Worlds" and "Jamaica," both Technicolor. June—"Alaska Seas" and "Rock Grayson's Women," both Technicolor.

New Coplon-Gould Outfit Schedules 12 Foreign Pix ForDomesticDistribution

Twelve foreign productions, all with English-language sound tracks, will be distributed in the U.S. during 1953 by International-United Productions, Inc., a firm newly organized by David Coplon and Walter Gould.

Distribution will be made either directly by the company with theatres or through franchise arrangements, dependent on the type of treatment each film merits, Coplon told film press writers this week. Coplon is serving as president while Gould will act as executive vice-president for the firm.

Pictures, set for release at three week intervals beginning Feb. 15, are: "Black Eagle," Franco-Italian; "Kill Him For Me!" Mexican; "Swords of the Musketeers" and "City of Violence," both Italian; "The Captain's Wife," Franco-Italian; "The Pirate Prince" Italian; "High Tension," Swedish; "The Strange Case of Man and Beast," Argentine; "The Wicked Lady Anne," Franco-Italian; "The Prisoner of Venice," Italian; "Son of the Hunchback" and "The Man in the Red Mask," both Franco-Italian.

Scandia Interests Bought

Three Swedish producers have purchased the interests of Scandia Films, Inc., here for purposes of assurring Swedish and other Scandinavian product wider U.S. distribution, it was announced this week by Ernest Mattson, Scandia prexy. Purchasers are A. B. Europa Film, A. B. Sandrews Ateljeer and the A. B. Svensk Filmindustri, all of Stockholm. Mattsson will remain as managing director with the firm.

Second Flynn Pic To UA

ROME.—Errol Flynn will star in a second picture to be made in Italy next year for United Artists distribution. Film will be produced in Technicolor by the Barry Mahon-Flynn Co. Milton Krims will direct.

1952 Hard On Censors

"In many ways, 1952 has been a hard year for the official—and unofficial—censors of U. S. entertainment," according to a report prepared by the American Civil Liberties Union for issuance next week on Bill of Rights Day, Dec. 15. "But the men who decide, or want to decide, what people can or cannot see," the statement warns, "are still far from out of business."

Unger-Bregstein Acquire 16 Film Classics Pictures For National Re-release

Sixteen former Film Classics theatrical feature films will be re-released nationally by a firm called Beverly Pictures, Inc., as a result of a deal concluded by Beverly with the law firm of Gettinger & Gettinger, it was learned last week. Films will be offered in double feature packages by Beverly, concern headed by Oliver A. Unger and Herbert Bregstein.

Pictures include "Daughter of the West," "The Crooked Way," "Guilty Bystander," "Miraculous Journey," "Devil's Cargo," "Money Madness," "Captain Sirocco," "For You I Die," "Blonde Ice," "Inner Sanctum," "The Lovable Cheat," "State Department—File 649," "Good Time Girl," "Sofia," "Four Days' Leave" and "C-Man."

Klune In Fox Exec Post

Raymond A. Klune was named this week as executive producer at 20th Century-Fox by Darryl F. Zanuck, vice-president in charge of production. Klune assumes duties formerly performed by Julian Blaustein, who has returned to individual production at the studio. Klune, executive production manager at 20th-Fox since 1943, joined the company from the Selznick organization. He will have Michael Abel as associate.

20th-Fox Shorts Program Encompasses 44 Releases For '53; Seven Art Pix

A program of 51 short subjects will be released by 20th Century-Fox during 1953, Peter G. Levathes, short subject sales manager for the company, has announced. Roster includes offerings by Art Films Productions, Terrytoons, and an assortment of Movietone sport reels and news subjects, in addition to the four weekly editions of Movietone News.

A series of seven Technicolor Art Films dealing with the masterworks and lives of world renowned artists will be offered. Terrytoons will be represented by 30 Technicolor features, four of which are reissues.

Six sport reels will reach the screens from Movietone News which will also introduce a special series of six, ten-minute shorts dealing with headline news events captured on film. Two Lew Lehr featurettes will be reissued.

High Film Prices Blasted At Allied Unit Conclave

INDIANAPOLIS.—High rentals were blasted at the annual convention of Allied Theatre Owners of Indiana last week, where election of officers was deferred to Jan. 6. The rentals attack was delivered by Joe Finnernan. He said that high prices make advanced admission prices necessary.

A convention report on drive-in theatres by Ted Mendlesohn included a request for more prints on all pictures available for open air theatres.

Check these facts and figures from "The Exhibitors Digest". Look at the tremendous increase in operating costs . . .



SUPPLIES-EQUIPMENT SINCE '40

The percentage of increase in prices of equipment and supplies since 1940 is as follows:

Seats	143%
Box office	76%
Carpet	120%
Carpet padding	76%
Display frames	166%
Draperies	79%
Projection equipment and supplies	115%
Stage equipment	110%
Furniture and miscellaneous	116%
Janitor and lavatory supplies	106%
Miscellaneous	35%
Marquee letters	126%
Carbons	33⅓%
Stationery supplies	93%
Printing	90%

then

Compare – the negligible increase, *IF ANY*, that you have paid N.S.S. during all these years of rising costs!

Compare – All your costs with the LOW COST, *Service-with-a-Smile* Policy of *The Prize Baby*



FOREIGNOTES

British exhibitors will benefit from the recent dismissal of a Board of Trade prosecution for quota offenses. Circuit Managements Association, the Rank Group's Odeon and Gaumont circuits, had been summoned for failure to exhibit the 25 percent quota of British second feature films at the Gaumont Cinema, Haymarket, London, in the year ending Sept. 30, 1952. The dismissal of this case by the Chief London Magistrate sets an important precedent for future quota cases and the Board of Trade is already considering dropping pending prosecutions. The magistrate had criticised the Board for launching its own case instead of referring it to the public prosecutor. He described the action as mischievous.

J. Arthur Rank, on the witness stand, stated that he had always desired to exhibit as many suitable British films as were available. It made no difference whether or not the films were produced by his own companies, he said. The showing of indifferent British films, he added, was not a good thing for the industry. It let down the momentum of admissions to a theatre and would affect it for several weeks.

* * *

The British Government considers discriminatory use of the Entertainment Tax against foreign films to be contrary to Britain's international obligations. This was stated by a Government spokesman in Parliament in reply to a question proposing a ten percent discriminatory tax relief on the exhibition of British films.

* * *

Reduced attendances and lower admission prices are shown in the Board of Trade Returns for the second quarter of 1952. Compared with the same period of 1951, admissions went down from 337,290,000 to 326,447,000, a drop of 3.2 percent. The average admission prices in the second quarter of 1952 was 20 pence, compared with 20.1 pence in the previous quarter. The Entertainment Tax during this period amounted to 9,471,000 pounds and exhibitors paid 716,000 pounds to the Eady Fund. Film renters also felt the draught. Proportion of takings for film hire decreased from 35.4 percent in the first quarter to 35 percent in the second.

* * *

The Mobile and Small Exhibitors' Association has asked the Treasury for exemption from the Entertainment Tax for all mobile exhibitors. To back its case the association submitted the certified accounts of takings and expenditures by a representative 16mm. circuit.

Four Directors Elected

KANSAS CITY.—Annual meeting of the Motion Picture Association of Greater Kansas City saw election last week of four directors to four-year terms, with 12 directors holding over. Elected as new members were William Gaddoni, R. M. Shelton and Finton H. Jones while Elmer C. Rhoden, Sr., was re-elected a director. The revamped board will elect officers Dec. 15.

30 Houses Carry Closed-Circuit TV Of Met Opera

A major big screen theatre television "first" was held late this week over a closed-circuit coast-to-coast hook-up of approximately 30 theatres equipped with large screen video installations through the telecasting from the stage of the Metropolitan Opera House of a live performance of Bizet's "Carmen."

The show lasted approximately three hours for patrons paying prices at the various theatres ranging from $7.20 to $1.80 per seat. Regular film programs were excluded from theatres for the night of the opera performance, which was contracted by Theatre Network Television with the opera company.

Four Theatres In N. Y.

In New York, four houses carried the show. The Guild Theatre, a 450-seat house in Rockefeller Center, was the only situation to charge a high of $7.20 for center orchestra seats. The balance of the house was rated at $4.80.

Theatre officials reported at press time that a near capacity sale was conducted. The $7.20 seats, they added, were moving faster than those at $4.80.

A new big screen installation was unveiled at the Lee Theatre, Fort Lee, N. J., especialy for the telecast. The house, a 1,500-seater operated by B. S. Moss Co., was outfitted with a Simplex arrangement from General Precision Laboratory. Prices for the event ranged from $3.60 to $1.80.

In Denver, Harris Wolfberg's Paramount Theatre opened its doors 100 minutes before show time and served coffee and sandwiches free to patrons. Price scale at the Paramount was $4.80 to $2.40.

Tax Film Idea Favored By Senator Millikin

The production and screening for an exclusive audience of Senators and Congressmen of a short film designed to persuade legislators to vote for repeal of the 20 percent Federal amusement tax found favor this week in trade circles. Idea for the short originated with Sen. Eugene D. Millikin (R. Colo.) at a meeting with Denver exhibitors.

Millikin gave pointers on how to get things moving a little faster in the drive to get the 20 per cent tax removed. He made it clear he was acting only in an advisory capacity. He said: "You are movie people. Why not present your case through the movies? Get the best script writers and the best talent available. Make a succinct, entertainment film that will convey your story to every senator and representative in congress."

TOA Directors To Meet

Theatre Owners of America will hold its annual mid-winter board of directors meeting here Jan. 25-27. Board sessions will be preceded by a meeting of the executive committee Jan. 25. Charles P. Skouras, board chairman, will preside at sessions.

New Law May Hit Free Admish Policy

Columbus.—The Internal Revenue Bureau may have to work out new regulations to cover situations in which admission is free and payment is by patron "contribution" only, it has been pointed out by a Treasury Dept. official in relation to the recently instituted policy of the 321-seat Little Theatre, a neighborhood house on the H&S Theatres circuit here.

The free admission policy, as now practiced, was termed apparently legitimate by T. W. Kienlan, special assistant to the Under Secretary of the Treasury. Kienlan speculated, however, that if the policy becomes widespread, regulations would have to be worked out by the government. As laws now stand, Federal agencies "have no way to require a man to charge admission to his theatre unless he wants to," Kienlan added.

New England Exhibitors Plan To Gather Evidence Of Distrib Price Fixing

BOSTON.—Independent Exhibitors, Inc., passed a resolution here this week to set up a program to gather evidence of members' experiences with attempts by distributors at price fixing. Affidavits from individual members are to be sent to National Allied headquarters in Washington with the eventual aim of using in court if ultimately necessary. Aim of the resolution, it was said, is to eliminate price-fixing tactics.

The New England group also approved the "Statement of Policy" as set up by National Allied at its recent convention in Chicago.

Irving Isaacs summarized a report on a recent suit against the Commissioner of Public Safety regarding the requiring of two men in a booth. Ray Feeley, exec secretary of the group, discussed COMPO and progress on the campaign against the 20 percent admission tax, while Julian Rifkin spoke on Cinerama.

Other speakers at the meeting included Leon Bamberger, RKO; Henderson Richey, M-G-M; Stephan Saunders, fan magazine publisher; Rev. Joseph Pelletier, and Burton Robbins, National Screen.

UA Pushing Releases With 15 Exploitation Men

In an expansion of field exploitation activities unusual for this time of the year, United Artists currently has 15 exploiteers, under the direction of exploitation manager Mori Krushen, assigned to key engagements, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation.

A force of four has been stationed in Los Angeles to cover the pre-release academy award premiere of John Huston's "Moulin Rouge," starring Jose Ferrer, at the Fox Wilshire on Dec. 23; the five-theatre Los Angeles premiere of "Breaking the Sound Barrier," Dec. 17, and the opening of "The Rodriguez Story" in San Bernardino, home town of Congressional Medal of Honor winner Joseph C. Rodriguez.

day, December 2, 1952

THE Hollywood REPORTER

$117,500 FOR 'BWANA DEVIL' TOPS LOCAL FIRST RUN BIZ

'Tale

'N Time' M

H'wood Paramount Sets New Record

Sensation of the week, boxoffice-wise, is the performance of Arch Oboler's "Bwana Devil," first feature-length picture to be mad Natural Visi 3-Dimension, w ding

Sweet Substitute

Dawn Addams, who planes to K the Chri

DAILY VARIETY DAILY Tues., Dec. 2, 1952 3

100G 'Bwana' Bonanza Booms L.A. 1st Runs To 3d Biggest '52 Wk.

Los Angeles first-run gross total is soaring to third best week of the year on the current frame, due chiefly to upwards of $100,000 expected to be contributed by "Bwana Devil" at the Los Angeles and Hollywood Paramounts. Also aiding are six other bills h none is particularly If the estimated total only by the

This Week, 24 Theatres
$257,500 (Estimate)
(Bills: 7 New, 3 Holdov
Year
(Bil

Predict Compr



THANKS to Jerry Zigmond, Marco Wolff, Len Goldenson, and Ed Hyman for their faith in "Bwana Money-Maker"!

Arch Oboler

Financial Notes

Consolidated net earnings, plus a special credit, have been reported at $3,845,946 for the 39 weeks ended Sept. 27 by 20th Century-Fox Film Corp. and all subsidiaries, including Wesco Theatres Corp. and Roxy Theatre, Inc. Earnings compare with $2,-147,628 for the same 39 weeks of 1951. The 1952 period earnings represent $1.39 per share on the 2,769,484 shares of common stock. The 1951 period earnings equalled $.69 per share on the 2,769,396 shares then outstanding.

Film rentals during the 1952 period were seen at $67,149,364 as against the 1951 period figure of $66,050,817. Theatre receipts were $41,508,215 for the 1952 period and $43,618,276 for the 1951 period.

The company announced also that a quarterly cash dividend of $.25 per share of the outstanding common stock has been declared payable Dec. 24 to holders of record Dec. 9.

The board of directors of Trans-Lux Corp. have declared a 15 cent dividend on its common stock, payable Dec. 18 to stockholders of record as of Dec. 8, 1952.

Monogram Pictures Corp. and wholly owned subsidiaries registered a net profit for the 13 weeks ended Sept. 27 of $125,897, comparing with a net profit of $150,465 for the same 1951 period. Steve Broidy, Mono prexy, noted that the profit decline was due to the fact that last year's figures included income from licensing a group of additional old pictures for television showing. He added that the policy has since been discontinued and no similar income was reflected in earnings for the quarter ended Sept. 27, 1952.

A dividend of 25 cents per share on preferred stock, payable Jan. 2, 1953, to stockholders of record Dec. 10, 1952, has been declared by the board of directors of Republic Pictures Corp.

The board of directors of Warner Bros. Pictures, Inc. voted a dividend of 25 cents per share on its common stock, payable Jan. 5, 1953 to holders of record Dec. 15, 1952.

A dividend of 15 cents per share has been declared on the outstanding capital stock of RKO Theatres Corp., payable Jan. 2, 1953, to holders of record Dec. 15, 1952.

Sept. Tax Take Drops Below Previous Year

WASHINGTON. — October admissions tax collections, reflecting the September box office, were reported as $31,294,629, a drop from the $32,174,968 for the month before and far below the $37,302,260 collected in October, 1951, according to the Treasury Department's monthly admissions tax announcements. Film theatre admissions account for the bulk of the collections, although the figures include all general admissions on which the 20 percent Federal tax is levied, except roof gardens and cabarets.

Independent Artists Uses Television For Test Run Of Film's Story Idea

By ALAN AMES
(*Associate Editor,* THE INDEPENDENT)

A new way to use television for the benefit of a motion picture was explained last week by Frederick Brisson, head of Independent Artists, producers of "Never Wave At A Wac," and Rosalind Russell, his wife and star of the comedy which RKO will release.

Story of the film was tried out last year as a vehicle for Miss Russell on the half-hour video program, Schlitz Playhouse. As a result, "We saved 30 to 40 thousand dollars," Brisson said, explaining that it was necessary to do only one screen play instead of the usual number of attempts to get it right. "We ran the kinescope of the program over and over until we were blue in the face," Miss Russell added.

Every one hadn't agreed that it was a good idea to first try out a movie story on a TV program, the husband and wife agreed. "They said we were crazy," they said in unison, "they said it could never be sold as a picture." When the intentions were announced at a luncheon in Hollywood for the radio and television press, "the newspaper people stayed till late in the afternoon arguing about the merits of such a plan," Miss Russell said.

"Said We Were Crazy"

The actress, who suggested the test-run on TV, pointed out that "usually you run around with the cans under your arm when the picture is completed to hold sneak previews here and there and get reactions. This way we had a chance to see if it had bones." The latter phrase Miss Russell uses to indicate story strength. "When you work as an independent," she continued, "it's so important to be right—and doing the story on television was an opportunity."

Brisson stressed that as a result of the TV try, the picture had benefitted also from a year of advance publicity. "Every place that Rosalind went while on tour with 'Bell, Book and Candle,' she was asked about the picture by people who had seen or heard about its TV presentation."

"Never Wave At A Wac" will get additional hypo, according to the producer, through the co-operation of the Army, the Wacs and Washington officials, as well as



Frederick Brisson, head of Independent Artists, and his wife, Rosalind Russell, discuss "Never Wave at a Wac," their RKO release in which she stars.

from personal appearances by Miss Russell and her co-stars, Paul Douglas and Marie Wilson. In an unprecedented move, Brisson made it a term of the contracts with Douglas and Miss Wilson that they make six personal appearances for key openings of the film. Douglas will cover dates in the mid-West, Miss Wilson will attend openings on the Coast, and Miss Russell is set to appear at premieres in the East. The key openings will be scheduled according to the availability of the stars. Wac bands will be supplied for these dates.

Good Exploitation

Concerning this type of exploitation, Brisson stressed the point that "you can't drop the ball today with any picture; you've got to stay with it all the way through."

Next production for Independent Artists, whose contract with RKO is just for "Wac," will be shot in Spain next summer. A comedy-adventure, it is planned to use the Eastman color process with an estimated budget of a million dollars. No one has been set yet, Brisson, said. If the script is to Miss Russell's liking, she may appear as one of the stars, but there is nothing definite.

Columbia Lists 10 Films For Top 1953 Production With Five In Technicolor

Ten productions, five of which will be in Technicolor, are scheduled by Columbia Pictures to headline that studio's 1953 filming activity, it was pointed out this week by Harry Cohn, president and head of production.

Scheduled are "Salome," Technicolor, with Rita Hayworth and Stewart Granger; "Let's Do It Again," Technicolor, with Jane Wyman and Ray Milland; "Red Beret," Technicolor, with Alan Ladd; "Miss Sadie Thompson," Technicolor, with Miss Hayworth, and "From Here To Eternity."

Also set are "The Franz Liszt Story"; "The Gay Girls," Technicolor, to star Miss Hayworth; "The Life of Casanova"; "River of the Sun" and a Judy Holliday vehicle as yet untitled.

FCC Chairman Warns Against Federal Censor

WASHINGTON. — Federal Communications Commission Chairman Paul Walker has told the Rep. Oren Harris (D., Ark.) subcommittee investigating radio and television programming that it would be "unwise" and "dangerous" for Congress to pass censorship laws or to invest any Government agency with "blue pencil" powers over programs.

The public has the responsibility for making known to broadcasters its program preferences, Walker argued, and Government or Congressional interference would run into the fact that what is considered proper and even educational by some is considered indecent and immoral by others.

Walker also suggested that Congress provide for FCC regulation of networks in the same way individual stations are now regulated.

Street Stunts With Pilgrim Motif Spark 'Plymouth Adventure' Bally

A number of varied and inexpensive ballyhoo stunts, centered around the theme of early Pilgrim life and customs, have been designed by M-G-M for use at the local level to rivet attention on engagements of that company's "Plymouth Adventure."

The stunts, together with a series of special accessories and tie-ups that have already been prepared and arranged, give the exhibitor a chance to utilize at his theatre promotions and contests that were begun on a national level.

A rope and an anchor, installed at a convenient location in town for the public to guess as to how long the rope is, constitutes one novel gimmick. Another is the hanging of a "Mayflower Lantern" in a prominent place. Here, persons guess how long the lantern will burn.

Rock Contest Run

An additional contest involves the placing of an imitation or real rock so that persons can guess the weight. Attention also can be attracted by staging a contest in which it is determined how many cities are named Plymouth, or have names such as Mayflower, Priscilla, Standish, Alden and Pilgrim.

The M-G-M press book suggests a Miss Plymouth contest where residents will select a local girl as queen or Miss Plymouth. It is also suggested that exhibitors tie-up with local hunting clubs, sporting goods stores, newspapers, TV or radio for the sponsoring of a turkey shoot.

An art contest is also in order with art students of colleges, high schools, junior colleges or commercial schools. Such a contest already has been instituted by the studio at Culver City with a former GI winning $500 for his two submissions.

Stills Prepared

Special stills are available from the press book for Holiday shopping tie-ups which include visiting the supermarket, floral shops and other stores featuring Rolleiflex cameras, headwear and other gifts.

The press book also has three color cutouts, which can be used as throwaways or reproduced in the local newspapers, for a contest on best color effects. There are available, too, special banners, flags, auto bumper strips, valances, flourescent usher badges, and special marine rope for nautical display.

Tie-ups and accessories include plastic four-color stick-on; special four-in-one fan



Two attractive models were dressed as Pilgrims by the Loew's Theatre, Rochester, to hand out pamphlets and answer questions about the replica of the Mayflower on opening day of the run of Metro's "Plymouth Adventure." The Mayflower replica was made available for inspection by passersby.

photos (which include Spencer Tracy, Gene Tierney, Van Johnson, Dawn Addams); an educational one-sheet for schools, museums, libraries, book stores and institutions; a Mayflower postcard in color; an angora Priscilla hat for women; Roger Van S bags and belts; a study guide edited by William Lewin, Ph.D. for educational institutions; an outer lobby and inner lobby display by National Screen; a novelty Plymouth hat made of cardboard.

Mats In Use

Also, a special set of photos comprising nine previous pictures in which Spencer Tracy starred, for newspaper or special lobby layouts; full-sized co-op mats; special jigsaw puzzle picturing the Mayflower; a special Perma-Book edition of "Plymouth Adventure" by Doubleday; an M-G-M record featuring the music from the picture, special historical quiz sets for students and the public.

M-G-M also is making good of its national tie-up with Quality Bakers which will feature Dawn Addams, who appears as Priscilla in the film, in ads in hundreds of newspapers. The same photo and picture credit will be found on labels wrapped around thousands of bread loaves.

Kissing Gimmick Hooplas "Happy"

BOSTON.—A life-size cut-out blow-up of Linda Christian in a novel gag that centered around a kiss was featured by Louis Krasnow of the Astor Theatre in his campaign for the engagement of Columbia's "The Happy Time." The stunt cost Krasnow practically nothing, yet attracted a good deal of attention.

For the stunt, Krasnow made a blow-up of a still of Miss Christian, who appears in the picture, in a kissing pose. Then he had the life-sized figure carried around town. To make things more attractive, he offered a free photo to anyone who would pose kissing the replica of Miss Christian. By promoting the use of a camera that delivers a finished print in 60 seconds, Krasnow was able to turn prints out rapidly.

TV Spot Won

The ballyhoo proved so successful that a television station requested the use of the cut-out and the special camera on one of its shows. Playdate, of course, received credit on the show.

In other exploitation angle, Krasnow plugged a radio contest which offered a government bond for the best essay on "Why mine is the happiest family in town."

Multiple tie-ups on the Dell pocket edition of the book, "The Happy Time," were also arranged by Krasnow. Tie-up consisted of cards placed in an outlet by the distributor, in addition to the bannering of delivery trucks and the decoration of book store windows with "Happy Time" posters.

O. Henry Essay Contest Wins Students' Attention, Livens "Full House" Run

NEW YORK.—Public and high school students in the metropolitan area were appealed to via an essay contest engineered by 20th Century-Fox and a book publisher in promoting the run of the picture company's "O. Henry's Full House" at the 52nd St. Trans-Lux Theatre

The competition, open to students of all ages, was advertised via bulletin board posting and publicity play in schools. Contest required participants to submit essays of 300 words or less on the subject, "What Other O. Henry Stories I'd Like To See Filmed."

Prizes were ten editions of the complete works of O. Henry as publicized by Doubleday and Co., firm co-operating with 20th-Fox on the contest. The general public, as well as students, was invited to participate.

Military Equipment Show Heralds "Thunderbirds"

OKLAHOMA CITY. — Exhibits of National Guard flags and equipment were featured in the lobby of the Warner Theatre and at houses throughout the state as a result of tie-ups arranged with the military organization for openings of Republic's "Thunderbirds."

Airplanes were contracted to drop leaflets over cities where the film was shown, with the drops scheduled for the day prior to opening in each situation.

Another tie-up with the military resulted in a convoy of three trucks which toured the city prior to the Warner opening. Placards and banners on the trucks plugged the playdate and carried recruiting advice.

Novel Kiddie Contest Attracts Adult Attention

Pleasantville, N. J.—Good will and a subsequent attendance boost were elicited from youngsters by the Atlantic Drive-In Theatre through the employment of a photographer who snapped pictures of children for a "Klassic Kiddie Kontest." Prizes of toys and cowboy clothing outfits were promoted from a local merchant.

The contest, together with the prizes, were publicized at the drive-in via a display in a roofed refreshment structure. Large posters carried stills of the competing children, who had been photographed free of charge astride the drive-in pony. Winners were selected through balloting done by parents.

Large Ads Plug "Stars"

A series of full page national magazine ads utilizing a color portrait of Debra Paget will award advance credits to "Stars and Stripes Forever," 20th Century-Fox's Technicolored Christmas attraction. Magazines involved are Charm, Glamour, Seventeen, and Mademoiselle. Ads are sponsored by Westmorland Sterling Silver. Window and counter displays and a variety of point of sale material in the thousands of Westmorland outlets across the country also will result.

REGIONEWS

BOSTON

When Cinerama comes to Boston, it will probably be housed at the 1600-seat legit Colonial. Sale of the theatre and adjacent Colonial office building is expected to be consummated before the end of the year, reportedly to the Shuberts, and a report also has it that the property has been sold directly to the Cinerama owners. Theatre is at present under lease to Marcus Heiman of N. Y. . . . Lester Hoen has been appointed asst. mgr. of B&Q's Bijou, Springfield. . . . Free parking facilities are now being offered by Nathan E. Goldstein, operator of the first-run Arcade, Springfield. A long-term agreement with parking lot owners was negotiated by Harry Smith, asst. to Goldstein. . . . Walter Diehl, Jr., son of the business agent of Local No. 182, IATSE, was one of five winners in the Hearst American History Awards competition for Greater Boston.

Four Uxbridge, Mass. merchants have engaged the Cameo Theatre for a children's Christmas party. The affair was promoted by owner-operator Ned Eisner. . . . The Wellesley National Bank has taken over the local Community Playhouse for a Saturday morning kiddie show to stimulate the bank's Hopalong Cassidy Savings Club. Owner Leslie Bendsley is in charge of arrangements, which include a Hoppy feature. . . . "Bwana Devil" has been booked into the Metropolitan for a Jan. opening. This third dimensional feature requires a special Polaroid screen, synchronized projectors and special visual glasses for the audience. The new booth equipment is so simple that it can be installed overnight. . . . Irving Isaacs, owner of the Telepix, and Mrs. Isaacs presented their debutante daughter, Diane, at a Hampshire House dance.

"Limelight" is set for its New England premiere at American Theatres' Mayflower, downtown, and Esquire, uptown, which is being reopened for this film. ATC's Pilgrim has booked "Stars and Stripes Forever" as its Christmas presentation, with Debra Paget and Clifton Webb expected for personal appearances. . . . Al Margolian has been added to RKO's publicity staff for the advance on "Hans Cristian Andersen," assisting publicist Hugh McKenzie. The film opens Christmas Day at the Astor. Jordan Marsh store will sponsor a party for underprivileged children at the Astor on Christmas morning. . . . Dick Green has joined Interstate as asst. booker. His brother Malcolm is head buyer and booker. . . . With closing of the Boro Drive-In, No. Attleboro, owner Joe Stanzler is allowing the marquee to be used by the Marine Corps in its recruiting campaign. . . . Abraham A. Spitz, probably the oldest living exhibitor, will celebrate his 100th birthday in May of 1953. "Uncle Abe" today has an interest in four Providence theatres, now operated by the Snider Circuit. . . . First prize of $100 in M-G-M Records' window display contest on "Singin' in the Rain," co-sponsored by M-G-M Pictures, was divided between Leslie Spofford of the Wilson Music Co., Rutland, Vt., and Frank Vennett of that city's Paramount Theatre.

BUFFALO

Following the inauguration of closed circuit TV at the Center Theatre with performance of the Metropolitan Opera's "Carmen" on Dec. 11, the second event takes place on Dec. 30 when the Bendix Home Appliance Div. introduces a new line of products to its dealers over this system. . . . While "The Thief" was in its fourth week at the Cinema Theatre, the Paramount across the street was held up and robbed of $3,000. A lone bandit forced usher Raymond F. Kuschel at gun point to take him to the office where mgr. Edward Miller and his asst., Wm. D. Edler, were tallying the day's receipts. . . . Art Bailey, mgr. of the Little Hippodrome, is recuperating following major surgery.

Plans for a testimonial in honor of Harold Hughes, veteran area showman, are under way. It will be a special motion picture show on Dec. 26 at the Depew Theatre in Depew, where was one-time mgr. Tickets may be obtained at the MPTO office and film exchanges in Buffalo. . . . Jack Boyd's State Theatre at Caledonia has closed. . . . Al Pierce of the Bellvue at Niagara Falls landed a nice quarter page co-op ad in the local news for his showing of "Plymouth Adventure" simultaneously with introduction of the 1953 Plymouth by local dealers. . . . George McKenna, mgr. of Basil's Lafayette, returned from a N. Y. trip greatly enthused about Cinerama. . . . Constantine Basil of Basil Theatres is an active member of the recently organized Capital Expenditures Committee of the City of Buffalo.

Bob and Dick Hayman of Strand-Cataract Theatres and brother-in-law Joe Herman of Niagara Falls will be hosts at their annual Christmas party at the Park Lane in Buffalo on Dec. 14. . . . Variety recently elected the following directors: Mannie A. Brown, John G. Chinell, Marvin Jacobs, Billy Keaton, Arthur Krolick, W. E. J. Martin, Dewey W. Michaels, Albert Ryde, Elmer C. Winegar, Max M. Yellen, and Robert Hayman. Delegates to the International conclave in Mexico City are Wm. D. Dipson and Ben L. Kulick, with Krolick, Wally Gluck and Myron Gross at alternates. Officers will be chosen at a future date. . . . Nick Natale of the Strand at Phoenix is the proud father of a new baby.



Examining an ad layout for use in a forthcoming campaign by IFE Releasing Corp, are officers of the new firm (l to r): Bernard Jacon, sales and distr. v.p.; Jonas Rosenfield, Jr., ad-promotion-pub. v.p.; Dr. Renato Gualino, pres., and E. R. Zorgniotti, exec. v.p.

CHICAGO

Johnny J. Jones of Jones, Linick & Schaefer, elected chief barker of Variety Tent 26. Other officers for 1953 are Nat Nathanson, Monogram-AA, 1st asst.; James Coston, Coston Theatre Ents., 2nd asst.; M. M. Gottlieb, Universal, property master, and Manny Smerling, Confection Cabinet, dough guy. . . . The $1,300,000 suit of Emil Stern and the Speigel Estate, against the Essaness Circuit, for the purchase of plaintiff's stock, ended in a verdict for the defendants, Essaness, in Federal District Court here. . . . Chicago tax report for Nov. shows a drop of only $328 from Nov. 1951 total, and $87,000 less than last year for 11 month period. . . . "Ivanhoe" closed an eight-week run at the loop Oriental. . . . Republic reports "Quiet Man" booked by B&K for second run in six houses; Great States booked entire circuit re-run; Coston doing same, and many indies booking repeat runs. . . . Edward Safier joined the Warner sales dept.

RKO reports that "Peter Pan" will go into B&K's State Lake in Feb. for its loop run. . . . H&E Balaban circuit report work started on their new TV station at Rockford, Ill. and that they have also applied for TV license for Milwaukee station to be located at Lisbon, nearby suburb. . . . The 600-seat Telenews Theatre admissission charge for TV showing of "Carmen" was $5 and tax, all seats reserved. . . . Magdalene Lizette, asst. mgr. of the Telenews, recently married to attorney Thomas Allegretti, will continue in the job. . . . Ground was broken for a quarter million dollar addition to the LaRabida Sanitarium, to be known as the Gertrude F. Pick Memorial. This is the charity of the local Variety Club. . . . Melton Brown, who retired as Great States city mgr. in Rockford, has been succeeded by Russell Stevenson of the Times Theatre there. . . . Nat Plunket, formerly mgr. of the RKO Grand here, is now manging the RKO Uptown in Detroit, Mich.

Civil Liberties Union is sending a letter to exhibitors and film distributors, urging them to resist censorship of films in their territories and to contact the Chicago offices if and when it occurs. They are filing a test case against Chicago Censor Board and Mayor Martin Kennelly for refusal to grant permit for local showing of "The Miracle." After 13 weeks trial with dinnerware premiums in the Senate and Will Rogers thea-

CHICAGO (cont'd.)

tres, B&K plans to use them in other subsequent runs after Jan. 1st. . . . Friends of M-G-M dist. mgr. Doc Bamford will be pleased to learn that he is recovering from his recent operation and will be back at work soon. . . . Mike Gonzola is new mgr. at the Plaza Theatre. . . . Tryout of Kiddyland shows in the Cine Theatre auditorium by the Sacco interests slow in taking hold, believed due to the holiday season.

Attorney Thomas McConnell completed his arguments before Master in Chancery Wm. Saltiel in case of UA holding one-third of Towne Theatre, Milwaukee, stock, stating stock should be returned to Towne Theatre Corp. as it was procured under duress. . . . Hub Amuse. Co. will build an outdoor theatre near Rochelle, Ill. next spring. . . . Howard and Cyril Lindroth and Larry Fleming are building an ozoner on Sager Rd. out of Belvidere, Ill. The Lindroths also operate the Lin air theatre near Rockford. . . . Walter Ahrens was named mgr. of the Castle Theatre, Bloomington. . . . Harry Tague, 75, Bryn Mawr Theatre partner, died after a heart attack. . . . Haddon J. Hassell, retired v.p. and secy. of Arcus Ticket Co., passed away in Colorado Springs.

CINCINNATI

The 48-year-old Lyric Theatre closed last week. Building is to be torn down to make way for a parking lot. . . . The Colosseum of M.P. Salesmen's newly elected officers are Pete Niland, pres.; Sam Weiss, v.p.; Dick Breslin, secy., and Manny Naegel, treas. . . . Lowell White disposed of his Roxy Theatre in Lockland, O. to Ray Noble. . . . Y. W. Schmidt is reopening the Jackson Theatre here. Frank Weitzel, who operates a booking and buying service, has added the Jackson to his accounts. . . . Jack M. Onie, son of Mr. and Mrs. Wm. Onie, who operate the Rialto here and theatres in Elmwood Place, Mariemont and Oxford, became engaged to Shirley Mae Guttman. . . . Philip Bock, 87, pres. of Royal Theatre Co. passed away.

Herman H. Hunt, local theatre owner, has been elected chief barker of Variety Tent No. 3 for 1953, with Edward Salzberg as 1st asst.; Richard Rosenfeld, 2nd asst.; Rex Carr, property master, and Hoyes McGowan, dough guy. International representatives are Wm. Onie and Herman Hunt; alternates Mike Greenberg and Noah Schechter. . . . The son of Mr. & Mrs. Ray Hautz of the Family Theatre, Milford, O., will be ordained a Priest in May, after which he plans to engage in missionary work. . . . Jim Abrose, Warner central dist. mgr., has taken permanent quarters in the newly constructed modern office on the first floor of the Warner building. . . . The RKO Albee TV screen was used for the closed circuit broadcast of the Metropolitan Opera's "Carmen" on Dec. 11, with special entertainment provided during the Met. intermissions. . . . Heart attacks claimed the lives of L. Roy Smith of the Palace Theatre, Huntington, W. Va., and Ducky Myers of the Majestic, Chillicothe, O. and Mrs. Avery N. Miles of Eminence, Ky. passed away after a lingering illness.

C. D. Hager, W. Va. circuit operator, closed three of his houses—at Dehue, Nellis and Yolyn, W. Va. . . . Jack Quigley joined the UI staff as student booker. . . . John Gentile upped from salesman to asst. branch mgr. at Paramount. . . . Jack Elliott is a new booker at Columbia. . . . Tunick Releasing Co. has acquired reissues of "The Great White Hunter" and "Captain Kidd," to be released in Jan. as combination bill. . . . Film Row last week mourned the passing of Harry J. Wessel, founder of Film Service Co. Pop, as he was affectionately known, was honored with Cincinnati's "Swell Guy" award in 1947.



Enjoying the Allied Theatre Owners of Indiana convention at the Hotel Lincoln in Indianapolis (l to r): Mrs Trueman T. Rembusch; Trueman T. Rembusch, retiring prexy; Mrs. Roy Harrold, Rushville, Ind.; Leon J. Bamberger, RKO sales pomotion mgr.; Mrs. Marc Wolf; Mrs. Joe Brauer; Joe Brauer, Paoli, Ind.; Marc Wolf, Y&W Circuit, Russell L. Brentlinger, RKO branch mgr.

Second prize of $50 in M-G-M Records' window display contest on "Singin' In The Rain," co-sponsored by M-G-M Pictures, was split between Ben Geary of Schine's Athena Theatre in Athens and Thelma Robinson of Granee's Music House in that city. . . . The National Theatre, operated by Mrs. E. L. Shakespeare for over 40 years, finally closed its doors on Nov. 30 after operating week-ends only for the past year. . . . Selig J. Seligman, gen. mgr. of Northio Theatres, is receiving congratulations on the arrival of a daughter. . . . Another proud parent is Wm. A. Meiers, Paramount branch mgr., who has a new son. . . . Harold Raives, Schine zone mgr., Cleveland, visited the row accompanied by new booker, Dick Dickerson.

CLEVELAND

Paul Wintner, owner of Memphis Kiddyland, is building a $200,000 drive-in for 1,000 cars in Greater Cleveland. . . . Samuel Levin has been named defendant in a suit to bar construction of an ozoner near Dayton. . . . Ohio Theatre of Dayton has been acquired by Washington Theatre Circuit of Cleveland. . . . Associated Drive-In Theatres is reported yielding three drive-ins around Youngstown and one in Steubenville. It is building a new unit around Pittsburgh, the ninth in that district. . . . Abe Goodman, head of Goodman Realty Corp., has purchased the Gayety Theatre in Toledo for $4,300 auction bid plus $19,000 in government-held mortgages, but has not indicated whether he will reopen the house.

Toledo Theatres Assn. has been organized to represent the majority of houses. Officers elected include Jack Lykes, Colony mgr., pres.; Abe Ludacer, Loew's Valentine mgr., v.p.; Martin G. Smith, Smith & Beidler Theatres, secy.-treas. . . . M. B. Horwitz, chairman of Variety Club's drive to raise funds for Cerebral Palsy Foundation in Cleveland, announced purchase of a center as the initial step.



DALLAS

W. J. Settegast plans a 300 to 400-car ozoner as part of a Negro recreation center off South Main in Houston. The drive-in and a tourist court will be included in a $200,000 project joinng an already constructed Negro rodeo arena. . . . The Houston Variety Tent scored an entertainment triumph by bringing Cantinflas, famed Mexican comedian, to Houston for his first personal appearance in the U.S. He was booked into the 11,000-seat Coliseum for a benefit for Variety's Boys Club. Member Felix Tijerina staged a dinner for Variety members at his Mexican Restaurant, and showed a Cantinflas film. . . . Buddy Gould is the new asst. mgr. for Interstate's downtown Majestic Theatre, Houston. . . . Interstate cooperated with the Bluebird Circle hospital fund in Houston by opening eight neighborhood theatres the morning after Thanksgiving for a special showing of cartoons and comedies.

DENVER

U. S. Senator Eugene D. Millikin (Rep.-Colo.), met with several Denver exhibitors and gave them a few pointers on how to get things moving a little faster in the drive to have the 20% tax removed, suggesting that a movie be made to state their case. . . . Robert Spahn, independent film buyer and booker, has moved back to Film Row, taking offices at 737 21st St. . . . Frank Woods has leased the Rio, Dolores, Colo., from Roy Benham. . . . Don Hammer, who recently sold his interests in the Denver and Salt Lake City Realart exchanges, will soon open another Denver exchange to handle reissues and new independent product. . . . It was necessary to use oxygen to revive two persons poisoned by carbon monoxide as the result of leaving their car heater running at one of the Denver drive-ins. . . . Ralph Batschelet, mgr. of the Tabor, and Charles Mulcahy, formerly his asst., are members of a new company that is buying the Arthur M. Oberfelder theatrical booking agency for $250,000.

Marietta Vasconsells, well-known publicity dir., has been made mgr. of the World, recently opened by Robert Patrick as an art theatre. . . . Columbia branch mgr. Robert Hill plans to have Randolph Scott ride in the opening grand entry parade at the National Western stock show and also make personal appearances at opening of "Hangman's Knot" Jan. 16 at the Denver and Esquire. . . . Joe Forgeron, 20th-Fox booker, has received his B.S. degree in business administration. . . . The Paramount exchange Christmas party is slated for Dec. 22 at the new American Legion building. . . . Earl Keate, U.A. publicist, put over a deal with the Denver Post which resulted in a serialization of "Kansas City Confidential" and marked the first time the Post has run such a story.

DETROIT

Harry Balk, with Frank Glusman and Jack Stower as partners, is taking over the Rogers, recently closed by Art Robinson, for reopening Christmas Day. . . . Wisper and Wetsman have closed the Fenkell, to be dismantled and converted to union hall use. The "opposition" Piccadilly, operated by Noel W. Sanders, has also been closed. . . . George Paladin, former lessee of the Regal, convalescing, may be back at the Stone later. . . . E. Clyde Adler of Michigan Theatres, is heading for Atlanta to spend Christmas with his family there. . . . Jess W. Johnson, former asst. mgr. at the Wyandotte Theatre, Wyandotte, has returned to his old post as mgr. of the Granada for Arthur Robinson. . . . Redick Hamer, mgr. of the Wyandotte, is back in the Navy. Howard Denial, formerly of the Iris, is replacing him.

Hal Ward, formerly with theatres in Cicero, Ill., replaces Jack Tobin as mgr. of the Radio City Theatre in Ferndale. . . . Jack Susami has put the Hazel Park on weekend operation only. . . . Ray Branch of Hastings, longtime pres. of Allied of Mich. is the new gen. mgr. of Film Truck Service, and plans to offer stock to all Michigan exhibitors, aiming at an exhbitor-owned operation. . . . Jack Callier of the Belding and Saranac houses, has completed his exam preparatory to qualification as a CPA. . . . Frank Jacobs claims the record of operating the Sunset Drive-In at Hartford later than any other airer in Mich. . . . J. C. Peck, who runs the Rowena at Fenton, was a Film Row visitor.

The DeLuxe at Imlay City, operated by A. O. and Oliver G. Willett, closed. . . . Michael Orcel, formerly at the Romona, has moved downtown to the Telenews, succeeding H. Owen Blough, who moved to Ft. Lauderdale, Fla. . . . The estate of the late J. B. Krul, involving the Park, Home and King theatres, is remaining indefinitely in probate, with his son, Casper J. Krul, as administrator. . . . Wm. Graham, former Majestic mgr., has been named night mgr. of the Booker T. Theatre, succeeding Abe Levine. . . . Irving Teicher is taking over the Palmer Park at Highland Park, recently closed by Raymond Schreiber, and plans to open it as an art house. . . . Charles Morris is new night mgr. at the Grand, with Raymond Chyla as daytime mgr. . . . Carl Buermele, gen. mgr. of General Theatre Service, became a member of the Motion Picture Pioneers at the big N.Y.C. banquet. . . . Alex Zesser is making his first trip to N.Y.C. after many years as a theatre mgr.

INDIANAPOLIS

A $300,000 suit was filed in Federal Court by owners of the Zaring Theatre here against Loew's and Paramount, charging the two with refusal to book certain movies at the northside theatre. A similar suit was dropped in 1949 after the two firms agreed to honor a previous agreement. . . . New Walker screens and other equipment were recently installed by National Theatre Supply in the Cine and Grand Theatres, Linton, owned by Settos; Jerry Henlein's Arcade at Gas City; J. P. Griffis' Fowler at Fowler and James Ackron's Ritz at Tipton. Y & W Mgmt. Corp. placed an order for a Permascreen for their new drive-in at Gary, Ind.

Jack Springer, country booking mgr. for Alliance Circuit, is supervising production of the Embassy Hour film program for the New Embassy Theatre in Ft. Wayne. He has also started showing of old-time song slides on the screen. . . . Mr. and Mrs. James Griffis, who operate the theatres at Fowler and Boswell, Ind., have acquired the Kent at Kentland. . . . According to mgr. Claude McKean, the Warner goal, beginning Jan. 1 thru 17, is a Warner subject in every theatre in the territory. . . . 20th-Fox Exchange employees will hold their annual Christmas party the night of Dec. 15 at the Indianapolis Variety Club.



Mary Castle, on tour for "Eight Iron Men," visits in Philadelphia with Columbia branch manager Lester Wurtele.

LOS ANGELES

The Brea Theatre has been reopened by John Mullin. House was formerly operated by Beryl Davis. . . . Warner office employees Christmas party is scheduled for Dec. 19. . . . Bernard Kranze, asst. to UA v.p. William J. Heineman, has been upped to the post of gen. mgr., with supervision of sales in both the U.S. and Canada. . . . The phenomenal gross of $117,000 rolled up by the two Paramounts during the first week's engagement of "Bwana Devil" represents the third biggest first stanza of the year by Los Angeles first runs. . . . Former Columbia salesman Jules Needleman is now a Lieutenant in the Air Corps at Camp Stoneman, Pittsburgh, Cal. . . . UA film booker Leo Miller has resigned his post.

Joe Buse has taken over operation of the Oriental Theatre from Harry Weinberg, who had piloted the house for the past 12 years. . . . Ailing at the Cedars of Lebanon Hospital is Mel Evidon, Columbia sales mgr. . . . The Marcal Theatre has closed its doors. . . . Western Amusement Co. held open house to celebrate opening of its new offices on the Sunset Strip. . . . Edgar Lynch has been appointed mgr. of the Warner, Beverly Hills. . . . Margaret Sutten, former mgr. of the closed Larchmont, has been named mgr. of the Brnin, Westwood. . . . Irving Breiman, N. Y. exhibitor, in town to make deals for Spanish releases for his theatre.

LOUISVILLE

The Scoop Theatre building was sold to the Brown Hotel Co. for about $175,000. The theatre, which adjoins the Kentucky Hotel, was closed last summer. . . . Curtis Dunn, mgr. of the West End Theatre, was robbed of some $800 while trying to place the receipts in the night depository of the First National Bank across the street. . . . James Booze of Evarts, Ky. has taken over operation of the Sandra Gay Theatre. Lonellen, from Hamlin and Parsons. . . . Richard L. Gilkey had been added to the personnel of Falls City Theatre Equip. Co., replacing Earnest N. Moppins.

FILMS TELEVISED Nov. 29 to Dec. 12

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Alaska Patrol	Richard Travis	Film Classics 3-10-49
Captain Tugboat Annie	Jane Darwell	Rep. 12-28-45
The Clock Strikes Four	James Dunn	
Destroyer 620		
Fighter Pilot	Richard Talmadge	
Ghosts of Berkeley Square	Robert Morley	
I Shot Jesse James	Preston Foster	Screen Guild 2-3-49
The Iron Stair		
Jigsaw	Franchot Tone	UA 3-11-49
Lazy Bones	Ian Hunter	
The Lost City		S. S. Krellberg 2-21-35
Man's Best Friend		S. S. Krellberg 1-8-35
Marriage Bond	Stewart Rome	
Motor Patrol	Jane Nigh	Lippert Pic. 6-16-50
The Mozart Story	Hans Holt	Mozart Pic. 10-8-40
Murder By Appointment	Geraldine Fitzgerald	
My Irish Molly	Maureen O'Hara	
My Own Folk	Moire Lister	
Never Laugh At a Lady	Ann Rutherford	
Odette	Anna Neagle	Lopert 1-3-51
Outlaws of Sonora	Bob Livingston	Rep. 4-20-38
Radar Secret Service	John Howard	Lippert Pic. 1-28-50
Sensation		FilmAll. of Americ 12-27-40
Someone At The Door	Jack Livesay	
Equadron of Doom	Noah Beery, Jr.	
The Tenth Man	John Lodge	Gaumont British 11-17-37
They Never Come Back	Regis Toomey	Artclass Pic. 5-1-32
Three Witnesses		
Trail of the Mounties	Russell Hayden	Screen Guild 12-20-47
Under New Management	Elissa Landi	
Whispering Tongue	Malcolm Keane	

MILWAUKEE

Sig Goldberg, pres. of Wisconsin Allied, appointed the following committee heads to get in motion plans for the National Drive-In Convention to be held in conjunction with ATO of Wisconsin's state convention: Eric Brown, over-all chairman; Ben Marcus, drive-in chairman, and Oliver Trampe, state chairman. Convention will be held at the Schroeder Hotel March 24-26. . . . Prices for the televised "Carmen" on Dec. 11 at Standard's Riverside Theatre, managed by J. Pierce, ranged from $1.20 to $3.00. . . . Joe M. Camillo, mgr. of the Modjeska, announced a new price change of 50¢ plus tax for adult admissions at all times. Another innovation starts Dec. 26, when "Juvenile Panel" makes its bow. Five Milwaukee students will be invited to participate in a weekly panel discussion of current problems on stage before the regular audience. . . . Sig Goldberg is building his second drive-in at Wausau.

Universal held a luncheon at the Schroeder Hotel to award prizes for the last seven-week period of its Exhibitor Participation Drive. Scoring first for booking most features and short subjects was Loren Huston, Fist Troy; 2nd, Nick Burg, State, Sheboygan, and 3rd, Al Kuehn, Mode, Oshkosh. Other winners were Roland Williams, Sun, Rhinelander; Earl Severson, Oakland, Milw.; Wally Babcock, Elkorn; John O'Connor, Highland, Highland; Bob Goetz, Monroe; Mrs. A. Kamp, Lake, Fox Lake; Al Hontamer, Comet, Milw.; Dave Weiskoff, Juno, Wauneau; Don Brown, Mars, LaFarge, and Tom Miller, Gladstone, Mich. . . . Norman J. Bieringer, who retired as Warner salesman after 25 years with the company, was tendered a testimonial luncheon by the Colosseum, headed by Dave Chapman. Speakers were Harold Fitzgerald, Fox-Wisconsin; Ely Trampe and Jack Lorentz, 20th-Fox; and Robert Baker, RKO. . . . Frank Fischer of Fischer Ents. has the Wisconsin, Minnesota and Michigan state rights for "Ten Nights In a Bar Room." When this old film played Harry Melcher's Hartford, Hartford, it broke all records of the theatre.

NEW HAVEN

New assignments in Strand Amusement Circuit theatres in Bridgeport are Charles Oldner from asst. mgr. of the Park City to mgr. of the Astor, replacing Arthur Esposito, resigned; Michael Galaty named mgr. of the Hippodrome. . . . While Jack Harvey, veteran mgr. of Warner's Palace, Danbury, is recuperating, Earl Robinson, former mgr. of Warner's Regal, Hartford, is taking over. . . . Maxwell Alderman of Allied Theatres of Conn. and Mrs. Alderman are noting their 25th wedding anniversary. . . . John Hassett, with Paramount Theatres for over 20 years, is now an investment securities salesman in the Conn. territory. His most recent assignment was managing the Empress, Norwalk.

Alan Stuart, ex-New Haven film distributor, is the new house mgr. and film buyer-booker at the 1167-seat New Parsons, Hartford. . . . Max Birnbaum, Warner branch mgr., has returned to his desk after an illness of six weeks. . . . A special screening of "Thunderbirds" was held at the Allyn, Hartford, with representatives of the National Guard and civic and state officials in attendance. Hosts included Harry Browning, dist. mgr. of New Eng. Theas.; Ray McNamara, mgr. of the Allyn, and Jules Livingston, Republic branch mgr. . . . Barney Pitkin, RKO branch mgr., became a grandfather with the birth of a son to Mr. & Mrs. Malcolm Pitkin.

NEW ORLEANS

The trial of Mrs. Mabel Grayson, cashier, charged with the systematic theft of $26,000 over a two and a half-year period from the Lakeview Theatre by re-selling tickets, was set for Dec. 11. . . . E. V. Richards, Jr. is state and city chairman of the Louisiana Purchase Sesquicentenniel year-long celebration which will bring to N.O. a variety of entertainment including Olympic athletic contests, an aquacade and ice show, etc., starting with the Sugar Bowl football game at Tulane Stadium on Jan. 1, 1953. . . . Arthur Lehman, theatre owner of Jackson, Miss., is reported to be greatly improved. . . . Philip Salles, Covington, La., is recuperating at Hotel Dieu, New Orleans.

The Monticano Theatre in Baton Rouge, La. changed hands. New owner is S. Compasi, who also has the Ritz and Alex which are affiliated with the Broggi circuit. . . . F. Hicks has acquired the Lou-Miss Theatre, Lucedale, Miss. . . . Recently closed down for the winter were the Fern Drive-In at Woodville, Miss. and Teddy Solomon's 49 Drive-In at Jackson, Miss. . . . The Ritz Theatre at Palmers Crossing, Miss. has closed permanently. . . . Indefinite closing is announced for the Jan Theatre, Maurice, La. . . . Pres. Abe Berenson of ATO of the Gulf States is now fully recovered and back on the job.

NEW YORK

Cinema Lodge of B'nai B'rith has launched a special 12-week new membership drive, with the member bringing in the most new members in excess of 10 becoming eligible for a one-week free vacation for two at the North Shore Manor in Miami Beach, awarded by the Shinderman Management Corp. of Chicago. Mort Sunshine, membership chairman, and Robert K. Shapiro, co-chairman, are handling details of the drive, which ends Feb. 28. . . . The Moss Circuit's Lee Theatre in Ft. Lee, N.J. installed General Precision direct projection TV equipment to broadcast the Theatre Network TV showing of the Metropolitan's "Carmen." . . . The penthouse and terrace of the Hotel Piccadilly will become the new Variety Club headquarters under chief barker Ed Lachman and will open officially Jan. 15 with an open house and premiere screening for all barkers. . . . Among activities planned for 1953 are the official sponsorship of the Adolph Zukor testimonial dinner and revitalization of the copper salvage drive for benefit of the Heart Fund.

A renovated and refurbished Roxy Theatre will make its bow on the night of Dec. 22 with the gala world premiere of "Stars and Stripes Forever" and introduction of "Ice-Colorama," the largest and only theatre ice stage. . . . Nineteen Forty-Eight Holding Corp. and Nathan Steinberg, owner of the Square Theatre on Westchester Square, filed an anti-trust action in Bronx Supreme Court, alleging that up to Sept. 15 of this year the Square played day and date with the Interboro and Pilgrim, and seven days after Loew's American. After that date, the Interboro and Pilgrim received same playdates as the American, with the Square denied the right to move up. An injunction is sought and the court is asked to determine damages.

A long term lease with an aggregate rental of $400,000 for the 2000-seat Public Theatre at 66 Second Ave. was consummated by Realtors Berk & Krumgold. Lessee corporation, headed by Harry A. Harris, is now the largest circuit of Spanish speaking theatres in the country. The Public will be completely rehabilitated and open with a policy of Spanish language films and entertainment.

"Two Cents Worth of Hope," the Italian film which has its American premiere at the World Theatre on Dec. 15, has been voted the best Italian film of the year by that country's motion picture critics. . . . Walter Reade, Jr., who has long advocated that his managers become active in the civic affairs of their communities, set a good example by his appointment to the executive board of Monmouth County Boy Scouts and was named by Mayor Vineland of nearby Long Branch to head a special Christmas activity committee in that city.

PHILADELPHIA

Federal Court trial has begun here of a $300,000 anti-trust damage suit brought by Fanny Harrison, owner of the Bryn Mawr Theatre, Bryn Mawr, Pa., against the majors and the late Harry Fried, former Bryn Mawr operator. Charged is conspiracy between the majors and Fried to give preference to the late Fried's other theatres in booking.

Frank Jordan, mgr. of the Belgrade and Clearfield theatres, is retiring after 35 years in the film business. He plans to go to the



The gala world premiere of Republic's "Thunderbirds" at the Warner Theatre in Washington, D.C. paid tribute to the National Guard and was attended by stars, civic dignitaries and high-ranking officers. Shown here (l to r) are: George Crouch, Warner zone mgr. and Mrs. Crouch; Major General Ellard A. Walsh, head of the National Guard Assn, and Forrest Tucker, Republic star.

PHILADELPHIA (cont'd.)

West Coast. . . . Herb Gillis, Paramount sales mgr., reported recovering from a recent heart atack. . . . Nat Warshaw, mgr. of the Fairmount, had the neighborbood all steamed up over his offer of a "live baby" at the Fairmount's "Country Store" night. . . . The Goldman took time out to give the legitimate theatre a plug with a trailer advertising "The Intruder," shown here at the Locust. . . . All seats, at $2.60, were reserved for the three-hour telecast of "Carmen" at the Stanley on Dec. 11. . . . Third prize of $30, in M-G-M Records' window display contest on "Singin' in the Rain," cosponsored with M-G-M Pictures, was split by Robert Hannen of the G. C. Murphy Co., Harrisburg, and William J. Trambukis of that city's Loew's Theatre.

Joe Nevison, who inaugurated one-act stage shows at the Erlen last season, came up with a new gimmick on Dec. 3, when he presented four gifted local pianists, ages 7 to 13. . . . An attemp to rob the Uptown failed. Burglars were unable to open the safe and went away leaving $1700 behind, says mgr. Sid Stanley. . . . Jim Flynn, Republic booker, has been ill in Hahnemann Hospital. . . . Mike Stiefel, seriously ill at Temple Hospital. . . . Jack Golman back at Boxoffice Attractions after his release from the service. . . . Local salesman attending the Colosseum of Motion Picture Salesmen's convention in Atlanta were Keith Godfrey, Columbia; Horace Wright, 20th-Fox; Eugene Ganz, RKO, and Joe Schaeffer, Republic. . . . AITO of Eastern Penn. met recently to discuss city, state and federal taxes.

PITTSBURGH

Kathryn Reed, here in advance of "The Million Dollar Mermaid," showed off with some fancy paddling in the Pittsburgh Athletic Club pool to bedazzle the newsmen. . . . Hal Davis was reelected pres. of Local 60 of the musicians union. . . . The district was grieved by the unexpected deaths of Max Adkins, Stanley orchestra director, and Ralph Harrison, one of the 11 founders of the Variety clubs. . . . City Council lowered property taxes but turned thumbs down on the Allied MPTO of Western Penna's petition for abolition of the city amusement tax. . . . New exec. secy. of Allied is Richard P. Morgan, attorney, with 23 years experience in the motion picture industry.

Top price was $3.00 for the J. P. Harris Theatre tele-showing of the Metropolitan's "Carmen." . . . The Strand Theatre in Oakland was damaged by water poured on a two-alarm $25,000 blaze on the second floor of the theatre building. Mgr. Robert Murphy had the theatre open by 6 P.M. next day. . . . William Finkel of the Garden Theatre and Variety chief barker, has a new granddaughter in Hollywood. Papa Bob Finkel is TV director. . . . "Waddy" Watson, M-G-M publicist, is working for the company in Cincinnati now, with Herb Reed replacing him here. . . . Harris managers feted former controller George Eby with a luncheon and gift for his new office.

PORTLAND-SEATTLE

Contracts have been let for two ozoners to be constructed near Hubbard, Ore. H. Westenlow, who operates the Pix, will build a 400-car drive-in early in the spring, as will Tom Moyer, who also operates the drive-in at Gresham and several city houses. Bill Lloyd is his associate in the new venture,



At the recent Universal-International Films Australasian sales convention held in Sydney, Australia (l to r), seated: Dan Casey, gen. mgr.; Herc C. McIntyre, managing director, and Clive Wakeham secy-director; standing: Lin Endeau, pub. dir.; Eddie West, New South Wales mgr.; Charles Baker W. Australia mgr.; Jim Young, statistics; Brian Casey, Victorian mgr.; Tom Cadwallader, S. div supervisor; Owen Knowles, Queensland branch mgr.; Ron Mooney, pub. exec.; Bill Hislop, New Zealand mgr.; Reg. Perry, S. Australian mgr., and Sid Sinclair, northern div. supervisor.

which will hold 400 cars. . . . Bill McKevitt, who has ownership in Coast houses at Oceanlake, Taft and Newport, Ore., is back at his desk following two years in Korea. . . . Pinky Shelton, Portland, is the new mgr. for Manley, Inc. in Oregon.

ST. LOUIS

Bloomer Amuse. Co. is planning construction of a second drive-in to serve the area of Belleville, Ill. Two sites are under consideration—one located on Route 161 between Bellevile and Scott Air Force Base, the other near Belleville. Work on the $150,000 project will begin early next spring. . . . Grading operations marked the start of construction on the Pine Hill Drive-In near Piedmont, Mo. for A. B. (Jeff) Jefferis, who also has the Jefferis Theatre there. Cost will be around $40,000. . . . Mattoon Theatre Co., controlled by Frisina, purchased the Skyway Drive-In at Mattoon, Ill. from Outdoor Amuse. Co., headed by Marion A. Osborne. Frisina interests operate the Clark, Mattoon and Times Theatres there. . . . Charles Mound, owner of the Park, Valley Park, Mo., is a patient at DePaul Hospital. . . . Wm. J. Weaver, 79, one of the oldest members of St. L. Operators Union 143, passed away.

Mayor Ray Parker of Brentwood, Mo., plans to reopen the 1546-seat Shubert Theatre, St. L., as a motion picture house on Christmas Day. . . . The 900-seat Regal was reopened on Thanksgiving Day by its owner, George Pliakos. It caters to Negroes. . . . A new sound system has been installed in the LaMar Theatre, Arthur, Ill., owned and operated by W. H. Hoffman. . . . Lake Edwards has purchased the latest Simplex X-L sound and projecton equipment for the new ozoner he is constructing adjacent to his Starlight Drive-In at Paducah, Ky. . . . The Altec office in the St. Louis Theatre bldg. will be under immediate supervision of J. R. Brown, branch mgr. at Kansas City, and C. J. Zern, div. mgr. at Okla. City. . . . Herman Ferguson, Malden, Mo. theatre owner, seriously injured in a recent auto accident, is making progress at the Campbell Clinic Hospital, Memphis, Tenn.

Realart announced that Lippert's "Hell Gate" opens a run in F&M's 7-day houses on Dec. 17. Also, Realart has available for immediate bookings the single-reeler, "Rudolph, The Rednosed Reindeer." . . . George Cohn has been upped from booker to salesman for Columbia and is traveling in Illinois. . . . Mrs. Wm. Sherman closed her drive-in near Jackson, Mo. on Nov. 30. . . . The American Theatre has no bookings until Dec. 27, when it will reopen with a new comedy, "Strike a Match." . . . Mrs. Ethel J. Chilton plans to open her new Missouri Theatre around Dec. 15, givi Doniphan, Mo. three conventional theatr Garrett H. Hunt presently has the Hu and Hunt's Royal there.

Mr. and Mrs. Charles Ray Bell purchas the Pix Theatre at Blue Mound from Bye Jordan of Decatur, Ill. . . . Harold Schac who formerly operated the Warner Theat at Salem, Ky., has purchased the 300-se Lyric at Farina, Ill. from Marvin and Pr ton Bank. . . . Wm. A. Collins closed h 638-seat DeSoto, Mo. theatre. He continu to operate his newer house, the Collins, a is constructing a drive-in south of the ci limits. . . . Merrill Feming, who former operated the theatre at Lovington, Ill., co templates opening a new theatre there. I has the seats and projection equipment, e in storage. . . . "Wakamba," which did r markable business in its world premiere e gagement at F&M's Fox Theatre, moved the Missouri and continues to be a popul attraction. . . . Armentrout's Zoe Theatr Pittsfield, Ill., has been reopened for wee end operation, with Ted Dell as mgr. . . . Frank Plumlee of Edwards & Plumle Farmington, Mo., and Charles Weeks, J of Dexter, Mo. had Masonic degrees co ferred upon them. . . . Mrs. Ann C. Ballma co-owner of the Baden Theatre, a unit the Kaimann Circuit, was elected treas. the newly formed Grand Jury Assn. of St.

SALT LAKE CITY

Theatre mgr. and operator Sam L. Gillet has been named chief barker of Salt La Variety Tent 38. Other officers, announced retiring chief barker Wm. F. Gordon a Gifford Davison, RKO branch mgr., 1st ass and Howard Pearson, Deseret News, sec Board of Directors includes the aforeme tioned plus Ralph Trathen of Associat Amusements; Sidney L. Cohen of Theat Service Co.; K. O. Lloyd, 20th-Fox bran mgr.; Jack Swonson, Paramount salesma Dan Kostopulos, mgr. of Broadway Theatr and Robert R. Braby, UA booker.

As part of the publicity buildup for t Christmas showing of "Million Dollar M maid," Faye Antaky is here modeling bathi suits and appearing before radio, TV a press gatherings. . . . Installation of new elected officers of Operators AFL Unic Local 250, will be held Jan. 5. Third te pres. is Fred Farris. . . . Hurricane veloci winds took down the KSL-TV tower on t of Coon's Peak in the Oquirrh Mountai west of this city, which began operatio Nov. 15 and had a four-state coverage. temporary tower will be built to serve t Logan-Provo area as complete rebuildi may have to be held up until the spring.

SAN FRANCISCO

United Paramount closed its 2135-seat ate because of high operating costs. . . . gr. Gil Small of the State returned to his rmer post as asst. at the St. Francis, re- acing Kenneth Reeves, resigned. . . . Fox est Coast's 706-Marval, Vallejo, closed. . On Dec. 12, the 300-seat Marco, Water- rd, owned by William Stewart, was taken er by its new owner-operator, Charles eynolds. . . . Loew's Warfield remodeled its ndy counter to accommodate a Cinesnax eezer for ice cream bon bons. E. & L. nanuel did the job. . . . Jack Tillman, Co- bia branch mgr., is completing an inspec- on trip which took him to Los Angeles, rtland and Seattle. . . . Universal's visit- g auditor, Luke Stegert, has returned to s desk following illness. . . . Arthur Unger oved his popcorn business to larger quar- rs at 361 Golden Gate Ave.

Charles Thall, mgr., California Theatres ssn., received a scroll from the local Amer- an Cancer branch for his work in getting ookings for the Society's cartoon, "Man live." . . . The San Francisco Bay Area ouncil's latest report reveals that retail le of TV sets reached 311,000 between 49, when the first local TV station went to operation, and 1952, with the largest rcentage gain in Alameda and Contra sta counties. . . . The yearly report of ent 32, Northern Calif., Variety Club, car- es information that Al Grubstick's year chief barker netted more fund-raising llars than any other in the Tent's history. igure exceeded $100,000. Theatre collec- ons for the Blind Babies Foundation dur- g Aug. 27-Sept. 13 totaled $86,000.

WASHINGTON

D. D. Query of Marion, Va. has sold his chain of seven theatres to T. D. Fields of Bristol. Valued at about $1,500,000, the theatres are located in Marion, Chilhowie, Saltville, Abingdon, Bristol and Norton, Va.

Midwest District Meets Precede Winter Drive

KANSAS CITY.—Meetings were held here and in Wichita late this week among Fox Midwest Theatres personnel in preparation for the circuit's mid-winter campaign.

District sessions were conducted following a keynote speech at a general meeting of circuit personnel by Elmer C. Rhoden, Sr., circuit president. Department heads also spoke. Among those in charge of the various meetings were the following district managers: Leon Robertson, J. J. Long and Ed Haas.

$300,000 Action Filed

INDIANAPOLIS.—Central Avenue Theatre Corp. has filed a $300,000 suit in Federal Court here against Loew's and Paramount, charging "unreasonable and illegal" control of distribution channels under the anti-trust laws. Involved is the Zaring Theatre, a Northside house owned by Mannie Marcus, Central prexy. Laws involved in the neighborhood theatre's action are the Clayton and Sherman anti-trust statutes.



The Washington exchange office of Metro-Goldwyn-Mayer discovered a promotional asset for "Ivanhoe" in the services of Miss Jeanette Gonzales of the billing department. Surrounded by office personnel and area exhibitors, Miss Gonzales models the wedding dress which was inspired by costumes from the film. She wore the dress locally on television programs to boost the picture. Tom Baldridge, M-G-M field press representative for the Washington area, arranged the promotions. With Miss Gonzales are (l. to r.): Edward R. Kushner, chief exchange booker; Jack Dean, booker; John Broumous and Curtis Hildebrand, both of the Roth Circuit; Jack Fruckman, operator of Leonardtown and Lexington Park, Md., theatres; Joseph Kronman, exchange office manager, and Ernest Huyett, a member of Baldridge's staff.

Foreign Films

(Continued from page 16)

"The White Line"

(Lux Film) ITALIAN 87 Min.

Cast: Gina Lollobrigida, Raf Vallone, Enzo Stajola, Erno Crisa.

Credits: A Lux-Rome production; Produced by Carlo Ponti; Directed by Luigi Zampa; Scenario by Piero Tellini and Stefano Terra; Story by Tellini; Narration by Ray Morgan.

Art house patrons will laugh with and be touched by this leisurely told drama from Italy about the erection of a boundary between that nation and Yugoslavia. The setting of a small town and the farming occupations of the townsfolk involved lend a warm and human flavor to the story. Children are made the principal characters, and their reactions to the boundary line should do most to strike the heart strings. An English narration helps explain some events. English titles are good.

STORY: A new frontier is established after World War II between Italy and Yugoslavia. In a small Italian town near Trieste, soldiers paint a dividing line. The decisions made by the arbitary border become tragic for many of the farmers, who must lose their lands. When the line divides the slope down which their children ride wagons, conflict breaks out among the youngsters. The conflict almost leads to an international incident when Enzo Stajola, one of the lads, has his friends remove a boundary marker. Stajola later replaces the marker, but is killed in the attempt.

●

"The Cupboard Was Bare"

(Gaston Hakim) FRENCH 82 Min.

Cast: Fernandel, Berthe Bovy, Pauline Carton, Germaine Kerjean.

Credits: Produced by U.G.C.—C.I.C.C.; Directed by Carlo Rim.

Art house patrons who find the comedy of Fernandel to their liking, and those in the audience who derive amusement from jokes about stolen bodies, will make up the clientele for this French-language picture. The story is weak on gag value, having only one humorous situation which is stretched and repeated to the breaking point. In it, Fernandel frantically searches for the body of his dead aunt. Trick ending shows the search to have been a dream. English titles are good.

STORY: Fernandel, a tax collector, searches various sections of Paris for the body of his aunt, who has just died. His search takes him through the rooms of a dubious hotel, furniture stores, an auction sale, and into conflict with the police. He finally comes upon a cupboard, that he knows contains the corpse of his aunt. But the cupboard, adrift in a river, crashes over a waterfall. Then Fernandel is seen awakening from a sleep in which he dreamed that his aunt has died.

New Membership Plan Approved For Drive-Ins

DETROIT.—A new membership plan, which provides a financial allowance for off-months, has been approved for drive-in theatres by the executive committee of Allied Theatres of Michigan. Plan consists of a seasonal membership, with no dues from October through April, inclusive. For open time, members would pay two cents a month per speaker.

Pal Pioneering With Biography Of Harry Houdini

Producer George Pal, who is a pioneer, having been the first to make a science-fiction film, has gone to pioneering again. This time, he has made a film about a magician, the great Harry Houdini, wherein actual magic is performed on the screen and the actor who plays Houdini, Tony Curtis, performs his own feats of trickery, magic, escape and ledgerdemain. Co-starring with Curtis in the film, "Houdini" is his wife, Janet Leigh. "Houdini" is a Paramount Picture.

"Everything in the film is based on fact," Pal explains. "We took certain dramatic license on the time element, but biographically, our film is pretty close to the facts."

Curtis Performed Stunts

To insure both realism and accuracy, Pal signed the famous Dunninger as technical advisor on the film. Dunninger was a close friend of Houdini and is a man of stature in the world of magic himself. Curtis, who did all the stunts, was coached by magician George Boston.

Pal points out that the film has all the Houdini stunts in it. In one scene, Curtis is handcuffed, placed in a steel box, which is padlocked and then thrown in a tank of water. Curtis, coached to do this trick, escapes himself.

The producer said that he had been told many times that you can't put magic on the screen. He believed he could. In "Houdini," a trick is started and the camera doesn't cut away from the trick, the trick is performed all the way through.

Boston, Pal also pointed out, was also a close friend of Houdini. Pal stated that "Houdini" is a new type of picture. He believes that it is a showmanship picture dealing with the most unique showman the world has ever known.

"Worlds" Sneaked

Pal's "The War of the Worlds" was re-recently sneak previewed to top reception, he revealed. Y. Frank Freeman Jr. was his associate producer on this film. Pal with Freeman Jr. will make "Leningen and the Ants" in Technicolor next year. This will be followed by "Conquest of Space," also to be filmed by Technicolor.

Both Pal and Freeman Jr. displayed a photo of Curtis and Houdini in the same poses and pointed out the striking resemblance. Having a hero in a biographical picture look like the man he is depicting is also a pioneer effort much to the credit of George Pal.—*R. B.*

M-G-M Plans New "Ben Hur"

M-G-M has announced that it will shortly begin a new production of "Ben Hur." This spectacular drama by General Lew Wallace was first produced in 1924, with Ramon Novarro as the leading man, in the title role. The original picture was famous for its production, representing three years' work in Italy and Hollywood and costing more than $2,000,000. In the cast were May McAvoy, Carmel Myers, Betty Bronson and Francis X. Bushman.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Herman Cohen, former vice-president of Jack Broder Productions and Realart Pictures, has formed a new production company called Abteon Pictures, Inc., with Cohen as president, and William L. Abt, former president of Abt Laboratories in Chicago, as secretary-treasurer. The company plans to make four action-exploitation feature pictures during the next 15 months, to be produced by Cohen. First production is slated to roll Feb. 15. Cohen and Abt left for Chicago and New York to complete additional financial arrangements for the company's program of four pictures. Attorney Gerald Kales, who is representing Abteon Pictures, accompanied them. Offices of the new company have been opened at General Service Studios.

* * *

Warner Bros. is inviting Oscar winners of the past 25 years to the premiere of "The Jazz Singer" in Los Angeles Dec. 30. . . . Alfred Hitchcock is reading "Dahlias in the Rain," a desert-set thriller by Inez Wallace, Cleveland Plain Dealer Hollywood correspondent. It's her first book since "I Walked With A Zombie." . . . Roberta Haynes, who just finished co-starring with Gary Cooper in the film adaptation of James Michener's "Return To Paradise," which Aspen Pictures made with Mark Robson directing, signed a long term contract at Columbia Studios.

* * *

At the same studio, John Ireland was signed as the lead in the Sam Katzman production, "49 Men," the story of an H-Bomb plot against America. Fred F. Sears is directing the film. . . . Over at Warner Brothers, Hugo Fregonese was signed to direct "Blowing Wild," the United States Pictures production. The Milton Sperling production, which will be lensed in Technicolor, co-stars Babara Stanwyck and Gary Cooper. . . . Alex Gottlieb has signed Ann Sothern for the second femme starring role with Anne Baxter in his production, "The Blue Gardenia." Fritz Lang is directing the film.

* * *

Admission of four new members to the Screen Producers Guild has been made known by Arthur Hornblow, Jr., chairman of the membership committee. Admitted to full membership in the Guild are Producers Stanley Kramer, David O. Selznick and Harry Joe Brown. Admitted to associate membership is Oscar Saul.

* * *

With the signing of a writer this week, producer Walter Wanger will launch preparations for "Hajji Baba," his next Allied Artists film which he expects to put before the cameras in the early spring. The screen play will be based on the romantic and adventurous novel of Persia at the turn of the 19th Century by James Morier, English author of nearly 100 years ago.

* * *

Ann Blyth has been signed by M-G-M to a long term contract. The actress reports immediately to the studio to discuss future roles. . . . The same studio announced that it will shortly begin a new production of "B Hur," the drama by Gen. Lew Wallace fi produced in 1924. . . . Gig Young has be set by Republic as the top male lead o posite Mala Powers in "City That Nev Sleeps," under a loanout arrangement wi M-G-M. The film started shooting in Chica Dec. 8 under the direction of associate pr ducer John H. Auer. Also starring in t film are Marie Windsor and Edward Arnol The Chicago police story was written Steve Fisher.

* * *

"The Glass Wall," Vittorio Gassman first American film, has been acquired f distribution by Columbia Pictures fro Shane-Tors Productions. Directed by Ma well Shane and produced by Ivan Tors, t picture co-stars Gloria Grahame and w filmed largely in New York against t background of the United Nations buildin

* * *

Pine and Thomas borrowed Fernand Lamas for their Paramount release, "Sa garee," which will be shot in Technicolo Lamas, who was borrowed from M-G-M, r cently co-starred with Lana Turner in t Metro production, "The Merry Widow." . . . Armand Deutsch will produce M-G-M "The Donnybrook Fighter." Robert Buck ner has been set to script the original stor by Irene Winston. . . . Republic signed Ne Freeman, composer, to a new term contrac Freeman worked on the score of the Repub lic picture, "Ride The Man Down." . . Richard Carlson will co-star with Barbar Stanwyck in "Stopover" at Universal-Inter national. This is the film adapted from th Carol Brink novel of the same title. Dougla Sirk will direct the feature with Ross Hun ter producing. Picture rolls Dec. 15.

* * *

Arthur Lubin has checked in at Warne Brothers to start preparation on "Sub Sea," which he will direct. Sam Bischof will produce the film. . . . Jane Wyman ha been selected by Jack Warner at the sam studio for the leading role in "So Big," a

(*Continued on next page*)



Looking over story board sketches for a scene i his latest all-cartoon Technicolor feature, "Pete Pan," is Walt Disney (right) with two of his to writers, Ted Sears (left) and Winston Hibler.

3-Dimension Features Will Resurrect The Motion Picture Business: Oboler

By Richard Bernstein

"I think that the industry will turn to hree dimension," said Arch Oboler as he et aside some production business in his Hollywood office."



ARCH OBOLER

"They will have to, out of the sheer facts of life. Motion picture audiences will not accept less after seeing three dimension. This is the medium that is going to resurrect the motion picture business."

Producer Oboler has made the first three dimensional eature film, "Bwana Devil," and believes hat three dimension is the answer to tele- ision. However, he warned that the motion icture industry will lose money on crackpot hree dimension schemes just as it did with he advent of talkies, when everyone who ad a recording machine was looked upon as sound expert.

"I spent two years on Natural Vision, which has no eye strain. Eye strain will kill hree dimension," Oboler said.

Served As Director

Oboler, a famous radio writer, wrote and irected an experimental motion picture, Bewitched," in 1945, and wrote and directed The Arnello Affair," both for M-G-M. How- ver, it was when he went out on his own hat Oboler found his true niche in the film usiness.

He made his first independent film produc- ion, "Five," which was released with great uccess by Columbia Pictures. This was the tory of a handful of survivors in the post- tom-bombed world, made at a cost lower han is usually spent on a screen test for a tar at a major studio. It was one of Colum- ia's top four grossers for the year.

Oboler also made "The Twonky," which ike all Oboler's work is highly original. It s a very novel science-fiction story with an nusual premise. It stars radio actor Hans Conreid. Although this feature is in regular lack-and-white, Oboler plans to make all he rest of his films in three dimension. Science-fiction will be enhanced by three limension," Oboler said, "but drawing room ramas worry me."

Universality Stressed

"Natural Vision can play in any theatre n the country," the writer-producer explain- d. "Every exhibitor who has seen it has urchased it. They bought it because they ee the hope of their own future. Five hun- lred people at a sneak preview in North Carolina used viewing glasses and only one old lady objected."

Oboler has his own distribution set-up for Bwana Devil," which stars Robert Stack nd Barbara Britton. Oboler prophesized hat within two years 40 percent of all Holly- wood's output will be in three dimension.

"Images are photographed from two dif- ferent points of view, just as they are seen n nature," Oboler explained. "Each lens, focusing and converging on an object almost precisely as do the human eyes, provides a separate and complete two-dimensional pic- ure." The writer-producer further explained that in the theatre the normal two projectors in a booth project the two separate pictures onto the screen in superimposition, much as in nature they are projected onto the "brain eye."

The right and left images pass through Polaroid light filters placed in the portholes of the projection booth. The two images are superimposed almost as one on a reflective type screen. The images are reflected back to the viewer who is equipped with Polaroid glasses, which serve to accept the correct image intended for each eye, while rejecting the image not intended for that eye.

"Bwana Devil," Oboler's film tells a real life story, which happened at the turn of the century. This story concerned two man-eating lions who successfully stopped the building of railway tracks across British East Africa for a period of six months. It is a matter of record that almost 200 people were killed by this pair of lions. The major portion of this film was shot in the Belgian Congo and in Kenya and Uganda.

More Films Planned

Oboler plans to make one three-dimensional film a year using Natural Vision equipment. His next will be "Spear In The Sand," the film version of the adventure novel by French author Raoul Faure. The screen play will be by Oboler, who will also produce and direct.

Oboler stated that engineers will keep improving three dimension from now on. "They will be working on it constantly." During the production, Oboler learned that extreme realism had to be toned down. Otherwise, the true-to-life picture would appear too incredible to be believed.

"The major studios will eventually turn to three dimension," Oboler said. "When the major studios are successful, all I ask of them is that they put a sprig on my grave at Forest Lawn."

"Hiawatha" Xmas Debut

The world premiere of "Hiawatha" a Walter Mirisch production in color being distributed by Allied Artists, will be held Christmas Day at the Bijou theatre here. Film has been booked for an indefinite run. Based on the well-known poem it stars Vincent Edwards and Yvette Dugay.

Title Changes

20th Century-Fox: "**Destination Gobi**" is the release title for "60 Saddles To Gobi." (Stars Richard Widmark; Robert Wise directed).

Paramount: "**The Conquerors**" was set as the final title for "Rock Grayson's Women." (Stars John Payne, Jan Sterling, Coleen Gray and Lyle Bettger; William Pine and William Thomas prdouced).

Republic: "**San Antone**" is the new title for "South of San Antone." (Stars Rod Cameron, Arleen Whelan, Forrest Tucker and Katy Jurado; Joseph Kane directed).

HOLLYWOOD

(*Continued from preceding page*)

picturization of Edna Ferber's Pulitzer Prize novel. The filming of this feature will start late this month with Robert Wise directing and Henry Blanke producing. . . . Walter Mirisch announced the promotion of William Calihan to the status of producer at Allied Artists. Calihan was associate producer on the Walter Wanger productions, "Battle Zone" and "Fort Vengeance," and the Richard Heermance production, "Roar of the Crowd."

* * *

From Columbia comes lots of news. Edward Dmytryk will direct "The Caine Mutiny," which will be produced by Stanley Kramer and is scheduled to go into production next April for Columbia release. Billy Wilder, will produce, direct and write the screen play for "Pal Joey," the Rodgers and Hart musical which won the Critics' Circle Award as the best musical of the 1951-52 season, which will be brought to the screen by the studio. Wilder will report to the studio in May. "The Infinite Woman" by Edison Marshal based on the life of Lola Montez, world famous dancer and courtesan, has been purchased by Columbia for production in 1953. William Dieterle will direct "The Franz Liszt Story." Columbia has slated it for February production.

* * *

"Heavy Water," a Norwegian feature length documentary film which relates the battle of the Norwegian and British saboteurs to prevent the Germans from developing an atomic bomb in World War II, will be distributed in the United States and certain foreign countries by RKO Radio Pictures. The actors who appear in "Heavy Water" are the actual saboteurs. The film was photographed in the Norwegian locale where the story is told. It was produced by E. Slotfeldt Ellingsen, noted Norwegian producer. The picture was awarded first prize as the best documentary film in 1949 at the Venice Film Festival. It has been dubbed in English.

* * *

Universal-International completed negotiations to have Glenn Ford star in two films. The first of these pictures will be "Wings of the Vulture," which will be lensed in Technicolor and is slated to roll in mid-Feb. Aaron Rosenberg will produce the film. Ford is currently in Mexico starring in "Plunder In The Sun" for Wayne-Fellows Productions.

* * *

Rita Gam, recently signed by M-G-M, will draw her first assignment in the title role in "Saadia," flanked by Cornel Wilde and Mel Ferrer, who head the cast. Albert Lewin will produce and direct the film in Technicolor. Lewin wrote the screen play from the prize-winning novel, "Echec au Destin," by Francis d'Authville, retired French navy captain. The filming of the picture is scheduled to begin in early Feb. in Morocco in the vicinity of Marrakech. . . . Also at M-G-M, Richard Brooks was selected to direct "The U.S.S. Canopus Story" and write the script based on the original story by Alan Brown. The story deals with action aboard a U.S. Navy tender in World War II. . . . Marlon Brando will play the top starring role in "The Cyclists' Raid," which Stanley Kramer will film for Columbia release.

The new

RKO's Big Technicolor Show for Your Holiday Harvest

Thunderous adventures of the swashbuckling Sons of Satan... produced by hit-after-hit maker Edmund Grainger, who gave you "Wake of the Red Witch," "Sands of Iwo Jima," "Flying Leathernecks," "One Minute to Zero" and more!



BLACKBEARD THE PIRATE

color by TECHNICOLOR

starring ROBERT NEWTON
LINDA DARNELL · WILLIAM BENDIX
with KEITH ANDES · ALAN MOWBRAY
AN EDMUND GRAINGER PRODUCTION

Directed by RAOUL WALSH · Screenplay by ALAN LeMAY · Produced by EDMUND GRAINGER

FULL-COLOR ADS SPEARHEAD GIANT NATIONAL CAMPAIGN!

Full-pages and fractional-pages in top-circulation weeklies, Sunday newspaper supplements and others for a sensational 50,000,000 circulation coverage!

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

AGE SCALES NEXT ATRE TV OBSTACLE

AFFIRM OPEN-DOOR CY ON ARBITRATION

IC SELLS 104 FEATURES TO TV

S REGAINS CONTROL OF RKO

NERAMA VIEWS 15 STALLATIONS

LATES 26 FILMS FOR ODUCTION DURING EVEN MONTHS

ICK DENIES TV SALE RUMORS

REVIEWS
pages 9, 10, 12

No. 12 December 27, 1952

... class matter October 25, 1946, at the ... York, N. Y., under the act of March ... Published ... by The ITOA Independent, ... New York 36, New York. Sub- ... Year, Single copy 10 cents.

PLUS AND MINUS

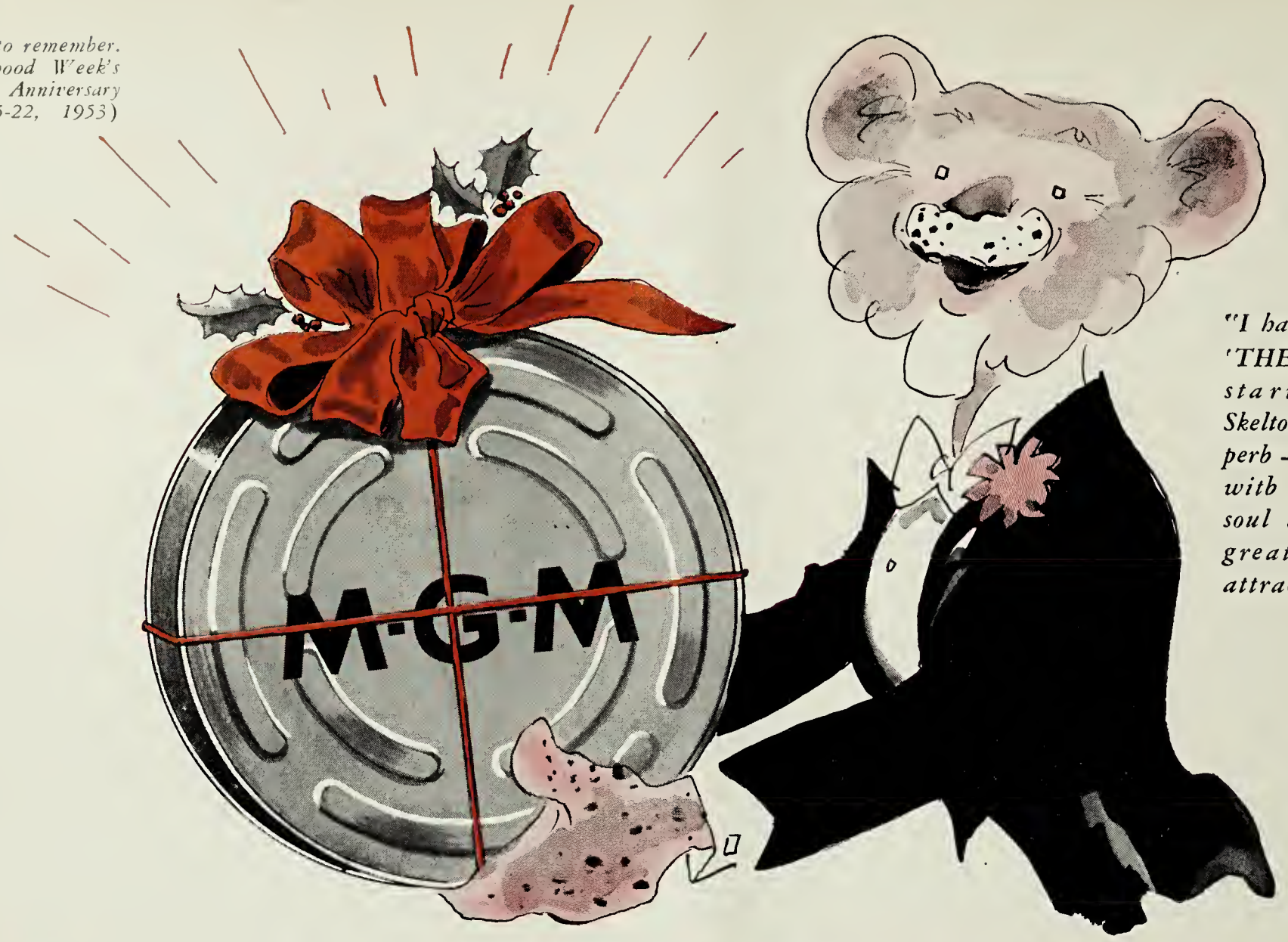
WHAT is there to say about 1952? What do we look forward to in 1953?

A look at the industry's year-end balance sheet should give cause for confidence and enthusiasm for the future. True, 1952 has been a difficult year, posing many new problems. But it has also been a year in which many worthy projects were started. In sober appraisal of our assets and liabilities, there is good reason for optimism.

Notable among current credits is the recent outpouring of fine pictures and the promise of more on the way; the debut of Cinerama, Natural Vision, Tri-Opticon and experimentation with other third dimensional processes; the development of Eidophor and the expanding installation of theatre TV

(See Page 3)

(A date to remember. Brotherhood Week's Silver Anniversary Feb. 15-22, 1953)



"I have just seen 'THE CLOWN' starring Red Skelton. It is superb — a picture with heart and soul and joy, a great boxoffice attraction!"

GIFT SUGGESTION!

"Give them M-G-M Pictures!"

"MILLION DOLLAR MERMAID" *(Tech.)*
Esther Williams, Victor Mature, David Brian.

"THE CLOWN"
Red Skelton, Jane Greer, Tim Considine

"THE BAD AND THE BEAUTIFUL"
Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell.

"SOMBRERO" *(Tech.)*
Ricardo Montalban, Pier Angeli, Vittorio Gassman, Cyd Charisse, Yvonne de Carlo.

"DREAM WIFE"
Cary Grant, Deborah Kerr, Walter Pidgeon.

"LILI" *(Tech.)*
Leslie Caron, Mel Ferrer, Jean Pierre Aumont.

"THE GIRL WHO HAD EVERYTHING"
Elizabeth Taylor, Fernando Lamas, William Powell.

"BATTLE CIRCUS"
Humphrey Bogart, June Allyson.

"VAQUERO" *(Ansco Color)*
Robert Taylor, Ava Gardner, Howard Keel.

"REMAINS TO BE SEEN"
June Allyson, Van Johnson.

"ABOVE AND BEYOND"
Robert Taylor, Eleanor Parker.

"THE NAKED SPUR" *(Tech.)*
James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker.

"I LOVE MELVIN" *(Tech.)*
Donald O'Connor, Debbie Reynolds.

"SMALL TOWN GIRL" *(Tech.)*
Jane Powell, Farley Granger.

"STORY OF THREE LOVES" *(Tech.)*
Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer.

"VICKI" *(Tech.)*
Greer Garson, Walter Pidgeon.

"NEVER LET ME GO"
Clark Gable, Gene Tierney.

"JULIUS CAESAR"
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, and Greer Garson, Deborah Kerr.

"YOUNG BESS" *(Tech.)*
Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton.

and many other big entertainments!

Vol. 30 No. 12
December 27, 1952

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

equipment; the projected hearings of NETTC before the F.C.C. for the allocation of channels for large screen television; the industry's vigorous campaign for repeal of the Federal tax on motion picture admissions, and the efforts to effectuate an arbitration system.

On the debit side, we can include the endless intra-industry frictions arising from sales policies and professional trouble makers; competitive bidding; litigation; the government's 16mm. suit to compel the sale of feature films to television, and the sale of theatrical pictures for commercial telecasting.

Needless to say, this listing of plus and minus factors is by no means exhaustive, nor is it meant to be. However, it does pinpoint objectives to be attained and policies and conditions that should be eliminated if the industry is to prosper.

Of primary importance is the substance of what appears on the theatre screen . . . and judging from what we have already seen, coupled with a look at the product announcements of the film companies, we can logically predict an upsurge in business. There is no known substitute for good merchandise—and top-notch pictures are on their way to the nation's theatres.

In addition, there is good reason to believe that the new year will bring much needed relief from the discriminatory admissions tax as a result of vigorous exhibitor activity in the repeal campaign. The return of a hundred cent dollar to theatre operation will be of incalculable benefit to the industry. If any exhibitor needs to spur his interest in this drive, let him examine his net income or net loss over the past few years, check what he has been paying Uncle Sam, and then figure out how repeal would affect his operation.

A great deal of effort went into the drafts of an arbitration system for the industry. Substantial progress has been made with concessions coming from both distribution and exhibition. The closing months of 1952 witnessed the development of an impasse but we believe there is enough good sense on both sides to realize that arbitration must be set up if mutual understanding and good will are ever to prevail. The elimination of competitive bidding and other short-sighted sales policies could help to accomplish this result.

Exhibition can look forward with anticipation to the allocation of special channels for theatre television and the possibilities it will present. Installations of large screen television equipment and Eidophor during 1953 should be most impressive. The preparation of special events for the theatre will probably materialize this year. The potential of theatre television has been proven . . . it should provide a tremendous and growing stimulant to theatre business.

Important technological improvements will also make their weight felt at the nation's theatres. Cinerama and other third dimensional processes have been greeted with uproarious enthusiasm by the public. An increase in the production of extra dimensional films for 1953 is a certainty—and it will pay off at the box-office.

We could go on but, all in all, things are looking up. And with that thought, we wish you a happy holiday season and most prosperous New Year!

In High Regard

Al Daff, executive vice president, and Charlie Feldman, general sales manager, are completing, respectively, a third and a quarter of a century with Universal Pictures. Both men have risen from the ranks, a fact which not only indicates their outstanding business and personal attributes, but reflects also the industry's willingness to recognize and reward ability. Feldman is currently being honored by a Silver Anniversary Drive which all the exhibitors we know feel is most deserved. They have a high regard for Charlie, for his talents and his integrity. And Al will be honored with a Third-of-a-Century Drive in 38 countries.

Forward, March!

Twentieth Century-Fox which from the beginning has been articulately aware of the advantages to be gained from the use of the television medium this week backed up its attitude with action. The world premiere of the company's Technicolored story of John Philip Sousa, "Stars and Stripes Forever," was televised over a nation-wide hook-up from the lobby of New York's Roxy Theatre—the first time video has been utilized in that manner for the benefit of a new motion picture. This is a constructive step forward.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Distribs Affirm Open-Door Policy On Arbitration

Distributor representatives, at the close of a meeting late last week, re-affirmed the majors' stand that the door still was open for further negotiations with exhibition. The session was short, lasting less than an hour, with Eric A. Johnston, MPPA president, acting as chairman.

Meeting followed an earlier and also inconclusive session, held among MPAA officials and exhibitor representatives, called in an attempt to resolve differences blocking the okay of a workable plan.

Film rentals, it was pointed out by distributor spokesmen following their meeting, will not become eligible for consideration as an arbitration subject.

Draft Changes Advocated

Changes in an arbitration draft, it became apparent, would have to come from National Allied, group maintaining the strongest opposition to the existing draft. No formal action from that organization, however, is expected until after a board meeting next month in New Orleans.

According to an MPAA press release which followed the meeting, distributors had not swerved in their attitude of "readiness to discuss possible changes in the arbitration proposals with exhibitor representatives."

The release stated also: "It was recalled that this (attitude) was made clear in October in a letter to exhibitor leaders inviting comments on modifications suggested by the distributors. There was a unanimous sentiment expressed on the desirability of establishing a mutually beneficial industry system." According to distributor spokesmen, Allied never answered the letter.

ASCAP Revises Rates; Pro-Rate Drive-Ins Open On A Seasonal Basis

Rate changes scaled downward as much as 25 percent have been included in new contracts drawn up by the American Society of Composers, Authors and Publishers for the playing of music, through recordings, at motion picture theatres. The changes are particularly of benefit to drive-ins and smaller theatres.

New rate for drive-ins up to 250 cars is $24; for 251 to 500 cars, $36; for 501 to 700 cars, $48; for over 700 cars, $60. Old rates had 350-car airers pay $36; 351 to 650, $48, and over 650, $60.

New Rates Listed

New rate for conventional theatres up to 400 seats is $12; 401 to 800, $18; 801 to 1,200, $24; 1,201 to 1,600, $36; over 1,600, $48. Old rate was up to 600 seats, $15; 601-1,200, $24; 1,201-1,600, 36; over 1,600, $48.

Rates apply for periods of one year. Houses can either continue operating under present contracts for the first year of the agreement with ASCAP or may execute a new pact embodying the new rates beginning Jan. 1, according to J. M. Collins, ASCAP sales manager.

Wage Scales Next Theatre TV Hurdle For Big-Time Events

The future of big screen television, where it concerns the closed circuit proection of legitimate dramatic and musical shows into theatres, was seen this week as hinging on what Actors Equity and Chorus Equity would demand for performers in the way of wages.

Until such scales are drawn up, the big screen medium will probably not be used for theatre telecasts of top Broadway dramatic or musical presentations. The recent Metropolitan Opera Co. big screen telecast of "Carmen" fails to come under Equity study since the event was classified as a benefit.

Summer Show Cancelled

Indication of the difficulties facing big screen exhibitors in the legitimate show situation was first given last summer when an experimental telecast of Mike Todd's "A Night in Venice" was called off. Reason given was that unions demanded one week's salary be paid to each cast member.

Theatre Network Television, firm that negotiated the "Carmen" telecast, may face similar difficulty with its tentative plans to have four additional Metropolitan Opera Co. performances telecast into theatres later this season.

Another big screen development regarding unions was in evidence at Cleveland's Hippodrome Theatre, where "Carmen" was telecast. Instead of the theatre's regular cashiers, Theatre Treasurers and Ticket Sellers Union, AFL, employes were utilized to conduct ticket sales. Harry Adams, local union head, said that the showing of the opera changed the ticket status at the theatre.

In Colorado, where Harris and John Wolfberg carried "Carmen" at their Broadway Theatre, Denver, plans are under way to present a bill in the forthcoming state legislature session to tax closed circuit TV showings of wrestling and boxing matches. Levy would be five percent, the same as for similar live events.

The "Carmen" telecast, however, was generally regarded as a success. It was transmitted to 31 theatres in 27 cities; seen by 50,000 persons who paid an approximate total of $125,000 for tickets ranging in price from $1.20 to $7.20.

The program lasted three and one-half hours, including time of three intermissions. Technically, sound and sight reception varied from theatre to theatre. Close-ups were generally regarded as more successful than long shots.

Industry PR Deficiency Arises From Lack Of Necessary Fund-Bergman

A proposal that the industry finance and theatres play a feature that would tell the story of the motion picture industry was advanced by Maurice A. Bergman, Universal Pictures executive, at the final session last week of the class in showmanship sponsored by AMPA.

Bergman's proposal was contained in a speech that reviewed the industry's public relations. He said that the industry's "most conspicuous deficiency" in its public relations "arises from lack of a public relations fund."

Bergman noted that although "most major industries" have large funds with which to conduct organized public relations programs, the film industry is "actually without any such program and without any such fund to inaugurate it and maintain it."

Allocation Was Needed

The Universal executive, in reviewing charges made against the industry by pressure groups during the past few years, said that a million dollar appropriation should have been allocated for answering the charges in print and on the air.

He cited as one of the best public relations programs, the establishing of a school for the training and development of young executives and administrators on an industry-wide basis.

Others to speak were Gordon White and Arthur H. DeBra, director of the advertising code administration and director of the community relations department, respectively, of the MPAA.

Republic Sells Group Of 104 Features To WCBS; Other Deals Pending

In the largest deal of its kind ever to be consummated, a film company's television subsidiary turned over to a major video station 104 feature films for showings on home TV sets. The subisidary was Hollywood Television Service, Inc., wholly owned by Republic Pictures, and the TV station was WCBS-TV, key station of the CBS video network. Total purchase price was said to approximate $200,000.

Contract negotiations came to a conclusion last week following six months of parleys between David Savage, film manager for WCBS-TV, and Earl Collins, HTS president. It is estimated that similar deals involving the 104 films are in negotiation between HTS and other stations owned and operated by CBS.

Pictures include musicals, melodramas and comedies but do not include westerns, the stock in trade to date of the majority of films-to-video deals. Most of the films were originally released to theatres between 1945 and 1948. On WCBS-TV, product will be shown over "The Early Show" and "The Late Show" with the first scheduled for a Feb. 1 run-off.

Para's Video Subsidiary Starts Producing For TV

Paramount Television Productions, Inc., a wholly-owned subsidiary of Paramount Pictures, this week announced its entrance into the field of production of films for TV. A statement by Paul Raibourn, PTP president and Paramount Pictures vice-president, pointed out that arrangements have been completed with Edward J. and Harry Lee Danziger to produce 39 half-hour dramatic films for that medium.

Raibourn added that the first of the 39 is scheduled to start in production Jan. 5. The series will be produced under the supervision of Burt Balaban.

Hughes Regains RKO Control; 25 Releases Slated To July

Although key changes were made during the past two weeks in the management of RKO Radio, company policy still remained the subject of much speculation. It was momentarily expected that officials would be elected to fill top posts created by a number of recent resignations.

Late developments had Howard Hughes take control of the corporation from the Stolkin syndicate. Hughes became board chairman, then J. Miller Walker, an employe of the firm for 21 years, was elected vice-president, secretary and general counsel by a new board of directors. Other developments included the filing of a $1,000,000 suit against the firm and a company announcement of future production and releasing schedules.

At press time the post of company president still remained vacant. Ned E. Depinet was asked by Hughes to fill the key position as well as return to the board of directors, but declined the invitation.

Depinet Declines

Depinet, following a series of meetings concerning the film company, said last week that "due to existing circumstances, it was my considered decision that it would serve no useful purpose for me to re-enter the management of RKO at this time."

The suit, entered in Los Angeles Federal District Court, was filed by three minority stockholders to recover more than $1,000,000 allegedly lost by RKO Radio due to "reckless abandon" in financing independent producers. Plaintiffs are Eli B. and Marion B. Castelman, and Louis Feuerman.

The trio had applied in New York State Supreme Court last month for appointment of a temporary receiver for the company. Hearing on the motion was postponed by Justice Henry Clay Greenberg until Jan. 5.

The new suit charges that Hughes did not properly protect the corporation in advancing money to independents and in other ways dissipated funds. Named as defendants, besides Hughes, were RKO Pictures Corp., RKO Radio Pictures, Inc., and the Chase National Bank of New York. All are parties to the New York case.

Gettinger Plan Noted

Reports had Milton Gettinger, New York attorney, planning a trip to the coast early next year to discuss a reorganization plan for the picture company with Hughes. Plan was prepared at the request of groups said to be interested in buying control of RKO. Briefly, Gettinger's plan would call for establishment within the RKO framework of three corporations—a production concern, a firm to handle older product, and a distributing outfit.

A board of five producers would supervise and pass on all stories, casts and production details under terms of the plan. Production, moreover, would move along on a co-operative basis, thus providing studio facilities at actual cost and on a profit-sharing arrangement.

In becoming board chairman, Hughes will

(*Continued on page* 14)

Cinerama Views 15 Installations, Two Pix For '53

The growth of Cinerama, through the equipping of a minimum of 15 theatres with special projection units and the filming of two features for exhibition at these houses, has been predicted for 1953 by Dudley Roberts, Jr., president of Cinerama Productions, Inc.

The seeds of Robert's predictions began to bear fruit in the exhibition field with reports this week from Chicago and Portland, Ore., of Cinerama installations in the works.

A deal was negotiated by Joseph Kaufman, Cinerama exhibition chief, in Chicago for the equipping of Eitel's Palace Theatre in the near future. In Portland, J. J. Parker Theatres disclosed that the United Artists Theatre, an 800-seat house, would be outfitted with Cinerama equipment next March.

Other Deals Pending

Deals are also in the works for the showing of Cinerama in Los Angeles and Detroit theatres, Roberts added. He said that for the time being three projectors are needed in each theatre undergoing conversion for the process. The Chicago installation, he noted, would cost between $25,000 and $50,000, including alteration at the house.

A late report from London revealed that the 1,200-seat New Oxford Theatre, Manchester, will be equipped with Cinerama early next year. The deal, negotiated in Paris, marks a precedent in the use of Cinerama in Great Britain.

Jackson Park, Towne Must Bid, Court Rules

Chicago.—The Circuit Court of Appeals reversed decisions of the lower courts this week to rule that the Jackson Park Theatre here and the Towne Theatre, Milwaukee, are not entitled to preferred playing time and automatic flat rentals but must bid against competing houses for product where bidding is involved. Thomas McConnell, Towne counsel, said he would carry the case to the Supreme Court. The Towne, like the Jackson Park, have both been successful in previous anti-trust litigations.

Chicago distributors have been charging flat rentals even where competing houses sought the same product and were willing to bid for the pictures as a result of rulings in the Jackson Park decree. A consequence of the Towne's successful anti-trust action resulted in a similar situation in Milwaukee. Loew's, Inc., lodged the appeal in the Jackson Park case. The eight majors and Milwaukee exhibitors brought about the appeal in the Towne action.

EXHI-BITS

Ozoner Meet For March

MILWAUKEE. — The National Drive-In Theatre convention will be held at the Schroeder Hotel March 24-26, for owners of all open-air theatres, regardless of organizational affiliation. Convention committee consists of S. J. Goldberg, president; Eric Brown, vice-president and over-all convention chairman; Ben Marcus, national drive-in chairman; Oliver Trampe, state chairman; Robert C. Peck, publicity chairman, and Edward E. Johnson, advertising chairman.

Tax Substitution Favored

PHILADELPHIA.—The industry came out this week strongly in favor of Councilman Victor Blanc's proposal to substitute a five cents per square foot tax on open lots for the current tax of 10 percent levied by the city on amusement enterprises. Opposition to the proposal is in evidence from retail food interests.

Lawler Elected Unit Head

KANSAS CITY.—Senn Lawler of Fox Midwest Theatres has been named president of the Motion Picture Association of Greater Kansas City as a result of a board of directors election. J. W. Lewis, RKO Pictures branch manager, was re-elected first vice-president and Stanley Durwood of Durwood Theatres, second vice-president. William Gaddoni, M-G-M branch manager, was named to succeed Lawler as secretary while Ed Hartman, Hartman Booking Agency, was elected treasurer.

Tax Rise Measure Killed

BUFFALO.—A proposed referendum which would have allowed an additional five percent admission tax for Niagara Falls theatres has been overwhelmingly defeated. Exhibitors helped in the fight.

Name Mullin Again

BOSTON.—Allied Theatres of New England has re-elected Martin J. Mullin president and named Samuel Pinanski, Charles E. Kurtzman, Ben Domingo, Al Somerby and Harry Feinstein vice-presidents. Re-elected treasurer and board chairman, respectively, were Stanley Sumner and John J. Ford. Other board members are Walter A. Brown, Edward S. Canter, Theodore Fleisher, Winthrop S. Knox, Jr., Joseph Liss and Phillip Smith. Frank C. Lydon is executive secretary.

Tax Closes Theatres

TORONTO, OHIO.—Prevalence of a city admission tax, which was upheld at the last election, has forced the closing of the only two movie houses in this 7,500 Jefferson County town, it was pointed out this week by Manos Enterprises, owner. The tax amounts to two cents per adult ticket and one cent for children's admissions.

RKO Granted Extension

RKO Radio has won an extension of time from Dec. 20 to Feb. 2 in which to dispose of its stock interests in Metropolitan Playhouses. Extension was granted by the Justice Department. Under terms of the RKO consent decree, disposal of 56,488 and four-fifths shares of Class A stock is required.

U-I Slates 26 Films For Production During First Seven Months Of '53

HOLLYWOOD.—Universal-International will put a minimum of 26 pictures before the cameras during the next seven months; at least 16 will be in Technicolor. As already has been announced, U-I will make 36 pictures, 26 of them in Technicolor, during the 1952-53 fiscal year ending next October.

Plans mapped by company execs. call for an even flow of production, with three or four new pictures going before the cameras each month. The schedule also is designed to keep the studio at peak activity throughout the year.

"The Glenn Miller Story," based on the life of the famous orchestra leader, will be one of the studio's biggest Technicolor productions for the coming year. James Stewart already has been signed to portray Miller, and Anthony Mann has been set to direct the picture which will be produced by Aaron Rosenberg. This will mark U-I's fourth teaming of the trio, who previously made "Winchester '73," "Bend of the River" and "Thunder Bay."

Four of the pictures on the 1952-53 schedule, all in Technicolor, already are before the cameras: "The Golden Blade," starring Rock Hudson and Piper Laurie; "Prince of Bagdad," Victor Mature and Mari Blanchard; "East Of Sumatra," starring Jeff Chandler, Marilyn Maxwell, Anthony Quinn and Suzan Ball; and "The Stand At Apache River," starring Stephen McNally, Julia Adams and Hugh Marlowe.

58 Shorts For '53 Dates Scheduled By Universal

Universal will release a program of 58 short subjects—29 one-reelers and 29 two reelers, with color predominating—and 104 issues of the Universal-International Newsreel during the 1952-53 season, Irving Sochin, short subjects sales manager has announced. Highlighting the program will be the release of the two-reel Technicolor subject "The World's Most Beautiful Girls," filmed at the "Miss Universe" Beauty Pageant in Pasadena, Calif., last June. The picture will receive a special promotional campaign and will be sold as a possible second feature.

Program includes also seven new Technicolor and six Woody Woodpecker cartoons from Walter Lantz; a new series of one-reelers, in color, to be known as "U-I Color Parade," with "Fiesta Frolics" scheduled as the first in the series; a new series of 13 "Musical Featurettes," spotlighting name bands, top singers and entertainers; 13 in "The Earth and Its People" two-reelers; two special two-reelers, and eight "Variety Views," comedy one-reelers.

MPAA Foreign Division Revamped By Johnston

The international division of the MPAA is being reorganized into three geographical divisions—Europe and Africa, the Western Hemisphere, and Asia—according to plans disclosed by Eric Johnston, president. Active direction of division affairs will be assumed by Johnston in lieu of the resignation of John G. McCarthy, managing director. Ralph D. Hetzel, Jr., and Joyce O'Hara will serve under the MPAA head.

Reorganization plans also call for representatives in New York to be in charge of affairs in each of the new geographical divisions. Hetzel will take charge of the European-African sector, with George R. Canty as his assistant. Robert J. Corkery will handle the Western Hemisphere sector. The head of the Asiatic sector will be named shortly.

Exhib Loses Trust Suit

PHILADELPHIA.—A Federal District Court jury has ruled in favor of the distributor defendants in the $300,000 anti-trust action brought by Fannie E. Harrison, former owner of the Bryn Mawr Theatres in suburban Philadelphia. Plaintiff had claimed inability to secure first runs for the houses, now operated by William Goldman Theatres. Majors involved were Loew's, Inc., Paramount, RKO Pictures, United Artists, Columbia, Universal and 20th Century-Fox.



Charles Einfeld (left), 20th Century-Fox ad-pub-exploi vice-prexy, signs the contract for the television coverage of the company's "Stars and Stripes Forever" world premiere at New York's Roxy Theatre with Slocum Chapin, American Broadcasting Co. vice-prexy. Premiere, held this week, was the first ever to be given national network telecast coverage. It was coupled with a series of 80 spot announcements on ABC's WJZ-TV, New York City, heralding the premiere. The event was the signal also for the unveiling to the public of the Roxy's new and enlarged ice stage, on which a live show dealing with a circus theme was presented. The premiere was an invitational affair. Clifton Webb, star of the film, attended along with other notables.

DISTRI-BITS

3-D Film For Warners

HOLLYWOOD.—The three-dimensional process of Natural Vision, coupled with WarnerColor, will be utilized for the first time by a major company in a feature Warner Bros. will begin filming Jan. 15, it was revealed over the weekend by Jack Warner. Agreement to use the three-dimensional process was made between the film company and Milton L. Gunzberg, National Vision prexy.

UA Opens New Offices

United Artists opened six new booking offices in Des Moines, Jacksonville, Memphis, Oklahoma City, Portland and Albany to afford greater convenience and added service to exhibitors, it has been announced by William J. Heineman, vice-president in charge of distribution.

Feldman in MPAA Post

Charles J. Feldman, Universal general sales manager, was named over the weekend to succeed A. W. Schwalberg, Paramount general sales manager, as chairman of the MPAA distributors committee.

Approve Film Tax

LOS ANGELES.—An ordinance to compromise the city license tax on film producers has won unanimous City Council approval, thereby fixing a minimum tax of $700 on a producer who spends up to $500,000 on films, and a top of $1,500 on a producer who spends more than $2,000,000. The industry had opposed the measure.

Set 16mm. Arguments

HOLLYWOOD.—Arguments have been set for Dec. 29 in Federal Court over a request by a defendant in the government's 16mm. suit against major film producers and others for the granting of a bill of particulars and a clarification of the complaint. Defendant, Films Inc., 16mm. distributor, maintains the present complaint is not substantial.

Roach Plans 12

HOLLYWOOD.—Hal Roach Studios will produce 12 features in 1953 for world-wide distribution by Harry J. Allen of Toronto, it has been disclosed as a result of a deal concluded by Hal Roach, studio prexy, and Allen, who will operate under the firm name of Guild International Films.

Foreign Drive For U-I

Universal International Films will launch an 18-week sales drive in 38 countries beginning Dec. 28 to mark the 33d anniversary in the business of Alfred E. Daff, Universal executive vice-president. Drive will be called the "Daff-Third-of-a-Century-Drive," and will continue to May 2.

Johnston To Stay

WASHINGTON.—An MPAA spokesman has asserted that Eric A. Johnston intends to remain at the organization's helm and is not in line for a post in the new Eisenhower administration.

Kranze Honored

United Artists launched a 26-week sales, billings and liquidation drive this week in honor of B. G. Kranze, the company's newly-appointed general sales manager. Called the "Bernie Kranze Drive," it will extend through June 20th.

THERE'S PLENTY OF SCRATCH* IN Ruby!



The story of a flame named Ruby... who wrecked a whole town... *SIN BY SIN!*

JENNIFER JONES

CHARLTON HESTON

KARL MALDEN

in

Ruby Gentry

Produced by JOSEPH BERNHARD and KING VIDOR · Directed by KING VIDOR
Screenplay by SILVIA RICHARDS
Story by ARTHUR FITZ-RICHARDS
A Bernhard-Vidor Presentation
Released by 20th Century-Fox



*MOOLA... CABBAGE... GREENBACKS... SKINS...

THERE'S REAL MONEY IN YOUR DATE WITH RUBY!

Selznick Denies TV Sale Rumors

Reports that David O. Selznick was offering or had already sold his theatrical films to television were blasted as untrne over the weekend by Frank I. Davis, Jr., vice-president of Selznick Releasing Organization. The reports had appeared during the past two weeks in a number of newspapers and motion picture trade papers.

Davis, Jr., reported conversely that Selznick would discuss beginning this week plans for theatrical re-issuing of all of his old films.

According to the vice-pres., Selznick has rejected offers substantially in excess of $1,000,000 for the video broadcasting of his films. Several of the reports indicated that the independent producer was asking $1,000,000 for the use of all of his films, except "Duel in the Sun," for TV.

Davis pointed out that repeated unsolicited offers for the films have been reaching the Selznick organization since the company made a "thorough study of the TV market" last year.

$6,000,000 Trust Action Launched Against Majors

CHARLOTTE. — A $6,000,000 anti-trust action has been brought by Allen B. and Brona C. Thompson, co-partners in the Graham Theatre, Graham, against North Carolina Theatres, Inc.; Paramount-Wilby-Kincey circuit; Wilby-Kincey Service Corp.; H. F. Kincey, in charge of the operation of the Paramount-Wilby-Kincey Theatres in North and South Carolina; the eight majors, and Republic.

Charged in the complaint was that in 1930 the Graham, until then using first runs on national release date availability, was prevented from that use when North Carolina Theatres took over three nearby Burlington houses.

The circuit immediately began a combination and conspiracy to monoplize and restrain interstate commerce, the complaint added, with distributors pre-releasing product to the houses.

Aaron Heads Collectors

Edwin A. Aaron, 20th Century-Fox, has been elected president of the Cinema Stamp Collectors, with Leon J. Bamberger, RKO Pictures, named first vice-president. Jack Levy, National Screen, and Elias Sandberg were chosen as second and third vice-presidents, respectively, with Dr. Elliot W. Lawrence named as treasurer. Others to win new posts were Sidney Lieb, United Artists, recording secretary, and Joseph Marey as corresponding secretary. Executive committee members are Henderson M. Richey, chairman, all the officers, and Nat Cohn, Jack Hoffberg, Miss Alfreda Rubin, Milton Zucker, Herman Seltzer and Sidney Weiner.

WB Wins Donahue Case

Warner Bros. Pictures won a legal victory over the Donahue family when the Utah District Court declared that the state right of privacy statute does not prohibit the portrayal of a deceased public figure in a fictional film, and that consent of the heirs of the deceased for such portrayal is not necessary.

TELEVIEWS

By AARON SLOAN

Merger Developments

The proposed merger of United Paramount Theatres and American Broadcasting Co. is still the subject of much Washington dispute. Oral arguments on the protests of the FCC Broadcast Bureau and DuMont against approval of the merger have been ordered for Jan. 5 by the FCC. Paramount Pictures, DuMont, UPT, ABC and the Broadcast Bureau will each receive an hour for argument. Moreover, an investigation by the Senate Judiciary Committee, headed by Sen. William Langer (N. D.), has been hinted.

"Stars" Becomes A First

With its premiere of "Stars and Stripes Forever" from the Roxy Theatre, 20th Century-Fox executed the first national telecast of such an event. ABC carried the telecast for one-half hour, and relayed the event to an additional set of stations via kinescope two days later. An eight-day saturation ad campaign was also utilized to pre-sell the film with 80 TV spot announcements.

Theatre Channel News

FCC disclosed that 19 organizations will testify beginning Jan. 26 at theatre television hearings designed to secure channel allocations for motion picture interests. Those listed are: MPAA, NETTC, American Petroleum Institute, Aeronautical Radio, DuMont, American Trucking Association and National Bus Association (jointly), Skiatron, Radio Corp., Columbia Broadcasting, National Association of Radio and Television Broadcasters, American Broadcasting, AT&T, U. S. Independent Telephone, Western Union, National Broadcasting, Paramount Television Productions, Association of American Railroads, Theatre Network Television and American Civil Liberities Union. Exhibits must be filed by Jan. 12.

Video Sidelights

A Hollywood report had Sid Pink of Sid Pink Associates, Inc., acquire TV and other rights to 16 British features never before shown on video. Films include musicals, melodramas and comedies. . . . Ronald Reagan and Nancy Davis (Mrs. Reagan), will play a husband and wife team in "First Born," a half-hour telefilm for the Ford Theatre on a program in thenear future produced by Screen Gems, Inc., a Columbia subsidiary, with Irving Starr supervising. . . . Paramount Pictures late this week demonstrated its new and still experimental Chromatron process of televising color images onto home sets. In the demonstration, Kodachrome slides were used. The color, showing up on the face of a 22-inch tube, was highly satisfactory.

More Films To TV

A package of 13 features, produced independently for theatres between 1944-50, was reportedly sold by Specialty Television Films, Inc., to WOR-TV. Films, mostly released by Paramount, include "The Knight," "Swampfire" and "Caged Fury."

Random Notes

Large screen theatre video will have its British premiere with a telecast of next June's coronation ceremonies. . . . Fox-Intermountain Thetares is using TV trailers for the first time—in connection with advertising Allied Artists' "Flat Top." . . . Charles B. Moss, Criterion Theatre executive director and prexy of B. S. Moss Theatrical Enterprises, is a principal in Moss & Lewis, Inc., firm newly formed for the purpose of developing live-action and film programs for TV and radio. . . . Universal-International decided to delay work on future scripts for United World Films, its television subsidiary.

Deadline Jottings

Publicist Noel Meadow, securing theatre and TV rights from the U. S. Alien Property Custodian of "Congress Dances," a foreign-language historical romance, said the picture will be made available for TV in the foreseeable future. . . . A 10-man committee of set manufacturers was named by the Radio-TV Manufacturers Association to "conduct a broad survey of subscription video."

New Station News

The number of new TV station licenses issued by the FCC since the end of the freeze reached 157 with the granting of 13 licenses. Of this number, 15 are already on the air, for a total of 123 stations actively telecasting. New grants went to Birmingham, Ala., Tucson, Ariz., West Palm Beach, Fla., Peoria, Ill., Baton Rouge, La., Lake Charles, La., Baltimore, Md., Buffalo, N. Y., Easton, Pa., Hazleton, Pa., San Angelo, Tex., Wichita Falls, Tex., and Danville, Va.

Leaders Of NCCJ Unit Named By Sol Schwartz For 'Brotherhood Week'

The names of executive personnel who will hold positions on the national committee of the amusement industry in its participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews have been disclosed by Sol A. Schwartz, national chairman for the division.

William W. Howard will be vice-chairman; Harry Mandel, co-ordinator; Ben Kalmenson, national distributor chairman with Bernard Goodman as assistant; Si Seadler, national ad-publicity chairman with Ira Morais as assistant; Walter Reade, Jr., national exhibitor chairman; Brooks Atkinson, chairman of the legitimate theatres division; William J. German, laboratories chairman; C. Walton Ament, newsreel chairman; Richard Walsh, chairman for labor organizations, and Burton Robbins, accessories chairman.

Seadler appointed the following as members of his committee: William Ornstein, M-G-M, to handle the trade publications, and George Ettinger, Columbia, to contact TV.

Staff Reviews

"Moulin Rouge"

(United Artists) Technicolor 123 Min.

Cast: Jose Ferrer, Colette Marchand, Suzanne Flon, Zsa Zsa Gabor, Katherine Kath, Claude Nollier, Muriel Smith, Georges Lannes, Walter Crisham, Mary Clare, Harold Gasket, Lee Montague, Jill Bennet, Maureen Swanson, Jim Gerald, Rupert John, Tutti Lemkow, Eric Pohlman, Christopher Lee.

Credits: Produced by Romulus Films, Ltd.; Directed By John Huston; Screen play by Anthony Veiller and Huston; From the novel of the same name by Pierre La Mure.

"Moulin Rouge," which, even before production started, received unusual amounts of publicity breaks, will probably be, following its initial openings, the most-talked about picture of next year. Based on the biography of the dwarfed artist, Henri de Toulouse-Lautrec, with Jose Ferrer in the lead, John Huston directing and over-seeing the entire production which was filmed mostly in Paris, and the most extraordinary Technicolor yet achieved, there is no limit to the money to be made from this unusual picture. Running for three minutes more than two hours, the film completely captures the Paris of Toulouse-Lautrec's canvasses and the people he painted without any let up in intense interest. As the camera follows the artist through the seedy and glittering side streets and avenues of his lonely existence, catching the surroundings in shadings of color similar to those of Toulouse-Lautrec's palette, his family background and two disasterous love affairs are sketched in without noticeable intrusion. Because of the artist's environment and acquaintances there is much that can be implied in the way of sex and abandon in advertising "Moulin Rouge," but none of it ever really is projected on the screen. One very brief scene showing Toulouse-Lautrec going through the door of a bawdy house is so antiseptic that its meaning will escape many.

STORY: In the Paris of 1880, artist Henri de Toulouse-Lautrec, Jose Ferrer, whose legs were prevented from growing by an accident in childhood, spends his time at the Moulin Rouge, a rowdy cafe, and other back ways of Paris sketching and painting the life he sees. One night he gives protection to Colette Marchand, a streetwalker, whom the police are after, and soon falls in love with her; she is the first woman not to notice his deformity. But because he has an inferiority complex, Lautrec misjudges Colette's actions and he throws her out despite the anguish it causes him. Lautrec begins to achieve fame and repute from posters he paints for the Moulin Rouge. Through Zsa Zsa Gabor, a singer at the cafe, he meets Suzanne Flon, a model. Lautrec falls in love with Suzanne, but not wanting to be hurt again and refusing to believe that she could love him, he keeps his feelings hidden. Suzanne, who is in love with Lautrec, marries another man when she fails to get any sign of encouragement from the artist. Completely defeated by this, Lautrec spends his time painting and drinking. While intoxicated, Lautrec falls down a flight of stairs. Before he dies, his father, Jose Ferrer, brings him the news that his paintings are to be hung in the Louvre, making him the first artist to be so honored while still alive.

"My Cousin Rachel"

(20th-Fox) 98 Min.

Cast: Olivia de Havilland, Richard Burton, Audrey Dalton, Ronald Squire, George Dolenz, John Sutton, Tudor Owen, J. M. Kerrigan, Margaret Brewster, Alma Lawton.

Credits: Produced by Nunnally Johnson; Directed by Henry Koster; Screen play by Johnson; From the novel of the same name by Daphne du Maurier.

Dauphne du Maurier's current best-seller, "My Cousin Rachel," has been brought to the screen in time to take advantage of its nationwide popularity. And with Olivia de Haviland starred in a production which meticulously carries on the mood and hidden mystery of "Rebecca," this should attract and satisfy the movie-going public, particularly the women, for big box office returns. An ending which leaves the guilt of the leading character unsolved may disturb some patrons, but to many more it will be a subject for discussion and, ultimately, add to the harvest exhibitors will reap. Following the lending library fiction formula of Miss du Maurier, the film conjures up evidences of murder against the widow of an English gentleman and then shows her in a different light as her husband's young ward becomes enamored of her. Miss de Havilland as Rachel, the suspected widow, performs with her accustomed deftness, while Richard Burton, a much-publicized new find, portrays her enemy and lover with sustained conviction.

STORY: Richard Burton has been brought up by his cousin, John Sutton, whom he loves and admires. Sick, Sutton goes to Italy for a rest. He marries, but soon sends Burton letters of fear, naming his wife. Burton goes to him but finds Sutton dead, the widow gone. Believing the widow guilty, Burton swears vengeance. The widow has been ignored in Sutton's will and Burton, who has inherited all, invites her to visit. The widow, Olivia de Havilland, turns out to be entirely different from what he expected. Burton's hate turns to love and he signs over to her all his inheritance. He expects Olivia to marry him, but after getting the estate, she refuses. Burton suspects she is in love with George Dolenz, an Italian friend. After she has nursed Burton through a long illness, he begins to suspect she wants to kill him before leaving for Italy. But then he finds a letter from Dolenz which clears her. Olivia, in the meantime, has walked onto a broken bridge Burton failed to warn her about and is killed. Burton spends his days tormented by doubts of her innocence or guilt.

"Never Wave At A Wac"

(RKO) 87 Min.

Cast: Rosalind Russell, Paul Douglas, Marie Wilson, William Ching, Arleen Whelan, Leif Erickson, Charles Dingle, Lurene Tuttle, Hillary Brooks, Regis Toomey, Frieda Inescort, Louise Beavers, Frances Zucco, Bernedine Simpson, Jeanne Dean, Anita Martell, Marya Marco, Frances Morris.

Credits: An Independent Artists Picture; Produced by Frederick Brisson; Directed by Norman Z. McLeod; Screen play by Ken Englund; Story by Frederick Kohner and Fred Brady.

The laughs come often and loud in this Independent Artists' comedy of the adventures of a socialite who joins the Wacs. Dealing with a timely theme—one which is filled with exploitation possibilities—and bearing the names of Rosalind Russell, Paul Douglas and Marie Wilson, particularly valuable for a comedy, "Never Wave At A Wac" looks like it should be a real box office winner. The story of a Senator's daughter who expects a Wac-commission automatically and blithely ignores rules and regulations is pat and follows prescribed lines; but the heart of the humor is derived from the innumerable situations into which she falls and is directed by her ex-husband, a civilian doing research for the Army. A good many of the laughs are strictly adult, dealing for the most part with Miss Wilson's pronounced figure.

STORY: Socialite Rosalind Russell, divorced from Paul Douglas, is interested in William Ching, a Lt. Col. in the Army. To be near him, Rosalind has her father, Senator Charles Dingle, arrange for her admission to the Wacs with a commission. But Dingle, feeling his daughter needs a lesson, doesn't ask for a commission. Rosalind, refusing to adhere to regulations or orders, makes a difficult recruit. Marie Wilson, another recruit, tries to help her. Douglas turns up as a textile researcher for the Army. He spoils Rosalind's dates with Ching by having her serve, with Marie and other Wac recruits, as models for his tests. Harassed by Douglas' actions and infuriated by the routine, Rosalind pops off and is dismissed. But she realizes she loves Douglas and when she sees her group graduate decides to make another try at it.

"The I Don't Care Girl"

(20th-Fox) Technicolor 78 Min.

Cast: Mitzi Gaynor, David Wayne, Oscar Levant, Bob Graham, Craig Hill, Warren Stevens, Hazel Brooks, Marietta Canty, Sam Hearn, Wilton Graff, Betty Onge, Ruth Hall, Barbara Carroll.

Credits: Produced by George Jessel; Directed by Lloyd Bacon; Written by Walter Bullock; Songs by Jessel & Jo Cooper and Jessel & Eliot Daniel.

Story takes second place to production numbers in "The I Don't Care Girl," a top-notch piece of musical entertainment which at the same time proposes to tell the theatrical career of the fabulous Eva Tanguay. Mitzi Gaynor in the leading role fills the screen with a zest and freshness which the routine story lacks. But since most of the 78 minutes of running time are devoted to big song and dance sequences combining old and new tunes with wonderfully imaginative dances by Jack Cole and utilizing brilliant Technicolor and the camera's mobility, the film is truly satisfying. Before the credit titles, film opens with a dramatic scene in the life of Miss Tanguay and then, after the credits, cuts to the 20th Century-Fox studios where George Jessel is preparing a picture about the singer; but the initial bit is never tied in with the rest of the picture. The idea of following up her friends for information, each one giving his personal interpretation, starts out well, but quickly falls into the stereotype of a star who has an on-and-off romance with a singer because of misunderstandings.

STORY: Producer George Jessel is preparing a film biography of Eva Tanguay, Mitzi Green. He sends his writers to get information from David Wayne, her first vaudeville partner; Oscar Levant, her friend and accompanist, and Bob Graham, a singer with whom she is in love. The writers discover that Wayne met Mitzi as a waitress and took her on as a partner to replace his dead wife. On the road she met Graham, singing partner to Levant. They fell in love, but when Mitzi discovered he was married she was heartbroken. Mitzi became a success as a single act when Wayne couldn't go on. She also became the enemy of Hazel Brooks, a vaudeville star, who had her fired because she was too popular. Later, in a Ziegfeld show, Mitzi again met Graham and they waited for his wife to give him a divorce. Mitzi became a star, but when she discovered Graham was writing music for Hazel they had another fight. She forgave him when he enlisted in the war and they appeared together after his return.

"The Clown"

(M-G-M) 92 Min.

Cast: Red Skelton, Tim Considine, Jane Greer, Loring Smith, Philip Ober, Lou Lubin, Fay Roope, Walter Reed, Edward Marr, Jonathan Cott, Don Beddoe, Steve Forrest.

Credits: Produced by William H. Wright; Directed by Robert Z. Leonard; Screen play by Martin Rackin; From an adaptation by Leonard Praskins; Story by Frances Marion.

"The Clown" bears a strong parallel to the well-remembered Jackie Cooper-Wallace Beery hit, "The Champ," with the central character here being an on-the-skids comedian. The accent this time is too strongly on the unhappy

(*Continued on next page*)

failures and failings of the comedian, a hero to his son in spite of everything, to create a film with wide appeal. But since Red Skelton plays the title role and is given a few opportunities to perform some hilarious routines—as a member of a ballet class, imitating the way people walk up and down stairs, as a drunk awaking in a topsy-turvy house, and as a TV comedian spitting out gags—his name and the success of his comedy will stir up some interest among his many fans. With the relationship between father and son, performed excellently by young Tim Considine, carefully developed with warm touches, the climax is built up to touch the heart strings. Most of the sympathy throughout the picture tends to generate for the son, since the father, in spite of Skelton's understanding efforts, has been written as a weak and undependable character.

STORY: Red Skelton, once a top Ziegfeld comedian, is now on the skids because of too much drinking. He is cared for, morally and physically, by his young son, Tim Considine, who adores him. Skelton's former wife and Tim's mother, Jane Greer, turns up married to wealthy Philip Ober. She wants to take Tim, but Skelton refuses. After he gets arrested for being a comic at a stag party, however, Skelton decides it is better if Tim lives with his mother. He forces the boy, even hitting him, to live with Jane. But Tim returns to Skelton as he is given a chance to become a TV star. The comedian is a big hit on his first program, but dies right after from a heart attack. Tim, in his unhappiness, turns to his mother.

●

"Ruby Gentry"

(20th-Fox) 82 Min.

Cast: Jennifer Jones, Charlton Heston, Karl Malden, Tom Tully, Bernard Phillips, James Anderson, Josephine Hutchinson, Phyllis Avery, Herbert Heyes, Myra Marsh, Charles Cane, Sam Flint, Frank Wilcox.

Credits: Presented by Bernhard-Vidor Productions, Inc.; Produced by Joseph Bernhard and King Vidor; Directed by Vidor; Screen play by Silvia Richard; Story by Arthur Fitz-Richard.

Bernhard-Vidor Productions' "Ruby Gentry," which 20th Century-Fox is releasing, should prove to be a money-making melodrama when sold with the accent on sex. For Jennifer Jones, in the title role, is given every opportunity to posture and dress—tight-fitting dungarees and sweater—to show off to advantage her anatomy. The smoothly manipulated screen play allows her to run the acting gamut of child of nature, wildcat, kitten, sincere wife, object of social snobbery and vengeful business woman. Miss Jones carries it all off in her usual manner, with support from Charlton Heston and Karl Malden.

STORY: In a small North Carolina fishing town, Jennifer Jones comes from the back country. She is enamored of Charlton Heston, who comes from a social family and who loves her. But Heston marries another girl for money. Wealthy Karl Malden and his invalid wife, Josephine Hutchinson, have taken an interest in Jennifer, and when Josephine dies, Malden asks her to marry him. Jennifer does, but Malden's friends don't accept her. Malden and Heston have a fight over Jennifer, and when Malden accidentally drowns while out alone with Jennifer, everyone thinks she murdered him. In retaliation, Jennifer takes over Malden's business affairs and forecloses on all his loans. She puts Heston out of business when he repulses her advances. But Heston finally admits his love, only to be shot by her brother, whom she in turn kills.

●

"The Man Behind The Gun"

(Warner Bros.) Technicolor 82 Min.

Cast: Randolph Scott, Patrice Wymore, Dick Wesson, Philip Carey, Lina Romay, Roy Roberts, Morris Ankrum, Katharine Warren, Alan Hale, Jr., Douglas Fowley, Tony Caruso, Clancy Cooper, Robert Cabal.

Credits: Produced by Robert Sisk; Directed by Felix Feist; Screen play by John Twist; From a story by Robert Buckner.

Intrigue and conspiracy in Southern California on the eve of the Civil War are the keynotes of this Randolph Scott starrer, which rates good running time as a well-made outdoor drama. The plot moves along at an even pace, detailing the movement to make California an independent republic. Surprises and explosive plot twists are frequent, and, although many seem incredible, the story contains enough action to make light of the lack of logic. Technicolor settings and colorful Mexican costumes, together with a few musical interludes with Lina Romay, serve to give the film a handsome coating.

STORY: Randolph Scott, an Army officer incognito, arrives in Los Angeles on a secret mission. He dons the guise of a schoolteacher and begins competing with Philip Carey, Army garrison commander, for the affections of Patrice Wymore. Soon Scott drifts into the confidence of Lina Romay, nitery singer who loves Carey. Scott learns that Lina heads a secessionist movement but discerns also that she knows his true identity. Escaping an ambush set by Lina, Scott reveals his identity to Carey and plans to subdue the secessionists. Meanwhile, Patrice is kidnaped. Scott and Carey, by a ruse, invade the secessionists' camp and rescue Patrice, who clinches with Scott. Carey finds that Lina has been murdered by her associates.

●

"The Member Of The Wedding"

(Columbia) 88 Min.

Cast: Ethel Waters, Julie Harris, Brandon de Wilde, Arthur Franz, Nancy Gates, William Hansen, James Edwards, Harry Bolden, Dick Moore, Danny Mummert, June Hedin, Ann Carter.

Credits: A Stanley Kramer Company Production; Produced by Stanley Kramer; Directed by Fred Zinnemann; Screen play by Edna and Edward Anahalt.

The screen version of "The Member of the Wedding" follows too closely the successful play from which it is adapted. As it stands, it is a good bet for art houses where the audience enjoys heavy dramatics. The average ticket buyer, however, will probably find it a talky, though well-made story of an adolescent girl and her odd circle of companions. This same ticket buyer will find the brand of action and childhood displayed in the film not too envigorating for his tastes. Julie Harris' performance as the troubled youngster is a well-shaded piece of work, but somehow audience sympathy for her and her plight seem to elude the onlooker. Ethel Waters' performance as the housekeeper, who is friend and advisor to the young girl, is outstanding, breathing life and humanness into the role. Fred Zinnemann's direction has helped transfer the play into a screen effort with all the drama that the play entailed.

STORY: Julie Harris, a 12-year-old, is lonesome and frustrated as she approaches adolescence. She has a feeling that she is being left out of everything and that she doesn't belong, that she is always outside looking in. She explains these emotions to her little cousin, Brandon de Wilde, and the family cook, Ethel Waters, while the threesome pass time together. Her opportunity to belong comes when the wedding of her brother, Arthur Franz, and Nancy Gates takes place. Julie, brushing aside reality, imagines that she can join Nancy and Franz on the honeymoon trip. When she tries to go with them after the wedding, her father, William Hansen, is forced to forcibly eject her from the car so the newly-weds can get started. Irked by this, Julie runs away, but returns home to learn that de Wilde is critically ill. He dies. After a short passage of time, Julie has overcome the crises of her adolescence and now has a girl chum and has developed an interest in boys, as the family prepares to move to a new home.

●

"The Redhead From Wyoming"

Universal-International) Technicolor 80 Min.

Cast: Maureen O'Hara, Alex Nicol, Alexander Scourby, Jeanne Cooper, Claudette Thornton, Palmer Lee, Jack Kelly, William Bishop, Ray Bennett, Joe Bailey, Rush Williams, Dennis Weaver, David Alpert, Joe Bassett, Stacey Harris, Betty Allen, Bob Strauss, Larry Hudson.

Credits: Produced by Leonard Goldstein; Directed by Lee Sholem; Screen play by Polly James and Herb Meadow; Story by Miss James.

"The Redhead From Wyoming" is an above-average Western which has plenty on the ball to make it a success in its field. With the name—and revealingly gowned figure—of Maureen O'Hara and beautiful shades of Technicolor as a backdrop for the rough-and-tumble goings-on, this picture has potent box office appeal. Although the basic story is weak, a fact which never hampers an oater, it does allow for plenty of suspenseful incidents, stampedes, gun fights and Miss O'Hara in a wide assortment of form-fitting clothes. Alex Nicol socks across his portrayal of a drifter, temporarily serving as sheriff, who tries to prevent a range war with the help of Miss O'Hara.

STORY: William Bishop hopes to become the powerful governor of Wyoming by causing strife between the cattlemen, led by Alexander Scourby, and the settlers. He brings in Maureen O'Hara, a former girl friend whom he once left holding the bag, to run a dance hall and serve as the front for rustling he is doing. Maureen becomes interested in sheriff Alex Nicol, who has taken on the job temporarily before moving on again. Nicol sees into Bishop's plan but isn't sure whether Maureen is on his side or Bishops'. When the latter frames Maureen for the murder of Scourby's foreman as a means of inciting a range war, she tells the settlers of Bishop's rustling. The cattlemen and settlers band together with Nicol to wipe out Bishop's gang of outlaws who have been rustling. Nicol decides to settle down with Maureen.

●

"The Importance of Being Earnest"

(Universal-International) Technicolor 95 Min.

Cast (in order of appearance): Michael Redgrave, Richard Wattis, Michael Denison, Walter Hudd, Edith Evans, Joan Greenwood, Dorothy Tutin, Margaret Rutherford, Miles Malleson, Aubrey Mather.

Credits: A J. Arthur Rank Organization Presentation; An Anthony Asquith Production; Produced by Teddy Baird; Directed by Asquith; Continuity by Joan Davis; From the play of the same name by Oscar Wilde.

Oscar Wilde's drawing room comedy, "The Importance of Being Earnest," comes to the screen, in this British-made Anthony Asquith Production, as a perfect commodity for theatres which serve selective patrons. A superb cast, who not only make the most of Wilde's deliciously witty repartee but who also constitute a strong draw for followers of the theatre, should help this film to have very long runs in appropriate houses. With a plot that creaks and physically static situations, the emphasis is on talk—clever, deft and uproariously funny talk. The film is presented as a stage play, at the start and end, with gorgeous shades of Technicolor showing off costumes and backgrounds.

STORY: Michael Redgrave creates an imaginary brother, Ernest, a bounder, so that he can have an excuse to leave his ward, Dorothy Tutin, in the country to visit London where he is courting Joan Greenwood. Joan accepts his proposal of marriage, mainly because she thinks his name is Earnest. But her mother, Edith Evans, won't approve because Redgrave was a

(*Continued on page* 12)

THE MIRACLE* HAS HAPPENED AGAIN!

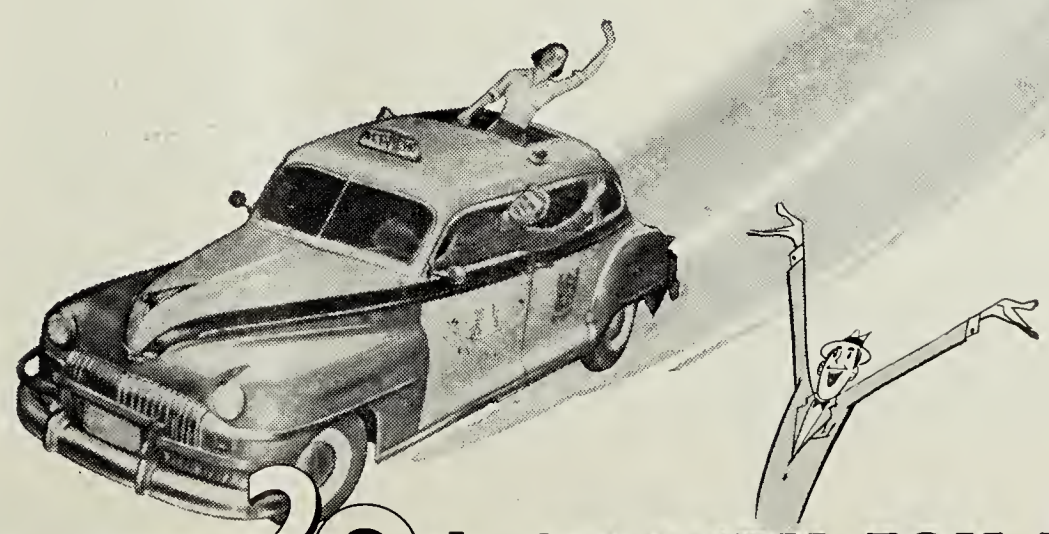
...and it's called

TAXI

It's the same kind of MIRACLE
you found in *MIRACLE ON 34th STREET,
SITTING PRETTY and
COME TO THE STABLE.

A MIRACLE of laughter, tenderness
and joy . . . that will fill your
theater with the warm, wonderful
glow of success and pride!

Soon the whole industry will be talking about it!



THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

Staff Reviews

(*Continued from page* 10)

foundling and has no family. Joan's cousin, Richard Wattis, a play boy, visits Dorothy, posing as Earnest, Redgrave's brother. They fall in love. The truth comes out when Redgravo turns up, followed by Joan. But the girls finally accept the explanations of the men. Miss Evans arrives and refuses to give her consent, until Margaret Rutherford, Dorothy's tutor, reveals that Redgrave is really the lost brother of Wattis. Miss Evans gives her approval for both marriages. And it turns out that Redgrave's real name is Earnest.

"Wherever She Goes"

(Mayer-Kingsley) 80 Min.

Cast: Eileen Joyce, Suzanne Parrett, Muriel Steinbeck, Nigel Lovell, John Wiltshire, George Wallace.

Credits: Produced, directed and written by Michael S. Gordon.

Art house patrons will derive sensations of warmth and charm from this Australian film about the childhood of Eileen Joyce, the famed concert pianist. Story shows how she struggled againts poverty and a hostile father to develop her musical talents. The pace never drags in dealing with the hopes and frustations of the young girl. Although Miss Joyce is seen only in a prologue and epilogue, her role as a child is taken by Suzanne Parrett, a winning youngster who can transform the commonplace into the magical. Her feats at the piano, via the soundtrack playing of Miss Joyce, include selections by Grieg, Liszt and Mozart.

STORY: Suzanne Parrett, an Australian youngster, is given a harmonica on which she rapidly learns to play. Nigel Lovell, her father, is a gold prospector who finds it difficult to support his home and family. When Suzanne begins playing her harmonica for gold miners in order to earn money for piano lessons, Lovell grows enraged. But he is persuaded to buy a second-hand piano for Suzanne. In short time, the girl becomes proficient at the piano and members of the comunity raise money to send her to an advanced music school.

"The Pathfinder"

(Columbia) Technicolor 78 Min.

Cast: George Montgomery, Helena Carter, Jay Silverheels, Walter Kingsford, Rod Redwing, Stephen Bekassy, Elena Verdugo, Bruce Lester, Chief Yowlachie, Ed Coch, Jr., Russ Conklin, Vi Ingraham, Adele St. Maur.

Credits: Produced by Sam Katzman; Directed by Sidney Salkow; Screen play by Robert E. Kent.

"The Pathfinder" is an interesting outdoor drama based on James Fenimore Cooper's classic of the same name. George Montgomery, who is a big draw in the action market, heads the cast and delivers a strong performance, fitting his role admirably. Sam Katzman has dressed up the film authentically and it has a realistic historical flavor. Another fine asset is some excellent Technicolor photography which besides showing off fine picturesque scenery accentuates the beauty of leading lady Helena Carter. This film will probably get its best results as a supporting feature in the general market.

STORY: George Montgomery, a scout, joins the British in fighting the French. He and Helena Carter are sent to the French fort as espionage workers to find out the French plans and relay them to the British. Helena poses as a French girl, while Montgomery accepts a previous offer that the French have made him. As the twosome do their job, a romance developes between them and all looks well, until Bruce Lester, Helena's ex-fiance, who is now married to an Indian chief's daughter, shows up. Lester makes a play for Helena and is rebuffed. Angered by this, Lester exposes them to French Colonel Stephen Bekassy and they are set to face the firing squad at dawn. The British arrive in the nick of time and save them from this horrible fate.

"Torpedo Alley"

(Allied Artists) 83 Min.

Cast: Mark Stevens, Dorothy Malone, Charles Winninger, Bill Williams, Douglas Kennedy, James Millican, Bill Henry, James Seay, Robert Rose, John Alvin, Carleton Young, Ralph Sanford.

Credits: Produced by Lindsley Parsons; Directed by Lew Landers; Written by Sam Roeca and Warren Douglas.

This saga of the submarine service will do okay in the general market. It has such names as Mark Stevens, Dorothy Malone, Charles Winninger and Bill Williams, all familiar to filmgoers, topping the cast plus some real action scenes that are interesting and exciting. Some of the scenes were shot at New London, Conn., while the rest of the film was studio lensed. The film holds interest all the way, carefully detailing the rigorous training that goes into making submarine service officers. The film toppers all turn in good performances with Miss Malone looking lovelier than ever and displaying some very good acting ability. "Torpedo Alley" has plenty of saleable exploitation angles to aid in selling it. The film, sold properly, should rack up good grosses.

STORY: Mark Stevens, a pilot, develops a guilt complex, after the death of two of his crew members caused by a crash brought about by Stevens "freezing" at the controls of his plane. He is rescued by a submarine skippered by James Millican and while aboard is impressed by the workings of the undersea craft. After spending some time after his discharge from the service in civilian business pursuits, Stevens chucks it and joins the submarine service. He becomes involved in a romance with Dorothy Malone, who is the girl friend of Douglas Kennedy, an officer on the submarine that rescued him. A romantic triangle develops with Dorothy unable to decide on which man is for her. After Stevens graduates sub school, he is assigned to a submarine skippered by Millican with Kennedy, Bill Williams as his fellow officers. This trio, Stevens, Kennedy and Williams perform a clever three man land party manuever in Korea. After this bit of action, Stevens gets the girl, Dorothy.

"The Maverick"

(Allied Artists) 71 Min.

Cast: Wild Bill Elliott, Myron Healey, Phyllis Coates, Richard Reeves, Terry Frost, Rand Brooks, Russell Hicks, Robert Bray, Florence Lake, Gregg Barton, Denver Pyle, Robert Wilke, Eugene Roth, Joel Allen.

Credits: A Silvermine Production; Produced by Vincent M. Fennelly; Directed by Thomas Carr; Story and screen play by Sid Theil.

This is another strong Wild Bill Elliott entry that will please his regular fans and probably add more to the growing list of his followers. A tale of a group of cavalry soldiers who are transporting four renegade terrorists on a three day journey for trial, the film is a well-written, well-acted affair. Elliott is ace high as the regulation-minded lieutenant who has seen all he wants of killing and outlawry during his youth in a kill-crazy cattle town; while Myron Healey as the sergeant who has had enough of discipline, turns in another one of his first rate performances. Leading lady Phyllis Coates handles a meaty femme role with conviction and authority. The film is loaded with the type of action that appeals to action fans and has enough suspense to hold interest throughout its unspooling.

STORY: Lt. Wild Bill Elliott with Sgt. Myron Healey, Corp. Robert Bray and two cavalry soldiers are ordered to transport four prisoners to Fort Jeffrey. The prisoners, Richard Reeves, Denver Pyle, Gregg Barton, and Eugene Roth, are hired gunmen who have been warring against the homesteaders, killing and pillaging. En route to Fort Jeffrey, their destination, the group overtakes a wagon carrying Phyllis Coates and her grandmother, Florence Lake. Reluctantly, Elliott lets them join his command. Meanwhile, Robert Wilke, a fellow outlaw, has organized an outlaw group to free the four prisoners. Elliott, hearing of this group, waylays them and scatters their horses. Healey, soon to be discharged from the army, sells out for $500 to the prisoners and agrees to sabotage Phyllis' wagon so that Wilke and his men can catch up. Wilke and his gunmen catch up and a pitched battle ensues with Elliott and his men winning after a torrid battle. The group goes on to Fort Jeffrey.

"The Battles Of Chief Pontiac"

(Realart) 71 Min.

Cast: Lex Barker, Helen Westcott, Lon Chaney, Berry Kroger, Roy Roberts, Larry Chance, Katherine Warren, Ramsey Hill, Guy Teague, James Fairfax, Abner George.

Credits: A Jack Broder Production; Produced by Irving Starr; Directed by Felix Feist.

"The Battles of Chief Pontiac" is a weak programmer that will get by in the general market and neighborhood theatres. What was a good idea, telling of the battles of the famous Ottawa chief, Chief Pontiac, has never been fully developed in Jack DeWitt's story. There aren't very many battles and there isn't an abundance of action. The film is definitely lacking in the realism necessary to sock across a historical drama of this nature. A top cast has been gathered for the film and such good performers as Lex Barker, Helen Westcott, Lon Chaney, Berry Kroger and Roy Roberts do what they can with the material they have. Excellent exploitation can help this one rack up some moderate grosses with strong emphasis on the Indian fighting ingredients of the film.

STORY: Lex Barker, a Ranger scout and friend of Chief Lon Chaney, is trying to work out a peace between the warring British and the Indians. Barker is just on the verge of success and brings Chaney and his chiefs to Fort Detroit for a conference. Unluckily, the command has passed into the hands of a Hessian mercenary Berry Kroger, who is an Indian hater. He insults Chaney, having previously sent Chaney's tribe a gift of blankets, which the Indians do not know are small pox ridden. When Barker informs the chief about the blankets, Chaney goes on the warpath. He routs the Hessians, who are untrained in Indian warfare, and captures Kroger, whom he ties to a stake wrapped in an infested blanket. Kroger dies of the disease. Shortly afterwards, the English and Pontiac smoke the peace pipe.

Foreign Films

"Two Cents Worth Of Hope"

(Times Film Corp.) ITALIAN 107 Min.

Cast: Maria Fiore, Vincenzo Musolino, Filomena Russo, Luigi Astarita, Felicia Lettieri, Carmela Cirillo, Gina Mascetti, Alfonso Del Sordo.

Credits: A Sandro Ghenzi Production; Directed by Renato Castellani; Screen play by Castellani and Titina de Filippo; Original story by Castellani and Margadona; English titles by Herman G. Weinberg.

Backed by the award of the Grand Prize at the 1952 Cannes Film Festival and most likely by favorable critical receptions, "Two Cents Worth of Hope" is well suited for art house display. Taking the problem of present day conditions of unemployment in Italy, the film graphically and, oftimes, repetitiously shows the obstacles confronting a young man eager

(*Continued on page* 14)

Metro Ups Releases To 16 For 4 Months

M-G-M will release 16 pictures during the four months starting Jan. 1 instead of 12 as previously announced, it was made known this week by Charles M. Reagan, general sales manager.

The new program will make five pictures available in January, four in February, two in Technicolor, three in March, with one in Technicolor, and four in April, one in Technicolor.

"Lili" and "The Story of Three Loves," both in Technicolor, will be given special handling and are not listed on the regular releasing schedule.

Commerce Dept. Council Urges More "Discretion," Less Anti-Trust Suits

WASHINGTON. — Greater "discretion" before recourse to retroactive treble damage suits was urged by the Commerce Department's Business Advisory Council in a report on anti-trust laws and their administration released this week by Commerce Secretary Charles Sawyer.

The Council suggested also a conference section within the Department of Justice, estimating that 90 percent of cases arising in the anti-trust field need never be brought if an effort was made to solve the problems beforehand in business-Justice conferences.

Rulings Acknowledged

Sawyer acknowledged that "there has, within the years since the Sherman Act became law, grown up a network—if not a jungle—of administrative rulings, conflicting laws, and judicial decisions which have made incredibly difficult the task of the businessman and his lawyer honestly trying to obey the law."

The Council, in dealing with treble damage, said: "A strong sense of injustice is aroused by penalizing people for action which they could not have known to be illegal." The report pointed out that in many cases the Supreme Court overrules the lower courts and in most cases the Supreme Court is, itself, divided.

General Release Slated For "Ivanhoe" On Feb. 20

M-G-M will make "Ivanhoe" available for general release beginning Feb. 20, it was announced this week by Charles M. Reagan, M-G-M general sales manager. According to Reagan, "the pre-release engagements in the first 200 showings . . . have created a (want to see) audience of all ages and it is our desire to get it out to customers while the public is still feeling the impact of . . . preselling advertising."

Reagan added that public interest evidenced in the film during pre-release engagements "makes it advisable that we make it available for showing in the largest number of theatres as early as possible, in order that our customers may receive the greatest possible benefit."

Saville Acquires Rights To Eight Spillane Novels

Mike Hammer, the fabulous detective-hero who has been gained a following of millions from his successful over-coming of pugs and gals, will leave himself open to movie critics as a result of an agreement between his creator, mystery-writer Mickey Spillane, and producer-director Victor Saville. Under terms of the deal, Saville will make at least six movies from the eight novels by Spillane during the next five years. Spillane will receive "up to $210,000" for the rights and his services as an advisor and doctor of the scripts, the two revealed late last week.

Saville revealed that he is discussing releasing deals with four major distributing companies.

March Production Set

Although the first novel to be filmed hasn't as yet been selected, production will begin in March, Saville said. Shooting will be on the West Coast, but, if necessary to the story, exteriors may be filmed in New York. Saville, who will serve only as producer, indicated that he saw no problems in transferring the excessive brutality and sex, trade-marks of Spillane stories, to the screen. The producer evidenced little concern also over the fact that the "gimmick" endings to the mysteries are already known to such a large audience; there will not be any changes made to the endings, he said.

Television rights to the filmed novels stay in perpetuity. But the direct TV rights —for originating a program around the Spillane mysteries and characters — are shared by Saville and others, with the proviso that it doesn't come into being until two years after the first screen adaptation is released.

NEW APPOINTMENTS

Lou Frankel was named assistant to S. H. Fabian, chairman of the National Exhibitors Theatre Television Committee. Frankel was formerly general manager of WFDR, New York. He will work with Stuart Bailey, NETTC engineering consultant; Marcus Cohn, counsel, and Fabian in co-ordinating forthcoming activities persuant to hearings for the allocation of theatre TV frequencies.

Joseph Sugar became branch manager of United Artists' New York exchange, thereby filling a vacant position. Sugar has been manager of the home office contract and playdate department since joining UA early last year.

Phil Cowan was appointed director of advertising, publicity and exploitation for Arthur Davis Associates. Cowan was most recently with Kenyon and Eckhardt. He formerly served with Eagle Lion Films and United Artists.

John Hughes and Arthur Reiman have been promoted to head the newly-established contract departments of the eastern-southern and western and Canadian divisions, respectively. The reorganization does away with a single contract department and, in its place, sets up two contract departments.

Elmer Hollander, for the past three years film buyer for the St. Cloud Amusement Co., resigned to assume a new connection after Jan. 1 with Florida States Theatres, Jacksonville.

Review Board Honors "Quiet Man"

"The Quiet Man," directed by John Ford for Republic Pictures, has been selected as the best motion picture of 1952 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures.

The nine runners-up in the "best" category were "High Noon" and "Limelight" (UA); "Five Fingers" and "The Snows of Kilimanjaro" (20th-Fox); "The Thief" (UA); "The Bad and the Beautiful," "Singin' in the Rain" and "Above and Beyond" (M-G-M), and "My Son, John" (Para).

"Barrier" Cops Award

Voted the best foreign film seen in the U. S. during 1952 was "Breaking the Sound Barrier." Other foreign films voted exceptional were "The Man in the White Suit," "Forbidden Games," "Beauty and the Devil" and "Ivory Hunter."

Best actor and actress, respectively, were Ralph Richardson, for "Barrier," and Shirley Booth, for "Come Back, Little Sheba." Honorable mentions were given for artistic and technical contributions.

JOIN THE *MARCH OF DIMES*

Bill To Halve Ducat Tax Fails To Satisfy COMPO

WASHINGTON.—Introduction in the House of Representatives early next year of a bill to halve the present 20 percent Federal tax on admissions and to reduce or eliminate many other Federal excises has been pledged by Rep. Dingell (D. Mich.).

The bill will be followed up by other measures of a similar nature, according to expectations of COMPO, which disclosed this week it that had been given to understand that Rep. Dingell's bill would call for complete repeal of the Federal taxes on tickets priced at 60 cents and under, with tax reduction to 10 percent on tickets over 60 cents.

JAR To Film "Romeo"

The J. Arthur Rank Organization will produce a Technicolor version of Shakespeare's "Romeo and Juliet" on location in Verona, site of the action in the original play, in conjunction with Universalcine, an Italian film company. Versions in both English and Italian will be made with Renato Castellani directing.

Hughes Regains Control Of RKO; 25 Releases Scheduled Thru July

(*Continued from page 5*)

supervise a five-man directorate consisting of himself and A. B. Simpson, vice-chairman of the national Bank of Commerce of Houston; Noah Dietrich, executive vice-president and a director of Hughes Tool Co., also a director of Trans-World Airlines, Inc., and of the Houston bank; J. Miller Walker, a 21-year employe of RKO who served previously in RKO executive posts, and Edward G. Burke, Jr., a member of the Stolkin syndicate.

Sherrill C. Corwin, Los Angeles exhibitor and member of the Stolkin syndicate, resigned from board membership prior to the election of the new directorate.

Maurice H. Bent, described as a senior partner of the investment firm of Merrill Lynch, Pierce, Fenner and Beane, had been credited with election to the new board in an early report. It was later disclosed that a technicality would not permit Bent to maintain board member status. His place was subsequently taken by Simpson.

Stolkin Makes Statement

The new board was elected, according to Stolkin, to fulfill a "sincere feeling of responsibility toward the company and the other stockholders which we have held ever since our syndicate acquired the RKO stock." The Stolkin unit owns approximately 1,000,000 shares.

Stolkin said that Hughes was contacted and asked for assistance because "he was the one person best qualified to assist in our problem" of electing new directors "familiar with RKO" to shorten the time in which a "constructive program could be activated."

Stolkin added that he felt Hughes was needed also "because of his familiarity with the fiscal and production problems of the company."

The syndicate head expressed confidence that the new board "will immediately focus their attention and effort upon the revitalization of RKO . . . (and) . . . will effect the necessary economies and expansions consistent with sound business management."

Pictures set to go into production by the middle of June are "Gambler's Moon," by Edmund Grainger; "High Frontier," by Robert Sparks; "Size 12," Technicolor, by Harriet Parsons; "Second Chance," by Sam Wiesenthal, and "The Return of Zorro."

The following films will be released through Jnne 18: "Hans Christian Andersen," Dec. 19; "Blackbeard the Pirate," Dec. 25; "Androcles and the Lion," Jan. 9; "Never Wave at A Wac," Jan. 28; "No Time for Flowers," Jan. 31; "Peter Pan," Feb. 5; "Angel Face," Feb. 11; "Sword of Venus," Feb. 20, and "Night Without Stars," March 6.

Spring Releases Noted

Also, "The Persuader," March 13; "Fort Apache" and "Blood on the Moon" (reissues), March 27; "Beautiful but Dangerous," April 1; "Port Sinister," April 10; "The Sea Around Us," April 22; "Sea Devils," May 1; "Mickey Mouse's Birthday Party," May 15; "Below the Sahara," May 22; "Break Up," June 11, and "Split-Second," June 18.

Two additional re-releases will complete the schedule: "The Bachelor and the Bobby Soxer" and "Bachelor Mother."

The company will distribute also a new series of Walt Disney Technicolor featurettes, called "People and Places," and Julian Lesser's British-made "The Lost Hours." No established releasing schedule has been set for the Disney films, the first of which is being called "The Alaskan Eskimo."

Foreign Films

(*Continued from page 12*)

to marry. In depicting his unsuccessful efforts to hold a job and control his erratic fiancee, the picture is filled with noisy humor and continuous activity. All this is presented against a small town and its local inhabitants, impressive because of the complete effect of naturalness. English titles are satisfactory.

STORY: Vincenzo Musolino returns from the Army to find jobs hard to get. He has a mother and sisters to support. He falls in love with Maria Fiore, daughter of the town's fireworks maker. Musolino works at various jobs, none of which last, mostly because of Maria's interference. Maria, eager to get married regardless of circumstances, makes it look as though they have spent the night together. When her father throws Maria out, Musolino loses his temper. Outraged at the circumstances which have prevented their marriage, he decides to marry Maria and puts his faith in God, who, he feels will provide for them.

Ozoners Set Meets

Drive-In Theatres of New England, a subsidiary association, has voted to hold its meetings at least once a month during the year. Jan. 27 was set as next session date, when a board of officers will be elected. On the nominating committee are Ted Rosenblatt, James Guarino, Ray Feeley and Ned Eisner.

"Hoaxters" For Jan. 30

M-G-M announced this week the release date of Jan. 30 for its 36-minute subject, "The Hoaxters." Branch managers will screen the picture locally for all leading exhibitors who, in turn, will be asked to hold special screenings for the press, clergy, and educational, civic and veterans organizations. Special advertising accessories are being planned for the film.

Seek Relief In Mexico

Mexico City. — Relief is being sought through the courts from the fine and imprisonment clauses of the new film law reforms which are being cited against infringing theatres. Eleven major first run theatres were shut down for violating price regulations by charging 58 instead of 46 cents.



Ezell Forecasts Top Ozoner Biz

Dallas.—A record year for drive-in theatre prosperity during 1953 was predicted by Claude Ezell, Ezell and Associates president and head of Texas Drive-In Theatre Owners Association, in one of several industry forecasts released this week by Texas COMPO executive board members.

Ezell tempered his message with a warning that "a few owners can start a vicious cycle by demanding bid buying and unreasonable availabilites." But Col. H. A. Cole, Texas Allied board chairman, envisions a move toward inter-industry harmony with the introduction of an "incentive selling program."

Cinerama Keynoted

Ed Rowley, Rowley United Theatres prexy, advised the making of plans for transition to Cinerama while Karl Hoblitzelle, Interstate Circuit head, said that 1953 should see less governmental control for the industry.

Julius Gordon, Jefferson Amusement Co. prexy, looks forward to a better understanding between exhibition and distribution in 1953. R. J. O'Donnell, Interstate vice-prexy, forecasts "great" Movietime projects for the coming year.

Record Album Promotion Envisioned For "Melba"

Promotion via the sale of record albums is envisioned during the coming months by Sam Spiegel, independent producer, for his Technicolor production of "Melba," a period musical based on the life of the 19th century British songstress. Spiegel, in New York last week after two years abroad, told film press writers that "Melba," which he filmed in England during the autumn, is slated for Easter release in the U. S. by United Artists.

Film stars Patrice Munsel in the title role, has Saddler's Wells ballet sequences, and cost slightly over $1,000,000 to produce. Spiegel said he is planning another picture in Britain for production next summer.

Regular Grievance Meets Slated By Exhibitor Unit

St. Louis.—A new grievance committee of the St. Louis Motion Picture Theatre Organization, headed by Lester Kropp, will begin functioning early in 1953 in the realm of any topic that is subject of dispute, including reasonable rentals and clearances. The unit will hold regular meetings.

The MPTO will undergo a revising and streamlining of its constitution and by-laws as a result of work to be accomplished by a special committee, headed also by Kropp, which was appointed by Tom Bloomer, president.

Heated Airer Ramp Bows

Metropolis, Ill.—Christmas Day reportedly saw the opening of an enclosed ramp which seats 550 persons at the El Capitan Drive-In on the Massac Amusement Co. chain. Section is said to measure about 140 feet in length and 40 feet in width, with thermopane glass that will not fog. The floor of the enclosure is reportedly installed with radiant heating.

Pre-Selling:

Department Stores, Fabric Houses, Toy Manufacturers Plug "Andersen"

A comprehensive merchandising campaign, including tie-ups with more than 40 manufacturers of clothing, accessories, toys and fabrics, is being arranged on Samuel Goldwyn's "Hans Christian Andersen" through joint efforts of RKO Pictures and the Goldwyn offices. The majority of tie-ups are being co-ordinated with the promotional departments of several leading department store chains.

Macy Campaign Featured

Macy's is using a "Hans Christian Andersen" motif in its fashion, children's wear and toy departments for its Christmas-season decorations. The promotion includes strong merchandise tie-ups with the many manufacturers of "Andersen" items, newspaper advertising, and store-wide publicity.

Bonwit Teller's is devoting their six Fifth Ave. windows to "Andersen." The design will be unusual. The material used in the windows will later be made available to other stores in key cities.

Typical of the other tie-ups is the one arranged with Chips and Twigs, manufacturers of boys wear. The company has set up a special "Andersen" Christmas package for each special item, and a book of lyrics of all the songs from the film will be given away with each product sold.

Display material is being planned throughout the country and a color ad has already been set for "The New York Times" to break in December.

Capezio is creating a special children's shoe with an "Andersen" design on the toe, and a ballet shoe with special packaging, which will be promoted through 12,000 dance schools in the country. Major promotions of the shoes are being planned for Christmas and spring.

Other Firms Co-operate

Other companies whose items will be advertised and promoted nationally, include Cinderella Frocks, Bamburry Children's Coats, Young-Set Snow Suits, Teena Page Dresses, Touraine Sportswear, Jo-Do Specialties, Richard Englander and John Frederick Hats, Rex Handbags, Carolyn Schnurer Bathing Suits and Dresses, O'Sullivan Rubber Heels and Soles, Whitman Chocolates, Bostonian Shoes, and Eastman Kodak.

There will be children's decals by Meyercord Co., pictures for framing by Artistic Picture Publishers Co., toys by Ideal, puppets by J. V. Zimmerman Co., dolls by American Character Doll and a group of kites inspired by "Andersen" by the Viking Kite Co.

Exhib Contest, Mag Ad Program Launch "Thief Of Venice" Drive

A special exhibitor vacation contest and a top-level national magazine advertising program are being coupled in a merchandising plan by 20th Century-Fox for "The Thief of Venice."

The ad drive will be highlighted by two-page spreads in "Collier's" and "Look." The exhibitor contest will have as grand prize a free, air round-trip for 10 days to Venice, Italy, scene of the picture's location filming.

National ad insertions will be keyed to effect maximum audience penetration geared to individual playdates of the film. Insertions will be targeted to penetrate more than 25,000,000 readers and will offer a local point-of-sale tack. Exhibitors playing the picture before March 1, 1953 will have their theatre and playdate featured in the ad spreads.

Instructions Given

For personal participation in the campaign, showmen must notify 20th-Fox of their engagement before the Dec. 20 publication deadline for ad insertions.

Backing up the "Collier's" and "Look" two-page spreads will be local level exploitation activities in which the field representatives of the two magazines will join with exhibitors to initiate playdate events and joint promotions.

The Venice trip will be awarded to the exhibitor organizing the most energetic and productive campaign before June 6, 1953. Entries go to "The Thief of Venice" Showmanship Contest Committee, 444 West 56th Street, New York, N. Y. and must be postmarked on or before midnight of July 5 of next year.

Consideration will be given to the nature of the run, the class of the house, its location and business produced, in order to permit equal competition between every type of situation.



In connection with the showing of U-I's "Willie and Joe in Back at the Front" at the RKO Grand Theatre, Chicago, Manager Ansel Winston hired a rickshaw and had an attractive model in a bathing suit hauled through the streets. Card promised a free ride and free admission to the theatre. There were plenty of takers when the rickshaw was not occupied by the attractive model.

Clown Distributes "Pal Gus" Candy

Indianapolis.—Gala festivities at the Circle Theatre during a Saturday children's matinee heralded the introduction of a candy bar named in honor of "My Pal Gus," 20th Century-Fox picture that opened here this week.

The event took the form of a stage ceremony in which a clown, stepping out of a six-foot replica of the new candy bar, distributed regular-sized bars free to the children.

The promotion is being co-ordinated with other openings of the picture. Candy bar is made by McAfee Candies here.

Aircraft Carrier Aids "Flat Top"

San Diego, Calif.—Military tie-ups, including a contest for servicemen and an exhibit of a miniature aircraft carrier, were employed by the Fox, State and Loma Theatres for the day-and-date opening of Allied Artists' "Flat Top."

The contest, open to enlisted men on an aircraft carrier stationed off the coast of the city, was arranged by the theatre in co-operation with the carrier and a local newspaper.

Essay Contest Held

Personnel were asked for a 25-word statement on "Why I like to serve on a flat top." Winner went on a date for a day with Rita Moreno, who appears in the film. Winner also escorted Miss Moreno to the world premiere of the film aboard the carrier Princeton.

Further exploitation was gained through the use of a 45-foot miniature of an aircraft carrier, mounted on a truck parked at various times in front of the three theatres with Navy recruiting crews aboard.

Guessing Of Star's Name In Colorful Lobby Game Furnishes 'Zenda' Hoopla

New York.—A contest to guess the name of the star whose replica appeared behind a mask was staged in the lobby of the Capitol Theatre in advance of the opening of M-G-M's "The Prisoner of Zenda."

The dummy, with a masked face of a star attached, was clad in regal robes of the type utilized in "Zenda" and mounted on a throne in the Capitol lobby. On a 40 x 60 was a list of clues as to the star's identity.

Also in advance of the opening, two attractive models were dressed in "Zenda" garb and taken in a chauffered Cadillac roadster on a tour of New York streets. A large valance on either side of the car called attention to the playdate.

Another pre-opening stunt was a contest to find a double for Stewart Granger, star of the film. The winner was crowned "King for a Day" and was given a day and a night "on the town" as prizes. For the ladies, a letter-writing contest was held, asking for essays on "My Most Romantic Adventure."

Pre-Selling:

Disc Album Bally, Band Contest, Teasers Raise "Stars & Stripes"

A high school and college band contest, a group of 11 advertising and promotional accessories and a triple set of teaser ads are being utilized by 20th Century-Fox on a national scale to drum up attention for "Stars and Stripes Forever."

The band contest is receiving the cooperation of U. S. Marine Corps reserve districts and recruiting branches throughout the country and is open to all school bands of 50 or more pieces. Also co-operating in the contest is the Sousa Band Fraternal Society.

Prizes Prepared

Contest will have two national winners, one high school and one college band. Prize, in each category, will be an engraved trophy while a record album of Sousa music will go to every musician in winning bands.

The entire contest will be judged on the basis of recordings of Sousa's "Stars and Stripes Forever" march and one optional Sousa selection to be sent by competing bands to the nearest Marine Corps recruiting representative.

One high school and one college band winner will then be picked in each state, and the 96 finalist records sent to New York where the first-place bands will be chosen by three judges.

The set of advertising and promotional accessories prepared for the picture also gives publicity to the M-G-M Records album of music from the film's soundtrack.

Record dealers throughout the nation have been supplied with window display streamers, a special ad mat for local use; hanger releases for juke boxes, department stores and chain stores, and scotch tape streamers for window counter and auto bumper spotting.

Brochures Distributed

Also being distributed are easel-backed dummy album covers in 7 and 10-inch sizes; a music folio of Sousa marches, and a brochure announcing an exhibitor-dealer contest sponsored jointly by 20th-Fox and M-G-M Records for best film window displays.

The release of the film is being heralded in local newspapers of communities showing the picture first run via a series of teaser ads. These are for three pre-opening Sundays in a row. There will be 736 lines utilized in the tri-part campaign in each newspaper.



Display of birds and bees, plus a cut-out of Linda Christian, was coupled by the Trans-Lux, Washington, as a gimmick for the run of Columbia's "The Happy Time."

"Barrier" Aircraft Show Staged On N. Y. Street

NEW YORK.—A street display of supersonic aircraft equipment was staged by the Victoria Theatre to attract attention to the opening of "Breaking the Sound Barrier," British film released by Lopert Films Distributing Corp. through United Artists.

Another phase of the Victoria's campaign saw the presentation of free candy boxes to the first 600 women arriving at the box office opening day. On the street, girls dressed in gaily colored costumes distributed pieces of chocolate, wrapped in specially printed envelopes plugging the picture and the confection company that manufactured the chocolate.



For the run of United Artists' "The Thief," the State, Minneapolis, had a model walk streets with a sign asking passersby to "make her talk." Successful persons won tickets to the engagement.

Six Girl Swimmers Tour 50 Cities, Dive In Pools For 'Mermaid' Interviews

Six "Million Dollar Mermaids"—swimming starlets who appear with Esther Williams in M-G-M's picture of the same name —are making personal appearances in 50 key cities. One girl will be assigned to each sales division.

In most cities, M-G-M has invited newspaper critics and radio and TV contacts to meet the mermaid at the city's leading swimming pool, and in some towns there will be an interview under water. Underwater fountain pens and even water wings are being provided by the field publicity men.

Costumes Featured

The mermaids will be modeling a million dollar wardrobe of 1953-model Cole bathing suits, in addition to donning one of the pre-Annette Kellerman bathing costumes shown in the film.

Miss Williams has cut a radio transcription record, introducing each girl to the disk jockeys who will interview the mermaid during the tour.

Rink Helps "Monkey" Run

HARTFORD.—A tie-up between Loew's Poli Theatre and a local roller skating rink resulted in a lobby display and a large rink exhibit on 20th Century-Fox's "Monkey Business." Lou Cohen, Poli manager, had for his lobby display a still of Marilyn Monroe and Cary Grant, stars of the film, on roller skates. Under the still was this copy: "For an enjoyable time, roller skate at the Hartford Skating Palace."

African Lore In Lobby Creates "Snows" Interest

DETROIT. — A series of choice African masks and a number of ritualistic articles from tribes of that continent were displayed in the lobby of the United Artists Theatre as a promotion for the opening of 20th Century-Fox's "The Snows of Kilimanjaro." The curios were borrowed from a gallery especially for the engagement.

On opening night, leading models who previously had been selected as hostesses of the evening, were garbed in "Kilimanjaro White" evening gowns to greet theatregoers. The opening was publicized in advance via a dirigible flying over the city.

Eire Lore Aids "Quiet"

SAN FRANCISCO.—An Irish motif, replete with miniature harps and colorful garb, was utilized for the lobby of the Stage Door Theatre by Jack Allen, manager, to promote the engagement of Republic's "The Quiet Man."

Sidewalls of the lobby carried posters from the Irish travel bureau and display windows of the outer lobby were adorned with collector's items of rare Irish lore secured from the local Irish consulate. To top off the motif, Allen wore a green necktie each day of the run.

Bowie Knife Gimmick Sharpens "Mistress" Run

San Francisco.—A surprise stunt, based on the gimmick of a Bowie knife of the type featured in Warner Bros.' "The Iron Mistress," was utilized by the St. Francis Theatre to secure newspaper publicity for the engagement of that film.

In the stunt, local film critics were invited to meet the "Iron Mistress" at a special luncheon. Each person entertained the idea that the "Mistress" would be Virgina Mayo, co-star of the picture. It turned out that the surprise guest was a Bowie knife, the "Iron Mistress" of the film's title. A waiter brought in the knife on a cork which had been placed on a silver tray.

Universal-International

Announces

with Pride....



WE FEEL THERE IS NO FINER WAY OF PAYING TRIBUTE TO CHARLES J. FELDMAN THAN FULFILLING TO THE MAXIMUM OF OUR ABILITY THE UNIVERSAL-INTERNATIONAL TRADITION WHICH HE HAS HELPED ESTABLISH.

THAT TRADITION IS THE CONSISTENT DELIVERY OF TOP-PROFIT PRODUCT TO THE NATION'S EXHIBITORS.

SO WE HAVE SELECTED TWELVE PICTURES – NINE OF THEM IN TECHNICOLOR – PROVIDING THE STRONGEST GROUP OF CONSECUTIVE RELEASES IN OUR COMPANY'S HISTORY...WITH WHICH TO ENCOURAGE THE GREATEST EXHIBITOR PARTICIPATION IN THIS 25TH SILVER ANNIVERSARY DRIVE.

DECEMBER 28TH TO MAY 2ND

UNIVERSAL-INTERNATIONAL *presents*

ERROL FLYNN · MAUREEN O'HARA

AGAINST ALL FLAGS

COLOR BY Technicolor

TYRONE POWER

PIPER LAURIE · JULIA ADAMS

The MISSISSIPPI GAMBLER

COLOR BY Technicolor

ALAN LADD

DESERT LEGION

CO-STARRING

RICHARD CONTE · ARLENE DAHL

COLOR BY Technicolor

MEET ME AT THE FAIR

STARRING

DAN DAILEY · DIANA LYNN

COLOR BY Technicolor

The REDHEAD from WYOMING

STARRING

MAUREEN O'HARA · ALEX NICOL

COLOR BY Technicolor

RAOUL WALSH'S

The LAWLESS BREED

ROCK HUDSON · JULIA ADAMS

COLOR BY Technicolor

CITY BENEATH THE SEA

STARRING

ROBERT RYAN · MALA POWERS

ANTHONY QUINN · SUZAN BALL

COLOR BY Technicolor

GUNSMOKE

AUDIE MURPHY · SUSAN CABOT

PAUL KELLY · CHARLES DRAKE

COLOR BY Technicolor

SEMINOLE

STARRING

ROCK HUDSON · BARBARA HALE

ANTHONY QUINN · RICHARD CARLSON

COLOR BY Technicolor

MA AND PA KETTLE ON VACATION

STARRING

MARJORIE MAIN · PERCY KILBRIDE

GIRLS IN THE NIGHT

HARVEY LEMBECK · JOYCE HOLDEN

GLENDA FARRELL · GLEN ROBERTS

PATRICIA HARDY · JACLYNNE GREENE

BUD ABBOTT and LOU COSTELLO GO TO MARS

MARI BLANCHARD and the Miss Universe Contest Beauties

---

for the



25th SILVER *Anniversary Drive*

DECEMBER 28TH TO MAY 2ND

REGIONEWS

ALBANY

Theatre TV, the COMPO campaign for repeal of the 20% Federal amusement tax, the latest draft of proposed amendments to Code 36 covering theatres and other places of public assembly, and State legislation are on the docket for discussion at a luncheon meeting of Albany TOA in Keller's Restaurant, Jan. 13. Exec. dir. Lewis A. Sumberg has arranged for an address on large screen TV by an RCA representative from Camden, N. J. . . . Jules Perlmutter, Lake George and Watervliet exhibitor, took over as chief barker of Variety Club from Nate Winig.

The telecast of "Carmen" at Fabian's 552-seat Grand drew 965 admissions at $1.20 to $3.60, with lower priced seats going faster. Mgr. Paul V. Wallen believes that the heavy rain and Xmas season precluded better attendance. . . . Ben Smith, long-time salesman, will resume the handling of independent product in Jan. Smith is recovering from an eye operation. . . . A. Dale Hermans has been appointed office manager-booker of the Allied Artists exchange, succeeding Robert Adler, resigned.

BOSTON

Leon J. Levenson, head of concessions for American Theatres, has been appointed chairman of the national concessions committee for Theatre Owners of America. The Committee is to serve in an advisory capacity in an exchange of merchandising ideas from all over the country. . . . Variety Tent No. 23 of New England re-elected the following officers to serve for another year: Walter A. Brown, chief barker, Max Levenson, 1st asst.; Philip Smith, 2nd asst.; Louis W. Richmond, dough guy, and Michael Redstone, property master. . . . Maurice Sidman resigned as mgr. of the St. George and Gorman Theatres, Framingham, and is now booking talent shows for theatre stages, working from Schillinger House on Newbury St. Winners of local shows have the opportunity to appear on Sunday afternoon TV programs sponsored by Community Opticians.

Paul Hackey, mgr. of the Old Colony Theatre, Plymouth, won the top cash award in the Oct.-Nov. exploitation campaign conducted by Interstate. Honorable mention, with cash prizes, went to John O'Leary, Colonial, Brockton; John Garcin, Center, Hyannis; Richard Kalaghar, Strand, Southbridge; Ersley Blanchard, Coniston, Newport, N. H., and Wilbur Neumann, Bradley, Putnam, Conn. . . . Capital Theatre Supply installed a new RCA "Even-Lite" plastic screen at the Astor Theatre in readiness for the Christmas Day opening of "Hans Christian Andersen." . . . James Connolly, 20th-Fox branch mgr., has been appointed chairman of the 1953 March of Dimes Drive for Suffolk County. Charles E. Kurtzman notrheastern div. mgr. for Loew's is general chairman. American Theatres Corp., E. M. Loew's theatres and many others have already signed for audience collections during the week of Jan. 18-24. . . . Richard A. Smith, son of the Philip Smiths of Smith Mgmt. Co. was married to Susan Flax of Newton and is honeymooning in Nassau.

CHICAGO

The independent loop Oriental Theatre has arranged for free parking for its patrons from Monday thru Thursday night. . . . Albert Dezel has consummaed a distribution contract with Oliver A. Unger and Herbert Bregstein of Beverly Pictures for the release of 16 former Film Classic features for this area. . . . Kewanee, Ill. City Council has reduced the license fee from 60¢ per seat to 30¢. . . . George Petersen, drive-in specialist, Cleveland, O., will go to Belleville, Ill. to survey a site for a second drive-in for Bloomer Amuse. Co., which operates the Skyview in that territory. . . . In a tie-in with Jack Kirsch, pres. of Allied Theatres, the Chicago Herald-American started a movie limerick contest to help stimulate theatre attendance. Cash prizes and theatre passes are awarded the winners.

Arthur Katzen was named M-G-M asst. publicity representative for Chicago. . . . John Fraught was named mgr. of H&E Balaban's Byrn Mawr Theatre, succeeding the late Abe Tague. . . . Harry Sears, mgr. of the Park Theatre, announces the birth of Harris Sears, Jr. . . . ABC Vending reports earnings of $1.22 per share to Oct. 26 this year as against 92¢ for same period last year. . . . Alliance Theatre Circuit has withdrawn its bid for a TV license for Fort Wayne, Ind. . . . At the first meeting of the new crew of Variety Club of Ill., chief barker John J. Jones named the folowing committee chairmen for 1953: House committee, Nat Nathanson; Heart; Edwin Silverman; Entertainment, Nat Platt; publicity, Irving Mack, banquet, Jack Kirsch; ticket sales, Jack Rose and Manuel Smerling; membership, Joe Berenson; law, Aaron Stein; golf, Elmer Balaban; special activities, Arthur Schoenstadt and James Donahue.

B&K report heavy demand for their Christmas ticket books. . . . Mrs. Sonia Katz, 80, widow of Morris Katz, one of the founders of the B&K circuit, passed away. . . . Kiddie Christmas parties were all the vogue here, with B&K playing host to 1,000 youngsters and their parents and friends at the Gold Room of the Congress Hotel; Kling Studios had a puppet show at their Fairbank St. studios; and Indiana Illinois theatres, under Manta Rose management held their party at the Blackstone Hotel.

Roger Sher takes over operation of the Holiday Theatre, Park Forest, formerly in the H&E Balaban circuit, who gave up the lease last spring.

CINCINNATI

Frank W. Huss, Jr., pres. of Greater Cincinnati Independent Exhibitors, Inc., and a committee of exhibitors, submitted to the City Council a request that theatres be exempt from the 3% city admission tax, citing that in the past few months seven more motion picture theatres had closed, and that of the $250,000 taxes collected by the city in 1951, $104,000 came from theatres. . . . Pete Turlukis has leased the Idle Hour Theatre, Carthage, O., and plans to reopen it shortly. House was formerly operated by Mrs. R. H. Corbett. . . . Paul

(*Continued on next page*)



The Roxy Theatre, New York, premiere this week of 20th Century-Fox's "Stars and Stripes Forever" was accompanied by extensive fanfare and attended by notables in the entertainment field. The premiere saw also the first use of national television coverage to publicize the event. At left, Robert Q. Lewis, ABC-TV commentator, interviews Sol Hurok, impressario and subject of the forthcoming 20th-Fox feature, "Tonight We Sing." Mr. and Mrs. Harry Brandt, right, were among the invited guests. Brandt is president of the Independent Theatre Owners Association, New York, and of Brandt Theatres.

CINCINNATI (cont'd.)

(Bud) Wessel of States Film Service, entered the Good Samaritan Hospital for treatment. . . . National Theatre Supply installed new projectors and lamp houses in the Liberty Theatre, Covington, Ky. They will also install new lamp rectifiers in the Alhanbra, Dayton, owned by Bert Fiala. . . . Fred Helwig and Alan Gunter of Charleston, W. Va. have purchased a site between Kanawha City and Marmet, W. Va. for erection of a new drive-in.

A Hollywood display, scheduled for the local gas and electric company's main downtown offices from March 16-April 9, will receive the cooperation of exhibitors, which is being solicited by Robert Wile, ITO of Ohio secy. . . . Mark Cummins, who has ozoners in Stockton, Hamilton and Xenia, O., also Georgetown, Ky., has recently taken over operation of the Garden Drive-In at St. Petersburg, Fla. .. . Christmas parties were held by the M-G-M Club and 20th-Fox at the Terrace Plaza Hotel; U-I at the Beverly Hills Country Club, and Columbia empoyees enjoyed a turkey supper at the home office.

CLEVELAND

Henry Greenberger, v.p. of Community Theatres, has been reelected chief barker of the local Variety Club. Named asst. chief barkers are Jack Silverthorne, mgr., Hipp Theatre, and Jack Wechsler of Warner's; treas., J. J. Schmertz, 20th-Fox; and secy., Leonard Greenberger. The group's first shindig of the coming year will be the New Year's Eve party at Hotel Hollenden. . . . The Hippodrome was organized by Theatre Treasurers and Ticket Sellers Union when it showed "Carmen," Union claimed that showing of Met Opera-sponored TV show changed ticket status.

Lee J. Hofheimer and Charles Sugarman of the 320-seat Little Theatre, Columbus, report their no-admission policy is a success and that their concession receipts are up 200 to 300% since the Nov. 20 inaugural of the policy, while the house increase is 'around 50%." Policy was instituted to avoid the 20% Federal admission tax. . . . Cashier Mrs. Barbara Ash of the Riverside Theatre was held up and robbed of $70.

DALLAS

Jefferson Amusement Co., Beaumont, Tex., headed by Julius Gordon, purchased all the stock in the company once held by United Paramount Theatres. Gordon also announced his circuit would expand services by adding Cinerama and TV. . . . More than 200 Austin youngsters exchanged a toy for a free movie at the Queen Theatre, contributed by mgr. Harold Novy. The toys were patched by city firemen and used by the Junior Chamber of Commerce to brighten Christmas for needy children. . . . For the showing of "The Story of Bob and Sally," an "adults only" movie, the King Center Drive-In advertised "shown to mixed audiences together in the privacy of your own car."

New competition for Panhandle theatres has arizen from KDUB-TV, the first new station in Texas since lifting of the 3-year-old freeze, which has just gone on the air at Lubbock, Tex. Austin, El Paso and Galveston are about ready to receive new stations also.



Hollywood industry heads meet at a luncheon in Beverly Hills to make plans for the Adolph Zukor Golden Jubilee, sponsored by Variety Clubs International. Shown (l. to r.): Charles P. Skouras, chairman for the Jan. 7th celebration in Hollywood; Jack L. Warner; and Robert J. O'Donnell, International chairman of the Jubilee, which will also be celebrated in New York on March 4th.

DENVER

Patrons were generally satisfied with the first closed circuit TV showing of grand opera at the Paramount here and many hunted out John Wolfberg, gen. mgr. of the Wolfberg Co., which owns the Paramount, to ask when the next opera would be shown. Prices were $2.40, $3.60 and $4.80, with gross running about $3,500, half of which went to the arranging company and to the Metropolitan. Closed all day to films, house opened at 5 for free coffee and sandwiches, and showing started at 6:30. . . . John Denman, city mgr. at Great Falls, Mont. for Fox Intermountain, has been named chairman of the Red Cross 1953 drive there.

Changes in Fox Intermountain managers included the moving of Ralph Roe from city mgr., Alliance, Neb., to a similar post at Nampa, Idaho. Lloyd Gladsen moves from Walsenburg, Colo. to the Alliance post, and Wilford Williams from Cheyenne, Wyo. to Walsenburg. Williams recently became father to his third son. . . . Carl Benefield and A. L. Shields plan to have their new 600-seat Bronco at Clayton, N. M. ready for a Feb. 1 opening. . . . E. E. Jameson, Kansas City, owner of the Denver Shipping and Inspection Bureau, was here conferring with Lynn Fetz, mgr., who just returned to work following recovery from injuries received in an auto accident. . . . Wm. Cahill, who left Universal a few months ago, is back at his old job as salesman. . . . L. E. Hobson, RKO salesman, became a grandfather with the birth of a son to Mr. and Mrs. Richard Hobson. . . . Don Hammer bought the Associated Film Exchange from Russ Dauterman and Bus Campbell and renamed it Intermountain Film Exchange, with an office at 929—21st St. He will handle reissues and new independent product. . . . Nancy Rushing, usherette at the Fox, Boulder, Colo., was named Miss Merry Christmas by the city and will reign through Boulder's Twelfth Night celebration.

DETROIT

Albert Dezel has consummated a distribution contract with Oliver A. Unger and Herbert Bregstein of Beverly Pictures for the release of 16 former Film Classic features in this area. . . . Dillon M. Krepps, mgr. of the United Artists Theatre, had a special Christmas morning show for 1,938 men from Selfridge Air Base. . . . Mrs. Wm. Cassidy had a cutaway jet engine model and special armament equipment trekked 130 miles to her Midland Theatre by courtesy of the Grosse Ile Naval Base, for the opening of "Flat Top," with Floyd Chrysler making the naval contacts—he's a combination filmite and sailor. . . . Albert Champagne was re-elected acting pres. of IATSE Local F25, while Nellie Arnold of National Screen was elected to the same post in Local B25.

Noel W. Sanders has reopened the Piccadally, which will be minus competition for the first time since the Fenkell is being dismantled. . . . Allen Dowzer, popular head of Mutual Theatres, has entered the hospital for surgery. . . . Sam Barrett and Jim Sharkey of Cooperative Theatres had the annual staff Christmas party exactly one week ahead. . . . Harry Balk, owner of the Apollo, is opening the Rogers with Jack Stone and Frank L. Glusman, incorporating as Rogers Amusement Co. . . . Mike Falk, independent booker, was in Mt. Carmel Mercy Hospital for extended observation. . . . Wm. Richmond has returned to his longtime post as mgr. of the Lincoln Park, replacing Irwin Lovett, who becomes relief mgr. . . . Wm. (General) Graham, who was co-mgr. at the Booker T, has moved to the National.

Irving Teicher is reopening the Palmer Park as an art film house. . . . Milton Herman is taking over booking for Detroit Theatre Ents., which has withdrawn from the Cooperative Theatres group. . . . Earl J. Hudson, head of United Detroit Theatres, has been named to the National Advisory Council on Neurological Diseases and Blindness. . . . The death of George McCall, former mgr. of the first-run Downtown Theare, was reported from Culver City. . . . Bryce Paulson reopened the Remus Theatre at Remus, following necessary reconstruction after a recent disastrous fire. . . . Irwin J. Gill has closed the Manchester at Manchester.

INDIANAPOLIS

Board members of Allied Theatre Owners will meet on Jan. 6 at the Hotel Lincoln. . . . The Variety Club was used for Christmas parties of 20th-Fox, Universal, and RKO. Republic celebrated at the Winter Gardens. . . . John Allison closed his Vivian Theatre, Carlysle, until Dec. 23. . . . George R. Anderson, Warner booker, is on the sick list. . . . Alliance Theatre Circuit has withdrawn its bid for a TV license for Fort Wayne. . . . The Hoosier at Shelburn, operated by Mrs. Eva Wooley, is closed for redecoratng and renovations. . . . Ellis Bennett has acquired the Harper Theatre at Medaryville. . . . The Rosedale at Evansville, operated by Harry and James Kornblum, is remodeling its front. . . . Herman Hallberg, 20th-Fox salesman, has been elected pres. of the local Colosseum of M.P. Salesmen.

Albert Dezel has consummated a distribution contract with Oliver A. Unger and Herbert Bregstein of Beverly Pictures for the release of 16 former Film Classic features in this area. . . . Bud Washburn of the Ritz at Rockville, Ind. and his wife are recuperating after an auto accident. . . . Mallers' Wayne Theatre at Ft. Wayne was forced to

(*Continued on page* 22)

WHEN IT'S JANUARY 1ST IN THE U.S.A....IT'S APRIL IN PARIS!

From
WARNER BROS.
for New Years
that oo-la-lovely
musical spree
in Paree!

DORIS DAY

RAY BOLGER

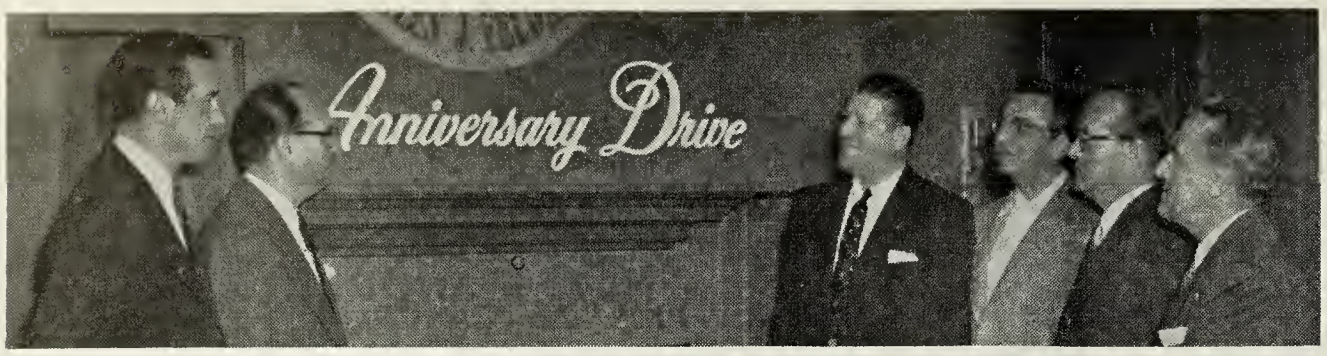
April in Paris

COLOR BY TECHNICOLOR

WITH
CLAUDE DAUPHIN
AND EVE MILLER · GEORGE GIVOT · PAUL HARVEY

WRITTEN BY JACK ROSE AND MELVILLE SHAVELSON
Musical Numbers Staged and Directed by LeRoy Prinz
Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke
Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke
Musical Direction by Ray Heindorf
PRODUCED BY WILLIAM JACOBS
DIRECTED BY DAVID BUTLER

Big-spa
advertisin
in Collier's
(plus cover
and 3-page
color feature)
also
Cosmopolitan
and 11 fan



Meeting at U-I Studios in top level planning meetings, Universal executives discuss plans for the "Charles J. Feldman Silver Anniversary Drive." Left to right are Edward Muhl, v.p. and general mgr. at the studios; David A. Lipton, v.p. in charge of advertising and publicity; Milton R. Rackmil, president; William Goetz, in charge of production; Charles J. Feldman, general sales manager and Alfred E. Daff, executive v.p.

INDIANAPOLIS (cont'd.)

close for a few days due to damage caused by blowup of the boiler. . . . Joe Douglas, son of Harry Douglas of the Dana at Dana, entertained patrons with a musical on the recently installed Hammond organ. . . . H. W. Boyd of the Princess at Cayuga was chairman of the Citizens Christmas Committee, which furnished entertainment and presents for the needy. . . . Indianapolis Variety Club will hold its annual election of officers on Dec. 29 at the Antlers Hotel. . . . Operation of the State Theatre, Crothersville, has been turned over to Sylvia Peake. The theatre was formerly run by Mr. & Mrs. Tex Richards, who are now devoting their time to operation of the Scott at Scottsburg, Ind.

LOS ANGELES

George Bowser of FWC Theatres has been elected to his second term as chief barker of Variety Tent 25. Other new officers include Hugh W. Bruen, 1st asst.; Morton Scott, 2nd asst.; Lloyd C. Ownbey, doughguy; and W. H. (Bud) Lollier, property master. . . . Variety Clubs International changed the locale for the Jan. 7 Adolph Zukor 80th birthday dinner from the Embassy Room of the Ambasador to the Palladium Ballroom to insure better facilities for the widening scope and pattern of the entertainment program planned, to be produced and directed by Rouben Mamoulian.



William Saxton (left), mgr. of the Four Star Theatre of Los Angeles, is shown here with actress Phyllis Coates aboard the 45 foot model aircraft carrier loaned by the U.S. Navy for use in connection with the opening of Allied Artists "Flat Top" at the Four Star, Egyptian and Loew's State theatres. Besides Miss Coates, who is featured in the film, is J. W. Brown, Construction Driver of the air station.

Jack Kozloff was elected chief barker of the Las Vegas Variety Tent to succeed Benny Goffstein, who becomes International Canvasman. Others elected include Ernie Cragin, 1st asst.; Robert Cannon, 2nd asst.; Arch Loveland, dough guy; Eddie Fox, property master, and Eugene Murphy , press guy. Herb McDonald was elected chairman of the club's Heart Fund, with Norman Keller, Ernie Cragin and Charles King on the panel. All officials will be installed at a gala induction dinner to be held at a Las Vegas Strip hotel.

LOUISVILLE

Switow's neighborhood Cozy Theatre, managed by Joe Hedden, has added a modern parking lot as a service to its patrons. . . . Work has started on the new drive-in for Robert E. Enoch of Elizabethtown Amusements, Elizabethtown, Ky., which will accomodate some 700 cars and is to be called the Knox. . . . Local neighborhood theatres are giving special attention to Saturday matinee kiddie busines, offering cartoon circuses. kiddie clubs and other items to attract their patronage. . . . Tax revenue on combined amusements for October showed a decrease of $5,304.01 from October 1951 figures. July through October this year was $3,232.55 more than for the same period last year.

Gene Lutes, Kentucky mgr. for Chakeres Theatres, announces that his company, in association with Ellis Johnson, head football coach at Morehead State College, will immediately start construction of a $100,000 drive-in for 300 cars, two miles east of Morehead on U. S. 60. Chakeres also owns the Trail and Mills theatres in Morehead. It is believed Johnson will manage the new project.

MILWAUKEE

Plans are under way for the National Drive-In Theatre Convention, to be held at the Schroeder Hotel, March 24-26. Selected to head committees are S. J. Goldberg, pres.; Eric Brown, over-all chairman; Ben Marcus, national drive-in chairman; Oliver Trampe, state chairman; Robert C. Peck, publicity; Edward E. Johnson, advertising. . . . Drive-in theatre owners are invited to attend, whether or not affiliated with Allied. Convention headquarters are at 1027 Wells St., Milwaukee, in charge of Edward E. Johnson.

Several changes occurred in downtown theatres recently. C. Lorbeck is now mgr. of the Fox-Wisconsin theatre. Mrs. Marion Hvasta, the first woman ever to manage a downtown house, is replacing Erwin Clumb as mgr. of the Towne, where she has been treasurer for six years. Clumb was named mgr. of Standard's Riverside, to succeed L. Roy Pierce, who has taken an indefinite leave of absence because of his health. A new face here is Robert C. Peck, mgr. of the Westgate drive-in at Kenosha and the Keno at Racine. During the winter months he is at the Towne in an advisory capacity.

A new price policy of 50¢ plus tax at all times for adults has been announced by A. M. Camillo, mgr. of the Modjeska. Also, starting Dec. 26, the Modjeska will stage a "Juvenile Panel," in which five Milwaukee students will be invited to discuss current problems. . . . Although ticket sales fell off the night of the "Carmen" telecast at the Riverside, due to bad weather, advance sales were good and a theatre spokesman said they would repeat similar showings if made available to them. . . . The Lakeland Theatres Corp., which owns and operates the Strand in Whitewater, has taken an option on land on Hyway 12, outside of Whitewater, to build a drive-in, with construction to start in the spring. . . . The Upper Teutonia Businessmen's Assn. repeated their "Little Miss Snowball" contest on the stage of the Egyptian. The event always gets a picture and mention of the theatre in the local paper.

NEW HAVEN

Robert Maurello resigned as asst. mgr. of the Warner Strand, Hartford, to join Community Amuse. Corp. as house mgr. of the 1800-seat Star, Hartford, succeeding J. W. Greisman, Jr., resigned. . . . Allan Stewart, formerly in independent exhibition and distribution in New Haven, has assumed the new title of general manager of the Parsons Theatre, Hartford. . . . Paramount's "The Stooge" has been booked as the New Year's Eve attraction at the Allyn, Hartford, and the Ridgeway, Stamford. . . . "Stars and

(*Continued on page* 24)

Watch These Dates!

Jan. 7: Los Angeles—Adolph Zukor 80th birthday dinner—Palladium Ballroom.

Jan. 12-13: New Orleans—National Allied board meeting and election of officers—Jung Hotel.

Jan. 13: Albany—Theatre Owners of Albany luncheon meeting—Keeler's Restaurant.

Feb. 23-25: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 4: New York City—Adolph Zukor Golden Jubilee Dinner—Waldorf-Astoria.

March 4: Kansas City—Missouri Theatre Association Drive-In Operators meeting.

March 24-26: Milwaukee — Allied Independent Theatre Owners of Wisconsin and National Drive-In convention—Schroeder Hotel.

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

April 18-23: Mexico City—Variety Clubs International convention.



Climb Aboard with the Country's TOP Showmen Who've Booked "FLAT TOP" for Their TOP First Run Houses!

Los Angeles	LOEW'S STATE and EGYPTIAN
Chicago	UNITED ARTISTS
Detroit	PALM STATE
San Francisco	ST. FRANCIS *(Held Over 2nd Week!)*
Kansas City	PARAMOUNT
Memphis	MALCO
San Diego	FOX, STATE and LOMA *(Moved over to Adams)*
Minneapolis	STATE *(Moved over to Lyric)*
New Haven	PARAMOUNT
Indianapolis	INDIANA
Cincinnati	RKO GRAND
Buffalo	PARAMOUNT
Denver	DENVER & ESQUIRE
Milwaukee	Fox WISCONSIN
Pittsburgh	STANLEY
St. Louis	FOX
Washington, D. C.	WARNER and AMBASSADOR
Boston	PARAMOUNT and FENWAY
Des Moines	PARAMOUNT
Oklahoma City	CENTER
Salt Lake City	UTAH

"FLAT TOP" • A WALTER MIRISCH Production IN COLOR starring STERLING HAYDEN and RICHARD CARLSON with Keith Larsen • Bill Phipps • Phyllis Coates • John Bromfield • Directed by LESLEY SELANDER • Written by STEVE FISHER

The *New* BOXOFFICE Power is the *New* ALLIED ARTISTS!

NEW HAVEN (cont'd.)

Stripes Forever" was booked for Christmas week at Loew's Poli theatres in Hartford, New Haven and Bridgeport. . . . State Treasurer Joseph A. Adorno, son of Sal Adorno of M&D Theatres, Middletown, was named Middlesex County chairman for the 1953 March of Dimes campaign. . . . Maurice Greenberg, owner of the Parsons Theatre, Hartford, became a grandfather for the first time with the arrival of Roberta at the home of the Leonard Greenbergs of Hartford. . . . Gen. Mgr. Paul W. Amadeo had a sign erected on the highway entrance to the Pike Drive-in, Newington, reading "Closed for the Season—See you in the Spring! The Pike was one of the few ozoners to continue operations beyond Thanksgiving Day.

NEW ORLEANS

National Allied toppers, convening here Jan. 12-13 for the board meeting and election of officers, will also take part in the ATO of the Gulf States convention Jan. 13-14 at the Jung Hotel. Addresses are scheduled by Abram F. Myers, gen. counsel, who will speak on arbitration; Col. H. A. Cole, who will brief delegates on the Federal admissions tax campaign; Jack Kirsch; Wilbur Snaper; Benjamin Berger; and Max A. Youngstein, UA v.p., who will represent distribution. . . . Mrs. Mabel Grayson, cashier, charged with the systematic theft of $26,000 over a two and a half year period from the Lakeview Theatre, received a one-year sentence in Parish Prison. . . . E. A. MacKenna, mgr. of the Joy Theatre, in a newspaper ad, invited all girls named Irene to be at the theatre at a specified time the day "It Grows on Trees" opened. Each Irene was handed a string leading to $1, $5 and $10 bills attached to a tree in the lobby.

Reported closed permanently are the Rendevous, Grand Isle, La., and the Rio, Golden Meadow, La. . . . Indefinitely closed are the Rose, Franklin, La.; the Sorrento, Sorrento, La.; Town, Florence, Miss.; Dome, Hattieszburg, Miss., and a seasonal closing was announced for the Sun Down at McKenzie, Ala. . . . The Saenger Theatre at Shreveport, La. was completely destroyed by fire. . . . The 300-car Claude Drive-In, Eunice, La.,



At a stopover in Dallas during her southwest swing for M-G-M's "Million Dollar Mermaid," Maxine Doviatt, one of the "mermaids" on tour, measures one of her bathing costumes against the girth of Louis J. Weber, M-G-M branch manager.



Attending a luncheon at the convention of Independent Exhibitors, Inc., of New England in Boston were (l. to r.): Tom Donaldson, Universal sales manager; Joseph Mansfield; United Artists publicist; Miss Viola Berlin, Exeter St. Theatre managing director, and Harry Segal, UA branch manager.

affiliated with Theatre Service, was set to open Jan. 1 with a policy of four changes a week. . . . The Grand Court of La., Order of the Amaranth, persented a movie screen to the Cerebral Palsy Center of Greater N. O. . . . Mrs. Laura Micas, cashier at the Saenger Theatre, prevented a holdup wih a scream when confronted with a paper bag on which was written "This is a stickup, make it quick." The frightened thug ran away. . . . The annual theatre party for orphans, sponsored by the N.O. Better Film Chaper, was held at the Civic Theatre, which featured "Huckleberry Finn" and distributed toys and goodies. Mayor Morrison welcomed the orphans.

The premiere in the New Orleans exchange area of Arch Oboler's natural vision 3-dimension "Bwana Devil" will be launched at the Saenger Theatre the latter part of Jan., according ot announcement by Gaston J. Dureau, Jr., pres. and gen. mgr. of Paramount Gulf, to be followed in 20 cities of the company's five-state circuit. . . . The Bell Theatre here will feature great books come to life every Saturday afternoon, starting with "The Christmas Carol," also cartoons and shorts—adults 25¢, children 15¢.

NEW YORK

Following the showing of "Stars and Stripes Forever" at the Roxy Theatre, the management has booked an impressive lineup of films including "Niagara," starring Marilyn Monroe and Joseph Cotten, Walt Disney's "Peter Pan," and "Call Me Madam," starring Ethel Merman and including Donald O'Connor and George Sanders. . . . Lou Wolff, pres., announces that the Motion Pictures Bookers Club will sponsor a theatre party at the Mark Hellinger on March 5, where the new Jules Styne musical "Hazel Flagg" will be holding forth. . . . The third annual Communion Breakfast for members of the industry in this area will be held Feb. 1 in the grand ballroom of the Waldorf, preceded by Mass in St. Patrick's Cathedral at 9 a.m. . . . Abe Dickstein, 20th-Fox, succeeds Henry Randel, Paramount, as N.Y. Film Board of Trade pres. Lou Allerhand, M-G-M, is new v.p.; Myron Sattler, Paramount is 2nd v.p.; Robert J. Fannon, Republic, treas.; Phil Hodes, RKO, secy., and David I. Levy, Universal, sgt.-at-arms. . . . The 20th-Fox Family Club held its annual Christmas party at the City Centre with all home office, exchange and Movietone News personnel in attendance. Harry Reinhardt was arrangements chairman and Ted Shaw, pres. of the Club, greeted all the guests. . . . "Moulin Rouge" follows "Androcles and the Lion" into the Capitol Theatre.

OKLAHOMA CITY

Members of AFL Operators Union, who run nearly all Okla. City theatre projectors, elected Berlin Parks to succeed Earl Landsberger as president. Kenneth Lyons was elected business agent. . . . Henryetta, Okla. merchants presented their customers with free tickets for the children to a Saturday morning showing of comedies at the Blaine Theatre, managed by Don Lassiter, to give the parents a chance to do some Christmas shopping. . . . The Dallas Theatre at Foryce, Ark. was desrtoyed in a fire which threatened an entire block. Equipment for a new drive-in was stored in the 472-seat house which is owned by K. Lee Williams Theatres. . . . Garland Wilson, who has theatres in Shattuck and Arnett, Okla., reopened the 250-seat Gage Theatre at Gage, Okla. . . . The 206-seat Kay Theatre at McCurtain, Okla., recently acquired by Lloyd T. Davis from John Carter, is on a full week schedule.

PHILADELPHIA

Variety Tent 13 will hold a testimonial dinner Jan. 5 at the Bellevue-Stratford to honor Victor H. Blanc, retiring chief barker, and his successor, Ralph Pries. . . . "Bwana Devil" debuted at the Aldine on Christmas Eve. House was shut down two days beforehand to install the special equipment required for this three-dimensional film. . . . Herb Gillis, Paramount sales mgr., is back on the job following his recent illness. . . . A. M. Ellis has purchased the building at 1223 Vine St. . . . The Colonial and the Colney, both Stanley Warner theatres, are reported sold for use other than theatres. . . . Indications are that Stanley-Warner will take over two floors in the building at 13th & Arch when they leave their present offices in the Earle building sometime next spring. . . . James A. Flynn, Republic office-mgr.-booker, passed away.

PITTSBURGH

Allied MPTO of Western Pa., in a recent bulletin, reports that Alexander Theatre Supply made a generous contribution to help carry on the good work of COMPO; also that Chris Lampros was instrumental in effecting an elimination of the 10% tax in Hickory Township and that Bill Basle in Washington also hit the jackpot, demonstrating what can be done when a real effort is made. . . . The Squirrel Hill Theatre celebrated its first anniversary as an 'art" theatre on Christmas Day with birthday cake and coffee in the lobby and "The Promoter" on the screen. . . . Bily Eckstine, local boy who made good, headlined the Stanley Christmas stage show. The Hill District, as well as the city, went all out to boost him with a Billy

PITTSBURGH (cont'd.)

Eckstine Week and a street named in his honor. . . . The RKO Christmas party was held at the Ankara; the Columbia crowd celebrated at Bill Green's, and the Warner Club at the Wm. Penn Sky Room. . . . The Camerphone Theatre in E. Liberty walked away with many free inches in all Pitts. papers announcing the holiday showing of "The Prince of Peace."

Variety Club has collected 80% of the $50,000 pledged on the Catherine Variety Fund telethon last month. . . . Opening of "Bwana Devil" at the Warner Theatre, previously announced for Jan. 8, was postponed because of scarcity of prints and special equipment necessary. . . . John H. Harris is planning a museum of early days in Pittsburgh theatres and begs old pictures, news items, programs, old play bills, etc. . . . A real old timer, Bill Shirley, 83, secy. to Harry Davis 50 years ago, was in town having a hard time buying $2 bills for $3, to promote "Outpost in Malaya." . . . Winner of the Big Three Contest, originated by Jacques L. Kahn, WB publicity director, was George Neff, PRR foreman. Contest ran for 10 weeks in all WB theatres and the winning ticket bestowed a car, a $1000 check and $11,000 ranch-type house.

PORTLAND-SEATTLE

The "Y" Drive-In at Spokane, closed for the season, will be enlarged from 700-car capacity to 1000, according to mgr. Morrie G. Nimmer. . . . Robert Fiebiger advises that minor improvements will be made on the lot of the E. Sprague Drive-In during the winter months. . . . G. H. Westensow, operator of the Pix Theatre at Woodburn, Ore., has let contract for a 400-car ozoner, and Tom Moyer, head of the Moyer Theatre chain announces that he will also open a drive-in next season near Woodburn, in which he will be associated with Wm. Lloyd. . . . Jack Braxton of United Artists Theatre, Portland, asking fans to name their favorite feature of yesteryear and he will get it for them. . . . Walla Walla's famed Kaylor Grand Theatre has been converted into a commercial building.

Jesse E. Jones, head of Jones Theatres in Oregon, announces the building of a new drive-in near Salem, Ore., to handle some 500 cars quickly. It is his opinion that traffic safety is best served if a drive-in is not located on a heavily traveled state highway. Equipment, screen and projection will be installed by Interstate Equip. Co. of Portland. . . . Site of the Kenmore Drive-In, to be constructed early in 1953 at a cost of $250,000 by W. R. Forman, Dwight L. Stracher and E. W. Johnson is two blocks north of B,othell Way ,near Seattle. . . . National Theatre Supply installed new XL projector and four star sound heads at Nat Maier's Lyric Odessa, Wash. . . . Eleven Evergreen theatres in Oregon and Washington will have exclusive rights to natural Vision films, according to gen. mgr. Russ Brown.

United Artists Theatre, Portland, plans installation of Cinerama in Early 1953. Evergreen theatres will show "Bwana Devil" on their new equipment. . . . Hearings on a Portland TV channel, for which Mt. Hood Radio and TV, operators of Portland Radio Station KOIN, is completing with Pioneer Broadcasters, operators of Portland Radio Station KGW, have been postponed until March 16 before the FCC. Ted Gamble owns 43.5% of Mt. Hood stock.

PROVIDENCE

Dave Levin, mgr. of the RKO Albee promoted his gift tickets books for Christmas by offering an extra bonus of California pottery to all purchasers. . . . The Strand recenty brought back "Cleopatra." . . . Al Clarke, Majestic mgr., virtually papered the entire area, in addition to tremonous newspaper advertising, heralding the Christmas opening of "Stars and Stripes Forever." . . . Rhode Island exhibitors raised a total of $33,558.26 for the Jimmy Fund campaign, spearhead by Edward M. Fay and Meyer Stanzler as co-chairmen. . . . Harold Lancaster, mgr. of the Pawtucket Strand, has been promoting merchant-sponsored kiddie shows on Saturday mornings. The theatre is also presenting a series of stage shows on Saturday nights, topped by personal appearances of radio and stage favorites. . . . The Carlton has scheduled "Brandy For The Parson" for a premiere R.I. showing.

Additional competition for local movie houses is seen with the opening of the Cranston Playhouse, a civic theatre offering six stage attractions for the price of five in a subscription series. . . . In his annual Christmas review, Brad Swan, movie critic of the Providence Journal and Bulletin, praised 1952 product and said it was more than a match for TV.

ST. LOUIS

Benton, Ill. is going into show business. Benton's council has voted to lease part of its large public park to a drive-in theatre operator for 10% of gross receipts for 10 years. The operator is to build the theatre and will be reimbursed by the city for all costs except sound and screen. . . . Eddie Clark, head of Massac Amuse. Co., announced that the enclosed ramp of the El Capitan Drive-In at Metropolis, Ill. would open Christmas Day. This section is faced with thermopane glass to insure visibility under any weather conditions. . . . Frisina reopened its 750-seat Lyric Theatre at Gillespie, Ill. on Christmas Day. . . . George DeFilippo, charged with participation in a safe burglary at the Congress Theatre in June 1951, was sentenced to a year in the Workhouse.

Hall Walsh, Warner prairie district mgr., whose territory comprises the Kansas City, Des Moines, Omaha and St. Louis areas, is to be honored in a drive during the period of Jan. 11-17. . . . Pirtle Amuse. Co. is considering construction of a drive-in to serve the Jerseyville, Ill. area. . . . The Christmas parties of the local exchanges were not the open-house arrangements they used to be. Most were just "family" affairs. . . . Charley Mound, Valley Park, Mo., is recovering following recent surgery. . . . State Senator Edward V. Long of Clarksville, Mo., who heads the company which operates the Trojan Theatre, Troy, Mo., withdrew from the race for president pro tem of the 1953 Missouri Senate. . . . Arch Hosier, St. L. Theatre Supply Co., back from a trip to Los Angeles, reports that "Bwana Devil" did great business there despite unfavorable comments from newspaper critics. . . . Herman Ferguson of Malden, Mo. is on the road to recovery from serious injuries sustained in an auto accident.

Tony Peluso, mgr. of F&M's Fox Theatre is looking for localities who played in the bands of the late John Philip Sousa so they can be his special guests at showings of "Stars and Stripes Forever." . . . W. W. (Bill) Sharpe, Paramount salesman, was unanimously re-elected pres. of the St. L. Loge of the Colosseum of M.P. Salesmen. . . . Lloyd Glen Weston and Meredith Weston and Meredith Weston were recently arrested on charges of giving a lewd show at Maxville, Mo. . . . The Miners Theatre in Collinsville, Ill. offered some Scotty dogs as attendance prizes. . . . A. H. (Gus) Boemler, former Alton, Ill. mgr. and theatre owner, has taken a post with the Federal Government. . . .Dave Arthur, head booker for F&M, has a new son. The Arthurs now have three sons and a daughter.

WASHINGTON

President and Mrs. Harry S. Truman were awarded gold lifetime passes to the local Playhouse and DuPont theatres in appreciation of their support of the charity activities of the two theatres. Presentation was made at the White House by I. E. Lopert and Gerald G. Wagner, pres. and gen. mgr. of the theatre corporation.



At San Francisco, Sam Gardner, assistant West Coast Sales Manager, left, presents a 20-Year MGM loyalty pin to Sadie Markowitz, head contract clerk, while John Coyne, assistant branch manager, at right, presents a 10-year pin to Viola Knapp, head inspector. Looking on is Mary Marquart, branch manager's secretary, center, who had just been awarded her 10-year pin.

Move Zukor Fete For Sentiment

The Adolph Zukor 80th birthday testimonial dinner, called for Jan. 7 in Los Angeles, will be switched in location to the Palladium ballroom, site in Hollywood of Zukor's first film studio, from the Embassy Room of the Hotel Ambassador.

Both sentimental and practical considerations entered into the decision for the change, it was revealed by Charles P. Skours, chairman of the event which Variety Clubs International is sponsoring.

Rouben Mamoulian, stage and screen director, will produce and direct the entertainment at the dinner. Mamoulian will be assisted by a group of aides, with Carey Wilson in charges of writers, William Meiklejohn, Bill Golden and Les Petersen in charge of talent, Louis Lipstone in charge of music and Sammy Ledner in charge of stage management.

Dinner will be attended by more than 20 members of Zukor's family who live in the L.A. area.



Tribute was paid to the memory of John Philip Sousa when celebrities from all walks of life gathered last week at the Lambs Club to honor the March King with the dedication of a plaque in the club library. Above, (l. to r.) are Dick Dickson, National Theatres executive now at the Roxy Theatre; Clifton Webb, actor who portrays Sousa in 20th-Fox's "Stars and Stripes Forever;" John Philip Sousa III, and Dave Katz, managing director of the Roxy. Below, (l. to r.) are John Murphy, Loew's Theatres out-of-town manager; Sol Schwartz, RKO Theatres president; Al Lichtman, 20th-Fox director of distribution; Sam Rinzler, Randforce Amusement Corp. president, and Edwin W. Aaron, 20th-Fox assistant general sales manager.

Theatre Building Supplies Will Flow Freely: NPA

WASHINGTON.—The limited allotments of building materials to be permitted for amusement construction beginning Jan. 1 will not interfere with supplies for other uses, John L. Haynes, chief of National Production Authority's building materials division, said this week.

He estimated that theatres, bowling alleys, skating rinks and other recreational buildings to be erected in 1953 would amount to a quarter billion dollars in value, pointing out that recreational construction had been banned for more than two years. Most of the materials needed are not in short supply, he said.

London Notes

Spyros P. Skouras, president of 20th Century-Fox, advocated the expansion into far eastern markets by American and British film industries during a luncheon speech. The occasion was a session held in Skouras' honor by the J. Arthur Rank Organization. Present were Rank; John Davis, JARO deputy chairman and managing director; W. J. Kupper, 20th-Fox managing director in England, and B. C. Litchfield, 20th-Fox secretary. Skouras was lauded by Davis as a great friend of Britain. The 20th-Fox prexy said in turn that big screen television, aided by Eidophor, within five years would treble any profits made by exhibitors since the war.

* * *

The ABC Circuit installed a big screen television outfit in its biggest London theatre, the Commodore, Hammersmith. Installation is mainly for experimental purposes with the equipment scheduled to be ready in time for the Coronation in June. Four theatres on the Rank circuit are expected to have big screens in the near future with still other circuits ready to folow—all in time for the Coronation.

* * *

A major offensive by the larger exhibitor units against the entertainment tax will be launched shortly with the submission to the government of a plan for the granting of $9,800,000 tax relief. The plan would give direct relief by a readjusting of the present tax range and it would favor the cheaper seats. The plan is likely to be sent to the treasury early next year. It will be kept separate from talks on the revision of the Eady Scheme, but will be backed by an exhaustive report on the finances of exhibitors, which will be delivered on behalf of the Cinematograph Exhibitors Association.

* * *

The government was meanwhile being pressed about the introduction of discriminatory tax relief favoring British productions. A government spokesman recently stated that the relief would be contrary to Britain's international obligation. The Under Secretary of State for Overseas Trade has announced in parliament that any representations the film industry wished to make would be considered—but the general taxation principles and the international trade involved would also have to be taken into account.

FILMS TELEVISED DEC. 13 to 26

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Alias Billy The Kid	Sunset Carson	Rep. 4-17-46
The Amateur Crook	Bruce Bennett	
Balloon Goes Up	Donald Piers	
Black Limelight	Raymond Massey	Alliance Films 7-6-39
Come On Cowboys	Bob Livingston	Rep. 5-21-37
The Dalton Gang	Robert Lowrey	Lippert 10-21-49
Death Rides The Night		
Devil On Horseback	Lila Damita	Grand Nat.
Dinner Date With Death	Leo Gorcey	
Freedom of The Seas	Wendy Barrie	British Int. 10-3-34
Guilty Bystander	Zachary Scott	Film Classics 2-10-50
Heroes of the Saddle	Bob Livingston	Rep. 1-23-40
High Stakes	Buster Crabbe	RKO 5-31-31
Holiday Rhythm	Mary Beth Huges	Lippert 10-19-50
Jungle Pirates		
Luck of the Sailor		
Mars Attacks The World	Buster Crabbe	U 11-19-38
Murder In The Red Barn	Tod Slaughter	Olympic Pic. 8-19-36
Neath Canadian Skies	Russell Hayden	Screen Guild 10-15-46
Oh Boy	Mary Lawson	
Oklahoma Renegades	Bob Livingston	Rep. 8-15-40
Old Curiosity Shop		Alliance Films 6-21-35
On Your Guard	Richard Talmadge	
Once Upon A Dream	Googie Withers	E.L. 9-1-49
Over She Goes	Claire Luce	
Pirates of Capri	Louis Hayward	Film Classics 11-30-49
Riders of the Black Hills	Bob Livingston	Rep. 6-17-38
Roarin Lead	Bob Livingston	Rep. 4-24-37
Rocky Mountain Rangers	Bob Livingston	Rep. 5-31-40
The Roof	Leslie Perrins	
The Woman Who Came Back	Nancy Kelly	Rep. 12-28-45
Thunderbolt	Kane Richmond	Monog. 7-26-47
Under Texas Skies	Bob Livingston	Rep. 9-16-40
Week End In Paris	Buddy Rogers	
White Camellia		
Wild Horse Rodeo	Bob Livingston	Rep. 2-9-38

QUICK SERVICE!

Headquarters for machine and roll MOTION PICTURE TICKETS

Highest Quality Right Prices

KELLER-ANSELL TICKET CO.

Suite 800, 723 7th Ave., N. Y. C. CI 5-6439

AA To Expand Studio Facilities For Future Films

Preparations for a more all encompassing production program than any ever scheduled by Allied Artists will get underway immediately, according to Walter Mirisch, executive producer.

Mirisch also revealed that physical improvements at the studio, necessitated by the large program, will start right after the first of the year. These will include a new mill and additional cutting rooms. Also stars' dressing rooms, make-up and hair dressing departments will be completely renovated and the present mill will be remodeled as quarters for the wardrobe department.

No production is scheduled during the replanning and construction period but a streamlined staff will remain at the studio to work on the new program.

Releases Listed

The company is now strongly fortified with product for release during the first six months of the new year. Completed top-budget pictures which will highlight releases for the first half of the new year: "Kansas Pacific," in color; "Fort Vengeance," in color; "Cow Country"; "Son Of Belle Starr," in color; "Roar Of The Crowd," in color; and a Technicolor production, "Affair In Monte Carlo," starring Richard Todd, Merle Oberon and Leo Genn.

Rounding out the Allied Artists six months' release program are eight completed popular "series" films which are: "Jalopy," Bowery Boys comedy; "The Homesteaders" and "The Copperheads," each starring Wild Bill Elliott; "Tangier Incident," George Brent starrer; "Star Of Texas" and "The Marksman," each starring Wayne Morris; "White Lightning," starring Stanley Clements; and "Timber Wolf," starring Kirby Grant.

Star Role For Carpenter

Carlton Carpenter is in "The Affairs of Dobie Gillis" at M-G-M. Don Weiss will direct the film which will roll Jan. 22. Arthur Loew, Jr., will produce.



Paramount's talented little concert star, Anna Maria Alberghetti, and director Norman Taurog listen to a playback of Anna Maria's recordings on the set of the Technicolor musical, "The Stars Are Singing," which currently is in the making at Paramount.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Gordon MacRae will co-star with Jane Powell, who will be on loan-out from M-G-M, in Warner Brothers' "Three Sailors And A Girl." Third star in the line-up will be Gene Nelson, who will share star billing with MacRae and Miss Powell. The film will mark Sammy Cahn's debut as a producer and will be directed by Roy Del Ruth. . . . "The Grass Is Greener," an original story by Lee Loeb and Arthur T. Horman, was purchased by Universal-International. The story, laid in Oregon in 1899, tells of a former New Orleans gambler who tried to wreck a logging syndicate because he thinks that the boss of the syndicate has stolen his girl friend. William Alland will produce the feature. . . . Over at Allied Artists, Sterling Hayden will star in "Fighter Command. William Calihan will be executive producer on the picture with Walter Mirisch producing. The film is scheduled to roll in April.

* * *

At Columbia, Robert Arthur was given "The Long Grey Line" as one of his production assignments. This is the film version of the Marty Maher best-seller, "Bringing Up The Brass." Arthur will produce the film, which will be lensed in Technicolor, next summer. . . . At 20th Century-Fox, Roy Baker will direct "The Waterhole," which William Bloom will produce. The film is slated for a Jan. 19 start. . . . At M-G-M, "All The Brothers Were Valiant" was set for a Jan. 7 start. The film which will be lensed in Jamaica, West Indies, has a strong cast, consisting of Robert Taylor, Stewart Granger, Elizabeth Taylor, Betta St. John, Keenan Wynn and Kurt Kasznar.

* * *

Robert L. Lippert acquired the U. S. releasing rights to "Bachelor of Paris," a comedy filmed in France and England. Leads in the picture are Dennis Price, Ann Vernon and Mischa Auer. Adelphi Films of London produced. . . . Producer Lindsley Parsons is completing preparations for two films set for early next year at Allied Artists. "Big Wilderness," which will star Kirby Grant and the canine star, Chinook, will follow "Off The Record," in which George Brent will star. . . . Novelist Michael Fessier has been signed by Paramount to write the original story and screen play for "Summer Song," he Technicolor musical extravaganza slated to go before the cameras in June. It will star Anna Maria Alberghetti. . . . Returns so far from the annual motion picture trade paper popularity polls show Roy Rogers for the tenth consecutive year retaining his title as "King of the Cowboys."

* * *

Producer Stanley Kramer received notification from the U. S. Department of Defense and Navy that the motion picture script of "The Caine Mutiny," from Herman Wouk's best-selling novel, has been approved for Naval co-operation. The Navy, it disclosed, will assign a technical advisor to "The Caine Mutiny" for a production date to be fixed by Kramer, whose company will make the film for Columbia release. Edward Dmytryk will direct from a script by Stanley Roberts. The screen play of "Caine" makes it clear that the story is pure fiction. The Navy has never had a mutiny nor a trial for unauthorized relief, Kramer said. "We appreciate the wonderful co-operation the Navy has extended from the beginning. And we are happy that the script we have submitted meets with this approval. Now we turn to the challenge of bringing to cinematic life a literary work which has thrilled millions. This will be our major effort during 1953."

* * *

Howard Hughes accepted the board chairmanship of RKO Pictures last week. . . . Diana Lynn wound up her co-starring role in "Plunder In The Sun" on Dec. 22 and returned to Hollywood immediately to huddle with producer Otto Preminger on tests for "The Moon Is Blue." . . . Paramount has okayed a third nitery stint for Joanne Gilbert under term contract to the studio.

(*Continued on next page*)

U. S. Filming Spreads Over World

Hollywood production will soon be girdling the globe. More and more, film makers are seeking out far-away places, which will give them new scenery and scenic wonders to delight the movie-govers. Of course, there's also the aspect of realism which is obtained by shooting at the acutal site of the story.

In France, Anatole Litvak will soon start production on "The Girl On The Via Flaminia," which will star Kirk Douglas. It will be filmed under the Benagoss Productions banner. Shortly after, the Landi-Colt Co. will begin production on their "Strangers In Munich," on which Anthony Landi will act as producer and Samuel Colt as associate producer.

Robert Cohn and director Fred F. Sears have been shooting combat footage in Korea for Columbia's "Mission Over Korea," which will start work with its principals headed by John Derek, Jan. 13. Columbia has another far-flung effort, "The White South," a Warwick Production, which will star Alan Ladd. Three Technicolor camera crews are en route to the Antarctic to shoot sequences for the picture. Work with the stars, headed by Ladd, will start March 1 in London under the direction of Mark Robson.

M-G-M's "Mogambo" is hitting right along in British East Africa, with Clark Gable, Ava Gardner and Grace Kelly. Warner's "Plunder In The Sun," which stars Glenn Ford, Diana Lynn and Patricia Medina, is shooting in Mexico. It is a Wayne-Fellows Production.

Columbia will have another foreign outpost in the spring, when a troupe will head for Brazil to shoot James Ramsey Ullman's best-selling novel, "River of the Sun." The film will be lensed in Technicolor, with William Fadiman as producer.

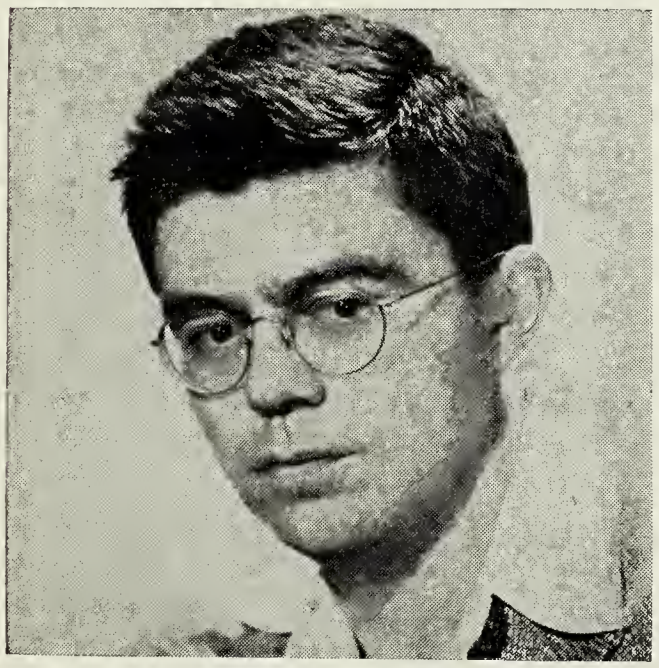
Good Ideas Most Important In Making Motion Pictures, Asserts Joe Sistrom

By Richard Bernstein

"Good ideas are the most important things in motion picture production," Paramount Producer Joseph Sistrom stated during a luncheon interview. "By and large, subject matter is the problem. The time when a film collapses is when the film was a bad idea in the first place."

Sistrom explained that to be a hit, a motion picture must be seen by 50 million people. He stated that getting the film made is the easiest part because Hollywood has excellent technicians, directors, producers, cameramen, soundmen, makeup, scenic workers and all types of experts who can turn out a good job. However, selecting the right subject matter and guessing right on it is the most difficult factor, Sistrom maintains.

The producer's next film will be a South Sea story, an original by James A. Michener, the author who gave the stage the hit, "South Pacific," which was based on his novel, "Tales of the South Pacific." This



JOSEPH SISTROM

film will be directed by Ivan Moffatt and lensed in Technicolor. A second unit will be sent to Jamaica for the picture. It seems that Jamaica looks more like the South Seas than the South Seas do.

This film will have a major star in the top lead role and is described as a "Rebecca" kind of romance with a touch of romantic mystery attached. A girl in the United States, who knows nothing about her father, learns that he is alive and in the South Seas. She goes there to find out why she has not been acknowledged. This is the basic story of the film.

"Wings" On Schedule

Also on Sistrom's busy schedule is "Wings Across The Sea," which will be shot in England. John Boulting of the famous Boulting Brothers, who made "Seven Days Till Noon," will direct this film and also help script it from an original by Sistrom. This will be Sistrom's first film in England, although his father, William Sistrom, who has been in the film business since 1912, made many pictures for the J. Arthur Rank Organization.

"Wings Across The Sea" will have two American leads with the rest of the cast British. Based on the conflict between men of the American Air Force and the villagers where they are stationed, it deals with the situation with tact, handling a serious situation lightly and with sincerity. There is a romance between an American boy and a British girl in the film, which will be shot in Technicolor.

Also on Sistrom's agenda is "Persian Gulf," an original story that Warren Duff wrote with Sistrom. This is the story of the dilemma of a man who is a natural born soldier but without a uniform. It is planned for filming in Basra with much of the action taking place in a mythical sheikdom. A story of oil, it stresses that peaceful evolution is better than revolution.

In regard to this film, Sistrom said, "I believe that a producer should travel and learn the customs of a country and about the people of that country before he depicts them." In line with this, Sistrom went to Basra on a scouting trip and you may be sure that his film will be accurate and authentic.

Worked with Berman

Sistrom's first job in the motion picture business after graduating from Stanford was at RKO working with Producer Pandro Berman. From there, he went to Perlberg-Capra Productions. In 1938 he moved to Paramount as an assistant to William Le Baron, then production manager of the studio. His first producing opportunity came from Columbia Studios where he made "The Lone Wolf Spy Hunt" in 1939 and later he returned to Paramount where he made such hits as "Star Spangled Rhythm," "Wake Island," "Incendiary Blonde," "Double Indemnity," and the recent "Submarine Command." He just finished "Botany Bay," which was shot in Technicolor with Alan Ladd, James Mason, and Patricia Medina starred.

The Paramount producer pointed out that "Who's in it?" still is an important question with movie-goers. He emphasized that the trick is finding something that the public hasn't seen.

"The way you make a picture also can be an attraction as much as the title or the stars," Sistrom stressed, "but audiences still shop by the name of the film and the star value."

Title Changes

Universal-International: "**The Great Sioux Uprising**" is the new title for "Sioux Uprising." Stars Jeff Chandler, Faith Domergue and Lyle Bettger; Albert J. Cohen produced).

20th Century-Fox: "**Fight Town**" is the new name for "Gunsmoke." (Stars Jeanne Craine and Dale Robertson; Leonard Goldstein produced).

M-G-M: "**The Great Diamond Robbery**" replaces "The Blue Goddess." (Stars Red Skelton; Edwin H. Knopf produces).

HOLLYWOOD

(Continued from preceding page)

The singer finished an engagement in Las Vegas, then planed to Florida for a two week engagement at the Clover Club in Miami. The studio, in an unusual move, agreed to let Miss Gilbert keep her night club earnings until she reports on the lot next year for a top role in "The Big Song and Dance." . . . "Sunset Rim," a Western novel by Curtis Bishop, has been acquired by Scott-Brown Productions as one of two properties to be filmed for Columbia during 1953 and will precede "Outlaw Thickets" on the Randolph Scott-Harry Joe Brown schedule. John Meredith Lucas has been assigned to write the screen play.

* * *

The Literary Guild has notified David Lord that his novel, "The Fancy Dancer," has been selected for their June choice. Lord has also been notified by the Book Find Club that they will send the story to members in August. Lord is currently preparing his own novel, "The Ravager," as an independent production. . . . "Enchanting Rebel," the story of Adah Isaacs Menken, the actress, has been purchased by Columbia Pictures. . . . Arrangements for the Szony's, international dance team, to report to Warner Bros. for "The Grace Moore Story" Feb. 1 are being finalized by Bill Loeb, their personal manager. . . . Carl Dudley Productions will film "The King of Diamonds." This is the story of the famous Kimberly Diamond Mines. It will be Carl Dudley Productions' second motion picture in feature length, the first will be "Round The World Weekend," which will star Richard Carlson.

* * *

Budd Abbott and Lou Costello will start "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," at UI Jan. 24. Howard Christie will produce and Charles Lamont will direct. . . . Esther Williams' starrer, "Easy To Love," will start shooting Jan. 29 at the Cypress Gardens in Florida. Joe Pasternak will produce. . . . Jean Peters will play the femme lead in "Blueprint For Murder," which Andrew Stone will direct for Producer Michael Abel. Film rolls Jan. 19. . . . Abbe Lane, Xavier Cuget's wife and vocalist with his band, has been signed to a term contract at UI. She will make her screen debut in a leading dramatic role in "Wings of the Hawk," which will star Glenn Ford. . . . "The Girl With the Black Glasses" will be produced at 20th Century-Fox by Charles Brackett. It is an original story by Walter Reisch, set against the background of the Metropolitan Opera.

* * *

"Lost Treasure of the Amazon" will be the second feature that Pine and Thomas will produce for Paramount release in 1953. The film will go before the Technicolor cameras in March. The adventure drama is based on an original novel by David Duncan. Pine and Thomas are planning to film it with a top name cast on location in South America. . . . "Five Bullets," an original western by Alex Gottlieb, is the next picture the independent producer will deliver for Warner Brothers release. Shooting on the property is expected to take place Apr. 1 at Motion Picture Center studios. Gottlieb has a five-picture deal with Warner Brothers.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
pr. 6th	5215	Jet Job	63	Stanley Clements, Elena Verdugo
pr. 13th	5252	The Gunman	52	Whip Wilson, Fuzzy Knight
pr. 27th	5205	Wild Stallion (Cinecolor)	70	Ben Johnson, Edgar Buchanan
ay 4th	5225	Kansas Territory	65	Bill Elliott, Peggy Stewart
ay 11th	5209	Desert Pursuit	71	Wayne Morris, Virginia Grey
ay 25th	5207	African Treasure	70	Johnny Sheffield, Laurette Luez
ne 8th	5220	Gold Fever	63	John Calvert, Ralph Morgan, Ann Cornell
ne 15th	5212	Here Come the Marines	66	Leo Gorcey, Huntz Hall, Myrna Dell
ne 29th	5203	Wagons West (Cinecolor)	70	Rod Cameron, Peggie Castle
ly 6th	5243	Dead Man's Trial	59	Johnny Mack Brown, Jimmy Ellison
ly 20th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
ug. 10th	5221	Yukon Gold	62	Kirby Grant
ug. 17th	5253	Montana Incident	54	Whip Wilson
ug. 24th	5204	Rose Bowl Story (Cinecolor)	71	Marshall Thompson, Vera Miles
pt. 7th	5226	Fargo	69	Wild Bill Elliott, Phyllis Coates
pt. 21st	5213	Feudin' Fools	63	Leo Gorcey, Huntz Hall
pt. 28th	AA22	Battle Zone	81	John Hodiak, Stephen McNally, Linda Christian
t. 5th	5216	Army Bound	61	Stanley Clements, Karen Sharpe
t. 12th	5225	Canyon Ambush	53	Johnny Mack Brown, Phyllis Coates
t. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
t. 26th	5201	Flat Top (Cinecolor)	87	Sterling Hayden, Richard Carlson
v. 9th	5254	Wyoming Roundup	53	Whip Wilson, Phyllis Coates
v. 23rd	5214	No Holds Barred	65	Leo Gorcey, Bowery Boys
v. 30th	AA23	Torpedo Alley	80	Mark Stevens, Dorothy Malone
c. 7th	5208	Jungle Girl	70	Johnny Sheffield, Karen Sharpe
c. 14th	5322	Maverick	71	Wild Bill Elliott, Phyllis Coates
c. 28th	5202	Hiawatha (Cinecolor)	80	Vincent Edwards, Yvette Dugay
n. 4th	5222	Timber Wolf	63	Kirby Grant
n. 11th	5332	The Star of Texas	72	Wayne Morris, Rick Vallin
n. 25th	5323	Torpedo Alley	84	Mark Stevens, Dorothy Malone

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
r.	427	Thief of Damascus (Technicolor)	78	Paul Henreid, Jeff Donnell
r.	425	The Marrying Kind	93	Judy Holliday, Aldo Ray
ry	434	The Sniper	87	Arthur Franz, Marie Windsor
ry	428	Sound Off (Super Cinecolor)	83	Mickey Rooney, Ann James
ry	435	Yank in Indo-China	67	John Archer, Jean Willes
ry	471	Apache Country	62	Gene Autry, Pat Buttram
ne	426	Walk East on Beacon	98	George Murphy, Virginia Gilmore
ne	436	Paula	80	Loretta Young, Alexander Knox, Kent Smith
ne	441	Brave Warrior (Tech)	73	Jon Hall, Christine Larson
ne	438	Montana Territory (Technicolor)	64	Lon McAllister, Wanda Hendrix
ly	437	The Brigand (Tech.)	94	Tony Dexter, Gale Robbins
y	442	Cripple Creek (Tech.)	78	George Montgomery, Jerome Courtland
ly	440	California Conquest (Technicolor)	79	Cornel Wilde, Teresa Wright
y	439	Red Snow	74	Guy Madison, Ray Mala
y	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
g.	502	Captain Pirate (Technicolor)	85	Louis Hayward, Patricia Medina, John Sutton
g.	504	Last Train From Bombay	72	Jon Hall, Christine Larson
g.	509	Clouded Yellow	89	Jean Simmons, Trevor Howard
pt.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
pt.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
pt.	476	Wagon Team	61	Gene Autry, Gail Davis
		The Mine With The Iron Door (Re-issue)	66	Richard Arlen, Cecelia Parker
t.	507	Assignment—Paris	85	Dana Andrews, Marta Toren
t.	508	The Golden Hawk (Technicolor)	83	Rhonda Fleming, Sterling Hayden
v.	518	Voodo Tiger	67	Johnny Weismuller, Jean Burkhardt
v.	512	Hangmen's Knot (Tech.)	81	Randolph Scott, Claude Jarman, Jr.
v.	472	Blue Canadian Rockies	58	Gene Autry, Gail Davis
c.	505	Strange Fascination	80	Hugo Haas, Mona Barrie
c.	515	Eight Iron Men	80	Bonar Colleano, Arthur Franz
c.	513	Invasion U.S.A.	74	Gerald Mohr, Reggie Castle
c.	506	The Happy Time	94	Charles Boyer, Louis Jourdan, Marsha Hunt
n.	—	The Four Poster	103	Rex Harrison, Lilli Palmer
n.	—	The Pathfinder	78	George Montgomery, Helena Carter
n.	—	Winning of the West	57	Gene Autry, Gail Davis, Smiley Burnette

Release Date	Release No.	Production	Time (min.)	Cast
		Westerns		
Apr.	485	Laramie Mountains	53	Charles Starrett, Smiley Burnette
June	487	The Rough, Tough West	54	Charles Starrett, Smiley Burnette
July	474	Barbed Wire	61	Charles Starrett, Smiley Burnette
July	486	Junction City	54	Charles Starrett, Smiley Burnette
Aug.	481	Kid From Broken Gun	56	Charles Starrett, Smiley Burnette

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Mar. 14th	5140	Navajo	70	Indian Cast
Apr. 1st	5106	Wings of Danger	72	Zachary Scott, Robert Beatty
Apr. 25th	5111	Valley of Eagles	83	Jack Warner, Nadia Gray
May 23rd	5111	Loan Shark	79	Geo. Raft, Dorothy Hart, Paul Stewart, John Hoyt
June 2nd	5105	Outlaw Women (Cinecolor)	75	Marie Windsor, Richard Rober
June 16th	5129	Stolen Face	71	Paul Henreid, Lizabeth Scott
July 18th	5110	Pirate Submarine	69	Special Cast
Aug. 1st	5112	The Jungle	74	Rod Cameron, Cesar Romero, Marie Windsor
Aug. 29th	5116	Secret People	88	Valentina Cortesa, Audrey Hepburn
Sept. 5th	5113	Hellgate	87	Sterling Hayden, Joan Leslie
Oct. 31st	5202	Scotland Yard Inspector	79	Cesar Romero, Lois Maxwell
Nov. 14th	5201	Tromba, The Tiger Man	63	Krone Circus
Nov. 28th	5203	Mr. Walkie Talkie	65	William Tracy, Joe Sawyer
Dec. 26th	5204	Gambler and the Lady	71	Dane Clark, Naomi Chance
Jan. 16th	5206	I'll Get You	.....	George Raft, Sally Gray
Feb. 13th	5207	The Tall Texan	.....	Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
	226	The Wild North (Ansco color)	97	Stewart Granger, Wendell Corey
Apr.	227	Singin' in the Rain (Technicolor)	103	Gene Kelly, Donald O'Connor, Debbie Reynolds
	228	Talk About a Stranger	65	George Murphy, Nancy Davis
	229	When In Rome	78	Van Johnson, Paul Douglas
May	230	Young Man With Ideas	84	Glenn Ford, Ruth Roman
	231	Carbine Williams	93	James Stewart, Wendell Corey, Jean Hagen
	232	The Girl In White	93	June Allyson, Gary Merrill, Arthur Kennedy
	233	Skirts Ahoy (Tech.)	109	Esther Williams, Joan Evans, Barry Sullivan
June	234	Glory Alley	79	Ralph Meeker, Leslie Caron
	235	Pat and Mike	93	Spencer Tracy, Katharine Hepburn, Aldo Ray
	236	Scaramouche (Technicolor)	115	Stewart Granger, Eleanor Parker, Mel Ferrer
July	237	Lovely to Look At (Technicolor)	102	Red Skelton, Kathryn Grayson, Howard Keel
	238	Washington Story	82	Van Johnson, Patricia Neal
	239	Holiday For Sinners	72	Gig Young, Janice Rule, Keenan Wynn
Aug.	240	You for Me	70	Jane Greer, Peter Lawford
	241	Fearless Fagan	78	Janet Leigh, Carleton Carpenter
	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor, Joan Fontaine
		1952-53		
Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	90	Gene Kelly, Pier Angeli
	303	My Man and I	99	Shelly Winters, Ricardo Montalban
Oct.	304	Because You're Mine (Technicolor)	103	Mario Lanza, Doretta Morraw
	305	Apache War Smoke	67	Gilbert Roland, Glenda Farrell
	306	Everything I Have Is Yours (Technicolor)	92	Marge and Gower Champion, Dennis O'Keefe
Nov.	307	Ivanhoe (Techicolor)	106	Robert Taylor, Elizabeth Taylor
	308	The Prisoner of Zenda (Technicolor)	101	Stewart Granger, Deborah Kerr
	309	The Hour of 13	80	Peter Lawford, Dawn Addams
	310	Plymouth Adventure (Technicolor)	104	Spencer Tracy, Gene Tierney, Van Johnson
Dec.	311	Sky Full of Moon	73	Carleton Carpenter, Jan Sterling
	312	Million Dollar Mermaid (Technicolor)	115	Esther Williams, Victor Mature
Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	73	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell

PARAMOUNT

Release Date	Release No.	Production	Time (min.)	Cast
April	5116	My Son, John	122	Helen Hayes, Robert Walker, Dean Jagger
April	5119	Aaron Slick From Punkin Crick (Technicolor)	95	Alan Young, Dinah Shore, Robert Merrill

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
May	5117	Anything Can Happen	107	Jose Ferrer, Kim Hunter
May	5113	Red Mountain (Technicolor)	84	Alan Ladd, Lizabeth Scott
June	5120	The Atomic City	85	Gene Barry, Lydia Clarke
June	5115	Denver & Rio Grande (Technicolor)	89	Edmond O'Brien, Sterling Hayden, Dean Jagger
July	5129	The Greatest Show On Earth (Technicolor)	153	Betty Hutton, James Stewart Cornel Wilde, Dorothy Lamour, Charlton Heston, Gloria Grahame
July	5122	Encore	90	Glynis Johns, Kay Walsh, Nigel Patrick, Roland Culver
July	5121	Jumping Jacks	100	Dean Martin, Jerry Lewis, Mona Freeman, Don De Fore
August	5123	Carrie	122	Laurence Olivier, Jennifer Jones, Eddie Albert, Miriam Hopkins
August	5124	Son Of Paleface (Technicolor)	97	Bob Hope, Jane Russell, Roy Rogers, Trigger
		1952-53		
September	5201	Just For You (Technicolor)	104	Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)	97	John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)	90	Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson
December	5207	The Blazing Forest (Technicolor)	90	John Payne, Susan Morrow
December	5208	Cleopatra	104	Claudette Colbert, Henry Wilcoxon
January	5209	Road to Bali (Technicolor)	91	Bing Crosby, Bob Hope, Dorothy Lamour
January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
February	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
		RKO-RADIO		
Mar.	221	Rancho Notorious (Technicolor)	89	M. Ferrer, A. Kennedy, M. Dietrich
Mar.	223	Road Agent	60	Tim Holt
Mar.	213	Pace That Thrills	63	Bill Williams
Mar.	268	Rashomon	90	Japanese Cast
Mar.	222	Whispering Smith vs. Scotland Yard	77	Richard Carlson
Apr.	271	Body Snatcher (Re-Issue)	78	Boris Karloff
Apr.	272	I Walked with a Zombie (Re-Issue	69	Tom Conway
Apr.	224	Macao	81	J. Russell, R. Mitchum
Apr.	227	Target	69	Tim Holt
Apr.	225	Tarzan's Savage Fury	80	Lex Barker
May	303	Faithful City	86	J. Smith, D. Ramati, D. Peskin
May	226	Narrow Margin	71	C. McGraw, M. Windsor
May	288	Half Breed (Technicolor)	81	Robert Young, Janis Carter
June	269	King Kong (Re-Issue)	100	Bruce Cabot
June	270	The Leopard Man (Re-Issue)	66	Dennis O'Keefe
May	230	Desert Passage	60	Tim Holt
June	229	Clash By Night	105	Barbara Stanwyck, Robert Ryan, Paul Douglas, Marilyn Monroe
July	274	The Wild Heart (Technicolor)	82	Jennifer Jones
July	391	The Story Of Robin Hood (Technicolor)	84	Richard Todd, Joan Rice
Aug.	362	Sudden Fear		Joan Crawford
Aug.	301	One Minute To Zero	105	Robert Mitchum, Ann Blyth
Aug.	361	Big Sky	140	Kirk Douglas, Elizabeth Threatt
Aug.	364	Too Many Girls (Re-issue)	85	Lucille Ball, Richard Carlson
Aug.	363	Look Who's Laughing (Re-issue)	79	Lucille Ball, F. McGee, Edgar Bergen
Sept.	302	Beware, My Lovely	77	Ida Lupino, Robert Ryan
Sept.	365	Annie Oakley (Re-issue)	91	Barbara Stanwyck, Preston Foster
Sept.	366	Allegheny Uprising (Re-issue)	81	Claire Trevor, John Wayne
Oct.	304	The Lusty Men	113	Robert Mitchum, Susan Hayward, Arthur Kennedy
Oct.	305	Under the Red Sea	67	Dr. Hans Hass, Lottie Berl
Oct.	306	Captive Women	64	Robert Clarke, Margaret Field
Nov.	307	The Pirate Blackbeard (Technicolor)		Robert Newton, Linda Darnell
Nov.	309	Face to Face	92	James Mason, Robert Preston
		REALART		
Aug.		Maytime in Mayfair (Technicolor)	74	Michael Wilding, Anna Nagle
Aug.		Geisha Girl	67	Martha Hyer, Bill Andrews
Aug.		Kid Monk Baroni	80	Bruce Cabot, Mona Knox
Sept.		Wall of Death	82	Laurance Harvey, Susan Shaw, Maxwell Reed
Sept.		Summer Storm (Re-issue)	92	Linda Darnell, George Sanders
Sept.		Breakdown	76	Ann Richards, William Bishop Sheldon Leonard
Oct.		Bela Lugosi Meets A Brooklyn Gorilla	63	Bela Lugosi, Duke Mitchell Sammy Petrillo
Oct.		House of Darkness	63	Laurance Harvey, Susan Shaw
Oct.		Cairo Road	85	Laurance Harvey, Eric Portman
Nov.		Fame & the Devil	80	Mischa Auer, Marilyn Bueford, Marcel Cerdan
Nov.		Battles of Chief Pontiac	75	Lex Barker, Helen Westcott, Lon Chaney
Nov.		Lucy Goes Wild (Re-issue)	90	Lucille Ball, George Brent
Nov.		Cuban Pete (Re-issue)	61	Desi Arnez, Ethel Smith
Dec.		Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.		Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.		My Death Is A Mockery	67	Donald Huston, Katherine Byron
		REPUBLIC		
Mar. 1st	5142	The Last Musketeer	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Mar. 22nd	5171	Leadville Gunslinger	54	Allan "Rocky" Lane, Mary Ellen Kay, Slim Pickens
Mar. 24th	5122	Oklahoma Annie	90	Judy Canova, John Russell Grant Withers
Apr. 1st	5125	The Fabulous Senorita	80	Estelita, Robert Clarke Nestor Paiva
Apr. 15th	5143	Border Saddlemates	67	Rex Allen, Mary Elle Kay, Slim Pickens
Apr. 15th	5069	Wild Horse Ambush	54	Michael "Red" Chapin Eilene "Judy" Janssen
Apr. 15th	5105	Hoodlum Empire	98	Brian Donlevy, Claire Trevor, Vera Ralston, Forrest Tucker
May 1st	5128	Gobs and Gals	86	George and Bert Bernard Robert Hutton, Cathy Downs
May 20th	4815	Black Hills Ambush	54	Allen "Rocky" Lane, Eddy Waller
June 1st	5129	Bal Tobarin	84	Muriel Lawrence, William Ching, Claire Carleton
June 15th	5106	I Dream of Jeanie (Trucolor)	90	Ray Middleton, Bill Shirley, Muriel Lawrence Eileen Christy
July 20th	5173	Thundering Caravans	54	Allen "Rocky" Lane Eddy Waller, Mona Knox
July 25th	5144	Old Oklahoma Plains	60	Rex Allen, Slim Pickens Elaine Edwards
Sept. 5th	5107	Woman Of The North Country (Trucolor)	90	Ruth Hussey, Rod Cameron, John Agar, Gail Storm
Oct. 1st	5126	Tropical Heat Wave	74	Estelita, Robert Hutton Grant Withers
Oct. 8th	5174	Desperadoes' Outpost	54	Allan "Rocky" Lane, Eddy Waller
Oct. 10th	5123	The Wac From Walla Walla	83	Judy Canova, Stephen Dunne, Grant Withers
Oct. 10th	5109	Toughest Man In Arizona (Trucolor)	90	Vaughn Monroe, Joan Leslie
Oct. 20th	5145	South Pacific Trail	60	Rex Allen, Koko, Estelita Slim Pickens
Nov. 27th	5201	Thunderbirds	98	John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans
Jan. 1st	5202	Ride The Man Down (Trucolor)	90	Brian Donlevy, Forrest Tucker, Rod Cameron Ella Raines
	5108	The Quiet Man (Tech.)	129	John Wayne, Maureen O'Hara, Barry Fitzgerald
		TWENTIETH CENTURY-FOX		
		1952		
May	213	Belles on Their Toes (Technicolor)	89	Myrna Loy, Jeanne Crain Jeffrey Hunter
May	215	Deadline—U.S.A.	87	Humphrey Bogart, Ann Hunter, Ethel Barrymore
May	216	Outcasts of Poker Flat	81	Dale Robertson, Anne Baxter
June	135	Kangaroo (Technicolor)	84	Maureen O'Hara, Peter Lawford
June	219	Lydia Bailey (Technicolor)	89	Dale Robertson, Anne Francis, Charles Korvin
June	218	Lady in the Iron Mask (Natural Color)	78	Louis Hayward, Patricia Medina
May	252	Laura (Re-Release)	88	Gene Tierney, Dana Andrews, Clifton Webb
May	253	This Above All (Re-Release)	110	Tyrone Power, Joan Fontaine, Thomas Mitchell
June	256	The Rains Came (Re-release)	95	Tyrone Power, Myrna Loy
June	255	Leave Her To Heaven (Tech. Re-release)	110	Gene Tierney, Jeanne Crain
July	220	Wait 'Til The Sun Shines, Nellie (Technicolor)	108	Jean Peters, David Wayne
July	222	Diplomatic Courier	97	Tyrone Power, Patricia Neal
July	221	We're Not Married	85	Ginger Rogers, Victor Moore, Fred Allen, Paul Douglas, Jan Sterling
July	258	The Black Swan (Tech. Re-release)	85	Tyrone Power, Maureen O'Hara
July	257	To The Shores of Tripoli (Tech. Re-release)	86	John Payne, Maureen O'Hara, Randolph Scott
Aug.	223	Dreamboat	83	Clifton Webb, Ginger Rogers
Aug.	224	Don't Bother to Knock	76	Richard Widmark, Marilyn Monroe
Aug.	225	Les Miserables	104	Michael Rennie, Debra Paget
Aug.	226	What Price Glory (Tech.)	111	James Cagney, Corinne Calvet, Dan Dailey

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Sept.	227	Lure of the Wilderness (Technicolor)	92	Jean Peters, Jeffrey Hunter, Constance Smith
Sept.	228	O. Henry's Full House	91	Fred Allen, Marilyn Monroe, Jeanne Crain, Farley Granger
Sept.	230	Monkey Business	97	Cary Grant, Ginger Rogers, Marilyn Monroe
Oct.	231	My Wife's Best Friend	101	Anne Baxter, Macdonald Carey
Oct.	229	Way of a Gaucho (Technicolor)	91	Rory Calhoun, Gene Tierney
Oct.	238	Something for the Birds	81	Victor Mature, Patricia Neal
Nov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
Nov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
Nov.	236	Bloodhounds of Broadway (Technicolor)	90	Mitzi Gaynor, Scott Brady
Nov.	237	Pony Soldier (Technicolor)	82	Tyrone Power, Cameron Mitchell
Dec.	233	My Pal Gus	83	Richard Widmark, Joanne Dru
Dec.	239	Stars and Stripes Forever (Technicolor)	89	Clifton Webb, Ruth Hussey, Debra Paget, Robert Wagner
Jan.	301	My Cousin Rachel	98	Olivia De Havilland, Richard Burton, John Sutton
Jan.	302	I Don't Care Girl (Technicolor)	78	Mitzi Gaynor, David Wayne, Oscar Levant, Dennis Day
Jan.	303	Ruby Gentry	82	Jennifer Jones, Charlton Heston
Jan.	304	Thief of Venice	91	Maria Montez, Faye Marlowe, Paul Christon
Jan.	348	The Gunfighter (Re-Release)		Gregory Peck, Helen Westcott
Jan.	349	Yellow Sky (Re-Release)		Gregory Peck, Anne Baxter, Richard Widmark
Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)		Marilyn Monroe, Joseph Cotten, Jean Peters
Feb.	307	The Farmer Takes A Wife (Technicolor)		Betty Grable, Dale Robertson, John Carroll, Thelma Ritter
Mar.	308	Treasure of the Golden Condor (Technicolor)		Cornel Wilde, Constance Smith
Mar.	309	The Silver Whip		Dale Robertson, Rory Calhoun, Robert Wagner

UNITED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Mar. 21st		The African Queen (Technicolor)	104	Humphrey Bogart, Katharine Hepburn, Robert Morley
Mar. 28		Strange World	80	Angelica Hauff, Alexander Carlos
Apr. 11th		Captive City	91	John Forsythe, Joan Camden
May 8th		Without Warning	75	Adam Williams, Meg Randall
May 15th		Red Planet Mars	87	Peter Graves, Andrea King
May 23rd		The Fighter	78	Richard Conte, Vanessa Brown, Lee J. Cobb
June 6th		Red River (Re-release)	125	John Wayne, Montgomery Clift, Joanne Dru
June 6th		Tulsa (Re-release) (Tech.)	88	Susan Hayward, Robert Preston, Pedro Armendariz
June 13th		Tales of Hoffman (Tech.)	111	Moira, Shearer, Leonide Massine, Robert Helpman
June 20th		Confidence Girl	81	Tom Conway, Hillary Brooke
July 11th		Outcast of the Islands	92	Kerima, Ralph Richardson, Trevor Howard
July 18th		Actors and Sin	85	Edward G. Robinson, Eddie Albert, Marsha Hunt, Jeny Hecht
July 30th		High Noon	85	Gary Cooper, Grace Kelly, Thomas Mitchell, Lloyd Bridges
Aug. 4th		Island of Desire (Tech.)	103	Linda Darnell, Tab Hunter, Donald Gray
Aug. 12th		Park Row	83	Gene Evans, Mary Welch
Aug. 22nd		Cry the Beloved Country	105	Canada Lee, Charles Garson, Sidney Poitier
Sept. 5th		It's in The Bag (Re-release)	87	Fred Allen, Jack Benny
Sept. 5th		Guest Wife (Re-release)	90	Claudette Colbert, Don Ameche
Sept. 12th		Untamed Women	70	
Sept. 19th		The Lady Vanishes (Re-release)	85	Michael Redgrave, Margaret Lockwood, Paul Lukas
Sept. 26th		The Ring	78	Gerald Mohr, Rita Moreno
Oct. 10th		The Thief	87	Ray Milland, Rita Gam
Oct. 23rd		Limelight	143	Charles Chaplin, Nigel Bruce
Nov. 6th		Breaking the Sound Barrier	115	Ralph Richardson, Ann Todd, Nigel Patrick, John Justin
Nov. 26th		Outpost in Malaya	88	Claudette Colbert, Jack Hawkins
Nov. 28th		Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster
Dec. 7th		Babes in Bagdad	79	Paulette Goddard, Gypsy Rose Lee, John Boles
Dec. 14th		Monsoon	79	Diana Douglas, George Nader

NO RELEASE NUMBERS

UNIVERSAL

Release Date	Release No.	Production	Time (min.)	Cast
Apr.	216	Ma and Pa Kettle At the Fair	78	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	217	The Battle at Apache Pass (Technicolor)	85	John Lund, Jeff Chandler, Susan Cabot
May	219	Bronco Buster (Technicolor)	80	John Lund, Scott Brady, Joyce Holden
May	220	No Room For The Groom	82	Tony Curtis, Piper Laurie, Don Defore
May	218	Red Ball Express	83	Jeff Chandler, Alex Nicol
June	221	Ivory Hunter (Technicolor)	97	Anthony Steel, Dinah Sheridan
June	222	Scarlet Angel (Technicolor)	80½	Yvonne DeCarlo, Rock Hudson, Richard Denning
June	223	Just Across the Street	78	Ann Sheridan, John Lund
July	224	Frances Goes to West Point	81	Donald O'Connor, Lori Nelson
July	225	Sally and Saint Anne	90	Ann Blyth, Edmund Gwenn
July	226	Has Anybody Seen My Gal (Tech.)	89	Piper Laurie, Charles Coburn, Rock Hudson
Aug.	227	The World in His Arms (Technicolor)	104	Gregory Peck, Ann Blyth
Aug.	228	The Duel at Silver Creek (Technicolor)	77	Audie Murphy, Faith Domergue, Stephen McNally
Aug.	229	Lost in Alaska	76	Abbott and Costello, Mitzi Green
Sept.	230	Untamed Frontier (Technicolor)	75	Joseph Cotten, Shelley Winters, Scott Brady
Sept.	231	Son of Ali Baba	75	Tony Curtis, Piper Laurie, Susan Cabot
Sept.	232	Bonzo Goes to College	79½	Maureen O'Sullivan, Edmund Gween, Gigi Perreau
Oct.	233	Willie and Joe in Back at the Front	87	Tom Ewell, Harvey Lembeck, Mari Blanchard
Oct.	234	Yankee Buccaneer (Technicolor)	86	Jeff Chandler, Scott Brady, Suzan Ball
Oct.	235	Horizons West (Technicolor)	81	Robert Ryan, Julia Adams, Rock Hudson
		1952-53		
Nov.	301	The Raiders (Technicolor)	82	Richard Conte, Viveca Lindfors
Nov.	302	Because of You	95	Loretta Young, Jeff Chandler, Francis Dee
Nov.	303	It Grows on Trees	84	Irene Dunne, Dean Jagger, Joan Evans
Dec.	304	The Black Cattle	81	Richard Greene, Boris Karloff, Stephen McNally
Dec.	305	Against All Flags	83	Errol Flynn, Maureen O'Hara
Jan.	306	The Lawless Breed	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming	80	Maureen O'Hara, Alex Nicol, Robert Strauss

WARNER BROS.-FIRST NATIONAL

Release Date	Release No.	Production	Time (min.)	Cast
Apr. 12th	118	Jack & the Beanstalk (Super Cinecolor)	78	Abbott & Costello, Buddy Baer
Apr. 19th	119	Lion & the Horse (Warnercolor)	83	Steve Cochran, Wildfire, the Wonder Horse
May 3rd	120	Mara Maru	98	Errol Flynn, Ruth Roman
May 17th	121	The San Francisco Story	80	Joel McCrea, Yvonne DeCarlo
May 24th	126	High Sierra (re-release)	95	Ida Lupino, Humphrey Bogart
May 24th	127	To Have & Have Not (re-release)	100	Humphrey Bogart, L. Bacall
May 31st	122	About Face (Technicolor)	94	Gordon McRae, Eddie Bracken, V. Gibson
June 14th	123	Carson City (Warnercolor)	87	Randolph Scott, Lucille Norman
June 21st	124	3 For Bedroom C (Naturalcolor)	74	Gloria Swanson, James Warren
June 28th	125	The Winning Team	98	Doris Day, Ronald Reagan, Frank Lovejoy
July 12th	128	She's Working Her Way Through College (Technicolor)	101	Virginia Mayo, Ronald Reagan, Gene Nelson
July 26th	129	The Story of Will Rogers (Technicolor)	109	Will Rogers, Jr., Jane Wyman
Aug. 16th	130	Where's Charley? (Technicolor)	97	Ray Bolger, Allyn McLerie
		1952-53		
Aug. 30th	201	Big Jim McLain	90	John Wayne, Nancy Olson
Sept. 27th	202	The Crimson Pirate (Technicolor)	104	Burt Lancaster, Nick Cravat, Torin Thatcher, Eva Bartok
Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark
Oct. 25th	204	Springfield Rifle (Warnercolor)	93	Gary Cooper, Phyllis Thaxter
Nov. 8th	205	Operation Secret	108	Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden
Nov. 22nd	206	The Iron Mistress (Tech.)	110	Alan Ladd, Virginia Mayo
Dec. 6th	207	Cattle Town	71	Dennis Morgan, Philip Carey
Dec. 27th	208	Abbott and Costello Meet Captain Kidd (Supercinecolor)	70	Charles Laughton, Hillary Brooke
Jan. 3rd	209	April in Paris (Technicolor)	101	Doris Day, Ray Bolger
Jan. 17th	210	Stop, You're Killing Me (Warnercolor)	86	Broderick Crawford, Claire Trevor
Jan. 31st	211	The Man Behind the Gun (Technicolor)	82	Randolph Scott, Patrice Wymore

: Hollywood Production :

ALLIED ARTISTS

Shooting

JALOPY
Cast: Bowery Boys.
Producer .....Jerry Thomas

Cutting

THE HOMESTEADERS
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly

WHITE LIGHTNING
Cast: Stanley Clements, Barbara Bestar, Steve Brodie.
Producer .....Ben Schwalb
Director .....Edward Bernds

TANGIER INCIDENT
(A Lindsley Parsons Prod.)
Cast: George Brent
Producer ..... Lindsley Parsons

SON OF BELLE STARR
(Cinecolor)
Cast: Keith Larson
Producer ..... Peter Scully

COLUMBIA

Shooting

CONQUEST OF COCHISE
(Technicolor)
Cast: John Hodiak, Robert Stack, Joy Page.
Producer .....Sam Katzman
Director .....William Castle

49 MEN
(Esskay Pictures Co.)
Cast: John Ireland, Richard Denning, Suzanne Dalbert.
Producer .....Sam Katzman
Director .....Fred F. Sears

Cutting

THE RED BERET
(Technicolor)
(Warwick Prods., Filming in England)
Cast: Alan Ladd, Leo Genn, Diane Foster, Harry Andrews, Thomas Heathcoat, Victor Maddern, Donald Houston.
Producers .....Irving Allen and Cubby Broccoli
Director .....Terence Young

THE JUGGLER
(The Kramer Co.)
Cast:Kirk Douglas, Milly Vitale, Paul Stewart, Joey Walsh, Oscar Karlweis, John Banner, Jay Adler, Beverly Washburn.
Producer ..... Stanley Kramer
Director ..... Edward Dmytryk

SIREN OF BAGDAD
(Technicolor)
(Esskay Pictures Co.)
Cast: Paul Henreid, Patricia Medina.
Producer ..... Sam Katzman
Director ..... Richard Quine

GOLD TOWN RAIDERS
(Gene Autry Prod.)
Cast: Gene Autry, Smiley Burnette.
Producer ..... Armand Schaefer
Director ..... George Archainbaud

PACK TRAIN
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

SLAVES OF BABYLON
(Technicolor)
Cast: Richard Conte, Linda Christian, Terry Kilburn.
Producer .....Sam Katzman
Director .....William Castle

LOVE SONG
(Technicolor)
Cast: Jane Wyman, Aldo Ray, Valerie Bettis.
Producer .....Oscar Saul
Director .....Al Hall

INDEPENDENT

Shooting

SAN QUENTIN STORY
(Swarttz-Doniger Productions Inc.)
Cast: Louis Hayward, Joanne Dru, Paul Kelly, Maureen O'Sullivan, Horace MacMahon, George Macready, Irving Bacon, Joel Fluellen, Joseph Turkell.
Producers .....Berman Swarttz and Walter Doniger
Director .....Walter Doniger

THE NEANDERTHAL MAN
(Wisberg-Pollexfen Prods.)
Cast: Richard Crane, Robert Shayne, Doris Merrick, Joyce Terry.
Producers .....Aubrey Wisberg-Jack Pollexfen
Director .....E. A. Dupont

TOMBSTONE TRAILS
(Edward Small Prods.)
Cast: George Montgomery, Helen Westcott, Tab Hunter.
Producer .....Edward Small

HARNESS BULL
(Sequoia Productions)
Cast: Edward G. Robinson, Paulette Goddard.
Producers.....Arthur Gardner and Jules Levy
Director .....Arnold Laven

THE BLUE GARDENIA
Cast: Anne Baxter, Richard Conte, Ann Sothern.
Producer .....Alex Gottlieb
Director .....Fritz Lang

Cutting

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

MAN CRAZY
(Security Pictures)
Cast: Neville Brand, Christine White, Colleen Miller, Irene Anders, John Brown.
Producer .....Sidney Harmon
Director .....Irving Lerner

RETURN TO PARADISE
(Technicolor)
(Shooting in Samoa; Aspen Pictures)
Cast: Gary Cooper, Roberta Hynes, Barry Jones, Moira MacDonald, John Hudson.
Producer ..... Theron Warth
Director ..... Mark Robson

SEA DEVILS
(Technicolor)
(Shooting in England)
(A Coronado Production)
Cast: Yvonne DeCarlo, Rock Hudson.
Producer ..... David E. Rose
Director ..... Raoul Walsh

BODY BEAUTIFUL
(Savoy Pictures Inc.)
Cast: Susan Morrow, Robert Clarke, Noreen Nash, Sherry Caine, O. Z. Whitehead, Paul Guilfoyle, Joann Arnold, Jean Shawnlee, Leo Mostovoy.
Producer-Director .....Max Nosseck

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE PROGRESSIVE

Shooting

SPACEWAYS
(Exclusive Films, Shooting in London)
(For Lippert Release)
Cast: Howard Duff, Eva Bartok.
Producer .....Anthony Hinds
Director .....Terence Fisher

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

Cutting

BAD BLONDE
(Exclusive Films;
Shooting in London)
(For Lippert Release)
Cast: Barbara Payton, Tony Wright.
Producer .....Anthony Hinds
Director .....Reginald Le Borg

THE TALL TEXAN
(T. Frank Woods Production;
Shooting in Deming, New Mexico)
(For Lippert Release)
Cast: Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler, Sam Herrick, Dean Train, Sid Saylor, George Steele.
Producer .....T. Frank Woods
Director .....Elmo Williams

METRO-GOLDWYN-MAYER

Shooting

LATIN LOVERS
(Technicolor)
Cast: Lana Turner, Ricardo Montalban, John Lund, Louis Calhern, Jean Hagen, Beulah Bondi, Eduard Franz, Rita Moreno, The Modernaires.
Producer .....Joseph Pasternak
Director .....Mervyn LeRoy

MOGAMBO
(Technicolor)
(Shooting in British East Africa)
Cast: Clark Gable, Ava Gardner, Grace Kelly, Douglas Sinden.
Producer .....Sam Zimbalist
Director .....John Ford

INVITATION TO THE DANCE
(Technicolor)
(Shooting in London)
Cast: Gene Kelly, Igor Youskevitch, Ballet Theatre, Sadler Wells Ballet.
Producer ..... Arthur Freed
Director ..... Gene Kelly

THE BAND WAGON
(Technicolor)
Cast: Fred Astaire, Cyd Charisse, Nanette Fabray, Oscar Levant, Jack Buchanan.
Producer .....Arthur Freed
Director .....Vincente Minnelli

YEARS AGO
Cast: Spencer Tracy, Jean Simmons.
Producer .....Lawrence Weingarten
Director .....George Cukor

MAIN STREET TO BROADWAY
(Cinema Productions,
For M-G-M Release)
Cast: Tallulah Bankhead, Gertrude Berg, Olivia De Haviland, Faye Emerson, Henry Fonda, Oscar Hammerstein II, Rex Harrison, Mary Martin, Agnes Moorhead, Lilli Palmer, Richard Rodgers, Cornel Wilde.
Producer .....Lester Cowan
Director .....Tay Garnett

Cutting

SLIGHT CASE OF LARCENY
Cast: Mickey Rooney, Eddie Bracken Elaine Stewart, Marilyn Erskine.
Producer .....Henry Berman
Director .....Don Weis

GIVE A GIRL A BREAK
(Technicolor)
Cast: Marge and Gower Champion. Debbie Reynolds.
Producer .....Jack Cummings
Director .....Stanley Donen

FAST COMPANY
Cast: Howard Keel, Polly Bergen, Nina Foch, Marjorie Main.
FProducer .....Henry Berman
Director .....John Sturges

VAQUERO
(Ansco)
Cast: Robert Taylor
Producer .....Stephen Ames
Director .....John Farrow

JULIUS CAESAR
Cast: Marlon Brando, James Mason, Louis Calhern, Jon Gielgud, Edmond O'Brien, Greer Garson, Deborah Kerr.
Producer .....John Houseman
Director .....Joseph Mankiewicz

BATTLE CIRCUS
Cast: Humphrey Bogart, June Allyson, Keenan Wynn, Patricia Tiernan.
Producer .....Pandro S. Berman
Director .....Richard Brooks

DANGEROUS WHEN WET
(Technicolor)
Cast: Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel, William Demarest, Charlotte Greenwood Barbara Whiting, Donna Corcoran.
Producer ..... George Wells
Director ..... Charles Walters

CRY OF THE HUNTED
Cast: Vittorio Gassman, Barry Sullivan.
Producer ..... William Grady, Jr.
Director ..... Joseph Lewis

CODE TWO
Cast: Ralph Meeker, Sally Forrest, Robert Horton.
Producer ..... William Grady, Jr.
Director ..... Fred Wilcox

STORY OF THREE LOVES
("Equilibrium" Episode)
(Technicolor)
Cast: Pier Angeli, Ricardo Montalban.
Producer .....Sidney Franklin
Director .....Gottfried Reinhardt

DREAM WIFE
Cast: Cary Grant, Deborah Kerr.
Producer ..... Dore Schary
Director ..... Sidney Sheldon

YOUNG BESS
(Technicolor)
Cast: Jean Simmons, Stewart Granger, Charles Laughton, Guy Rolfe, Kathleen Byron, Kay Walsh, Rex Thompson.
Producer .....Sidney Franklin
Director .....George Sidney

Paramount Pictures

Shooting

UNTITLED
Cast: Dean Martin, Jerry Lewis.
Producer .....Paul Jones
Director .....Norman Taurog

Cutting

ARROWHEAD
(Technicolor)
Cast: Charlton Heston, Mary Sinclair, Jack Palance, Katy Jurado.
Producer .....Nat Holt
Director .....Charles Marquis Warren

: Hollywood Production :

LITTLE BOY LOST
Cast: Bing Crosby, Claude Dauphin, Nicole Maurey, Christian Fourcade, Gabrielle Dorziat.
Producer .....William Perlberg
Director .....George Seaton

ROMAN HOLIDAY
(Shooting in Rome)
Cast: Gregory Peck, Audrey Hepburn, Eddie Albert.
Producer .....William Wyler
Director .....William Wyler

HOUDINI
(Technicolor)
Cast: Tony Curtis, Janet Leigh, Torin Thatcher.
Producer ..... George Pal
Director ..... George Marshall

"JAMAICA"
(Technicolor)
Cast: Ray Milland, Arlene Dahl, Wendell Corey, Laura Elliot.
Producer ..... William Pine and William Thomas
Director ..... Lewis R. Foster

FOREVER FEMALE
Cast: Ginger Rogers, William Holden, Paul Douglas, Pat Crowley, James Gleason, Jesse White, Marporie Rambeau, George Reeves, Marion Ross, Richard Shannon.
Producer .....Pat Duggan
Director .....Irving Rapper

RKO RADIO PICTURES

Shooting

SPLIT SECOND
Cast: Stephen McNally, Jan Sterling, Alexis Smith.
Producer.....Edmund Grainger
Director .....Dick Powell

Cutting

BEAUTIFUL BUT DANGEROUS
Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

BREAK-UP
Cast: Jean Simmons, Jane Darwell, Victoria Horne.
Producer .....Robert Sparks
Director .....Roy Rowland

Republic

Shooting

A PERILOUS VOYAGE
Cast: Vera Ralston, Scott Brady.
Assoc. Producer..William J. O'Sullivan
Director .....R. G. Springsteen

ONE FOR THE ROAD
Producer-Director...William A. Seiter

Cutting

FAIR WIND TO JAVA
(Trucolor)
Cast: Fred McMurray, Vera Ralston, Victor McLaglen.
Associate producer-Director...Joe Kane

THE WOMAN THEY ALMOST LYNCHED
Cast: John Lund, Brian Donlevy, Audrey Totter, Joan Leslie, Jim Davis.
Associate producer-Director
Allan Dwan

THE SUN SHINES BRIGHT
Cast: Charles Winninger, Arleen Whelan, John Russell.
Producer .....Merian C. Cooper
Director .....John Ford

SAN ANTONE
Cast: Rod Cameron, Arleen Whelan, Katy Jurado, Forrest Tucker, Harry Care, Jr., Rudolfo Acosta, James Lilburn, Bob Steele.
Associate producer-Director
Joseph Kane

20th CENTURY FOX

Shooting

SAILOR OF THE KING
(Filming in England)
Cast: Jeffrey Hunter, Michael Rennie
Producer ..... Frank McCarthy
Director ..... Roy Boulting

THE DESERT RATS
Cast: James Mason, Richard Burton, Chips Rafferty.
Producer .....Robert L. Jacks
Director .....Robert Wise

WHITE WITCH DOCTOR
(Technicolor)
Cast: Susan Hayward, Robert Mitchum, Roland Winters.
Producer .....Otto Lang
Director .....Henry Hathaway

GENTLEMEN PREFER BLONDES
(Technicolor)
Cast: Jane Russell, Marilyn Monroe, George Winslow, Elliot Reid.
Producer .....Sol C. Siegel
Director .....Howard Hawks

FIGHT TOWN
(Technicolor)
Cast: Jeanne Crain, Dale Robertson, Carole Mathews, Richard Boone, Whitfield O'Connor, Carl Betz.
Producer .....Leonard Goldstein
Director .....Harmon Jones

Cutting

THE PRESIDENT'S LADY
Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

NEARER MY GOD TO THEE
Cast: Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart, Audrey Dalton, Robert Wagner.
Producer .....Charles Brackett
Director .....Jean Negulesco

PICKUP ON SOUTH STREET
Cast: Richard Widmark, Jean Peters, Thelma Ritter.
Producer .....Jules Schermer
Director .....Samuel Fuller

POWDER RIVER
(Technicolor)
Cast: Rory Calhoun, Cameron Mitchell, Corinne Calvet.
Producer .....Andre Hakim
Director .....Louis King

BAPTISM OF FIRE
Cast: Victor Mature, Craig Hill
Producer ..... William Bloom
Director ..... Robert Webb

CALL ME MADAM
(Technicolor)
Cast: Ethel Merman, Donald O'Connor, George Sanders, Vera-Ellen, Billy De Wolfe.
Producer ..... Sol C. Siegel
Director ..... Walter Lang

UNITED ARTISTS

Cutting

MELBA
(Technicolor)
(Horizon Productions)
Cast: Patrice Munsel
Producer ..... S. P. Eagle
Director ..... Lewis Milestone

ROUGH SHOOT
(Shooting in London)
Cast: Joel McCrea, Herbert Lom, Evelyn Keyes, Marius Goring, Roland Culver, Patricia LaFann, Karel Stepanek, David Hurst.
Producer .....Raymond Stross
Director .....Robert Parrish

THE SCARLET SPEAR
(Anscocolor)
(Filming in British East Africa)
Cast: John Archer, Martha Hyer, Morassi.
Producers..George Breakston-Ray Stahl
Directors...George Breakston-Ray Stahl

THE BANDITS OF CORSICA
(Edward Small Production)
Cast: Louis Hayward.
Producer .....Michel Kraike
Director .....Ray Nazarro

Universal International

Shooting

THE STAND AT APACHE RIVER
(Technicolor)
Cast: Stephen McNally, Julia Adams, Hugh Marlowe, Hugh O'Brien, Russell Johnson, Jaclynne Green, Edgar Barrier, Forrest Lewis.
Producer .....William Alland
Director .....Lee Sholem

YOU BELONG TO ME
Caht: Barbara Stanwyck, Iichard Carlson, Lori Nelson, Maureen O'Sullivan, Richard Long, Marcia Henderson.
Producer .....Ross Hunter
Director .....Douglas Sirk

DRIFTING
Cast: Tony Curtis, Joanne Dru, Lyle Bettger.
Producer .....Ted Richmond
Director .....Rudolph Mate

PRINCE OF BAGDAD
(Technicolor)
Cast: Victor Mature, Mari Blanchard.
Producer .....Albert J. Cohen
Director .....George Sherman

THE GOLDEN BLADE
(Technicolor)
Cast: Rock Hudson, Piper Laurie.
Producer .....Richard Wilson
Director .....Nathan Juran

EAST OF SUMATRA
(Technicolor)
Cast: Jeff Chandler, Marilyn Maxwell, Anthony Quinn, John Sutton, Jay C. Flippen, Eugene Iglesias.
Producer .....Albert J. Cohen
Director .....Budd Boetticher

Cutting

LAW AND ORDER
(Technicolor)
Cast: Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster, Dorothy Malone.
Producer ..... John Rogers
Director ..... Nathan Juran

LONE HAND
(Technicolor)
Cast: Joel McCrea, Barbara Hale, Alex Nicol, Chet Allen, Jimmy Hunt.
Producer .....Howard Christie
Director .....George Sherman

MAN FROM THE ALAMO
Cast: Glenn Ford, Julia Adams, Chill Wills, Victor Jory, Hugh O'Brian, Jeanne Cooper, Butch Cavell, Neville Brand, Howard Negley.
Producer ..... Aaron Rosenberg
Director ..... Budd Boetticher

SIOUX UPRISING
(Technicolor)
Cast: Jeff Chandler, Stephen McNally
Producer ..... Albert J. Cohen

WARNER BROS.

Shooting

THE CITY IS DARK
Cast: Gene Nelson, Sterling Hayden, Phyllis Kirk, Jay Novello.
Producer .....Bryan Foy
Director .....Andre de Toth

THE GRACE MOORE STORY
(Technicolor)
Cast: Kathryn Grayson, Walter Abel, Merv Griffin, Jeff Donnell, Ann Do-Doran, Rosemary De Camp.
Producer .....Henry Blanke
Director .....Gordon Douglas

PLUNDER IN THE SUN
(A Wayne-Fellows Production for Warner Bros. release)
Cast: Glenn Ford, Diana Lynn, Patricia Medina, Sean McClory.
Producer .....Robert Fellows
Director .....John Farrow

Cutting

TROUBLE ALONG THE WAY
Cast: John Wayne, Donna Reed, Marie Windsor, Charles Coburn, Sherry Jackson.
Producer .....Melville Shavelson
Director .....Michael Curtiz

THE SYSTEM
Cast: Frank Lovejoy, Victor Perrin, Joan Welton, Bob Arthur.
Producer .....Samuel Bischoff
Director .....Lewis Seiler

SEA ROUGE
(Technicolor)
(Shooting in London)
Cast: Errol Flynn, Beatrice Campbell, Roger Livesey, Anthony Steel, Felix Aylmer, Francis De Wolf, Yvonne Furneaux.
Director .....William Keighley

SHE'S BACK ON BROADWAY
(Warner Color)
Cast: Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson, Patrice Wymore.
Producer .....Henry Blanke
Director .....Gordon Douglas

BY THE LIGHT OF THE SILVERY MOON
(Technicolor)
Cast: Doris Day, Gordon MacRae, Rosemary DeCamp, Leon Ames, Mary Wickes, Maria Palmer, Billy Gray, Russell Arms.
Producer .....William Jacobs
Director .....David Butler

MORE THAN 2000 CITIES AND TOWNS GET ALL OU PROMOTION FOR "THUNDERBIRDS!"

National Guard Units coast to coast ready to give active support to your theatre engagements!

HERBERT J. YATES
Presents

THUNDERBIRDS

Co-Starring

JOHN DEREK • JOHN BARRYMORE, JR.
MONA FREEMAN • GENE EVANS
EILEEN CHRISTY • WARD BOND
with BARTON MacLANE

Screen Play By MARY C. McCALL, JR. • Story By KENNETH GAMET
Associate Producer-Director JOHN H. AUER

A REPUBLIC PICTURE
Republic Pictures Corporation
Herbert J. Yates, President

GET THOSE BIG CROWDS!

CHECK YOUR REPUBLIC BRANCH MANAGER FOR DETAIL OF THIS GREAT BOX OFFICE TIE-UP!

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

REPEAL SYMPATHY IN NEW CONGRESS

INDUSTRY HONORS ZUKOR

BROADCASTING BUREAU ABC-UPT MERGER

TO PRODUCE RECORD HIGH-COST PIX IN '53

TOURAS FOR MORE THEATRES ABROAD

SIMPLIFIED EIDOPHOR WITHIN A YEAR

U PLANS 20 PICTURE MINIMUM FOR '53

NET DROPS TO $7,239,000

REVIEWS page 19

January 10, 1953

Entered as second class matter October 25, 1946, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published Biweekly by The ITOA Independent, 1270 Broadway, New York 36, New York. Subscription rate $5 a year. Single copy 10 cents.

BITING THE HAND

AT this writing, more than 2,500 full-length feature films which once played to paid audiences in motion picture theatres have been shown free over commercial television stations.

Since 1948, the titles of these films have been exclusively available to subscribers of the INDEPENDENT, a service obtainable nowhere else in the industry. It should be obvious to everyone why this feature has been of value to the industry. First of all, it informs film buyers of product that has been rendered commercially useless for theatrical exhibition. Secondly, it keeps the industry apprised of the principals involved in the sale of these pictures to commercial broadcasters.

From time to time, we have been threatened with

(See Page 5)

To Bring You Up-to-date On the Fabulous



SUCCESS STORY OF M-G-M's "IVANHOE"

The pre-release first-run engagements of colossal "IVANHOE" have written a bright new page in box-office history.

At a time when this industry needed the stimulation of a truly gigantic attraction, M-G-M brought to packed houses the Technicolor wonders of Sir Walter Scott's famed novel. Here on the big theatre screen the fans gasped at the cavalcade of Knights, the spine-tingling

(*continued*)

duels-on-horseback, the storming of besieged castles, the romances of heroes and fair ladies, the beauty and terror of the Glory Age, all of it filmed in magnificent Technicolor in the actual locations of the story.

M-G-M's barrage of advertising and exploitation reverberated throughout America, in national magazines, in tremendous newspaper campaigns, on the air, everywhere.

The amazing extended run record of "IVANHOE" is evidence of its mass appeal and its penetration from coast to coast. Here are some of the long runs:

At Press Time: 11 weeks in Cleveland, Philadelphia, Detroit; 8 weeks in Chicago, New York City; 7 weeks in Pittsburgh, Miami, Miami Beach, San Francisco, Los Angeles (*2 theatres*); 6 weeks in Washington, D. C., Minneapolis, Oakland; 5 weeks in Boston, Mass. (*2 theatres*), Buffalo, Baltimore, St. Louis, Seattle; 4 weeks in Atlanta, New Orleans, Houston, Kansas City, Oklahoma City, Tulsa, Toledo, Omaha, Salt Lake City; there were more than 35 cities where it played 3 weeks and 75 cities where it played 2 weeks, with one week stands in many others.

Millions of Americans await the opportunity to see this greatest attraction of our time, millions who have seen it are eager to enjoy its spectacular thrills again.

In response to exhibitor requests that "IVANHOE" be placed in regular release, we are happy to make it availabe for general showing on February 20th.

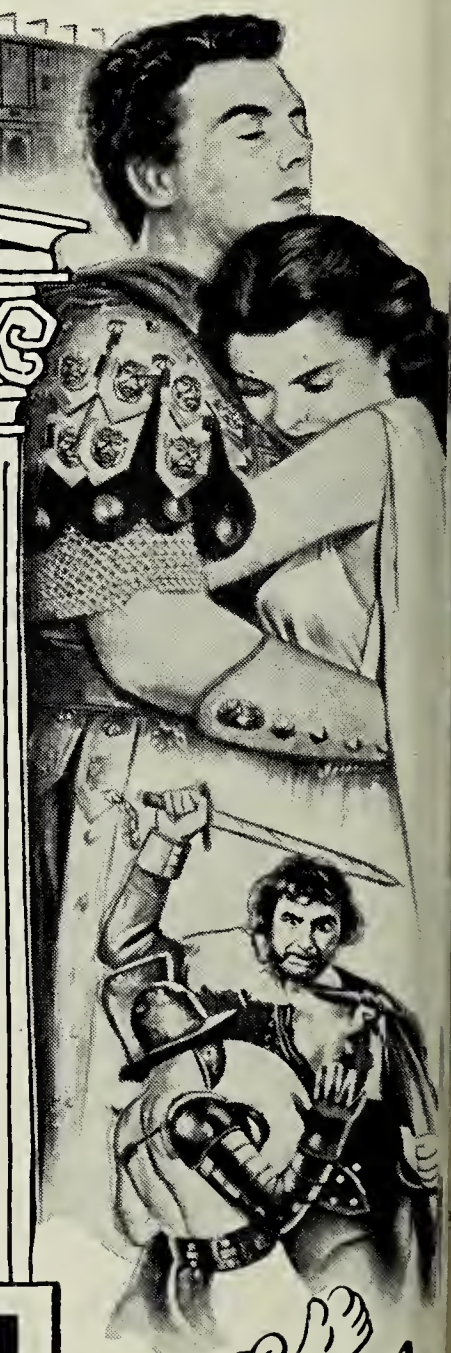
(A date to remember. Brotherhood Week's Silver Anniversary Feb. 15-22)

Titanic SPECTACLE! Tempestuous ROMANCE

Terrific LAUGHS!



A great play—*ten times greater on the screen*—with its sweeping conflict, tender love story, glorious comedy—all captured on a canvas aflame with the excitement of pagan Rome's proudest era!



GABRIEL PASCAL *presents*

BERNARD SHAW'S

"ANDROCLES AND THE LION"

Starring

JEAN SIMMONS · VICTOR MATURE
ROBERT NEWTON · MAURICE EVANS

and

ALAN YOUNG
as
'ANDROCLES'



JEAN SIMMONS
as Lavinia, a Christian too lovely for martyrdom



VICTOR MATURE
a stern Roman captain susceptible to beauty







ROBERT NEWTON
as Ferrovius, a giant who lost his temper



MAURICE EVANS
as Caesar, suave, wily, elegant and cruel



ALAN YOUNG
as Androcles, henpecked tailor who loved lions



Distributed by RKO RADIO PICTURES

Produced by GABRIEL PASCAL · Directed by CHESTER ERSKINE · Screen Adaptation by CHESTER ERSKINE and KEN ENGLUND

ACE ATTRACTION FOR BROADWAY'S SHOWCASE **CAPITOL THEATRE** NEW YORK CI

Back BROTHERHOOD WEEK, Feb. 15-22

Vol. 30 No. 13
January 10, 1953

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

suit by distributors for listing television playoffs, particularly when it affected their reissue rights with theatres. They said we were wrong in our information but we have been able to cite chapter and verse on each occasion and will continue to render this service in the best interests of the motion picture industry.

The vast majority of these films have been of inferior quality and ancient vintage. In the main, these pictures have been devoid of theatrical values. They are so bad that they have become the butt of gagsters even on the TV medium. They have contributed little to the growth of television except in one important respect—as fillers of time.

Television has often been described as a devouring monster for product. Proving this point, we can cite television stations in the New York area alone, during the past three months, filling the airwaves with a minimum of 2,000 program hours of full-length pictures. On successive Saturdays in the metropolitan area during the the recent holidays, we can cite 37 and 41 feature film playoffs respectively. Average Saturday

(*Continued on page* 23)

"The Hoaxters"

It is inevitable that the current cold war should infiltrate Hollywood and that the desire to combat totalitarianism and its danger to our democracy should find expression in films. And, as in the rest of the country, zealousness sometimes goes beyond the principles which we are defending. For this reason it is a public credit to the motion picture industry and to Dore Schary and M-G-M, the producers, for making "The Hoaxters," a 36-minute documentary which will be available to exhibitors on Jan. 30. Factually showing the parallel between German Nazism, Italian Fascism, Japanese militarism and Russian Communism, the film then shows the opportunistic switches by Russia in its dealings with us, our efforts to prevent the spread of Communism while aiding the development of democracy, and, finally, makes the climactic point that it is not enough to be just against Communism, but that we must be for true democracy.

Mr. "Motion Pictures"

This is the Golden Anniversary of Adolph Zukor, marking 50 years of industry leadership simultaneously with his 80th birthday, celebrated in Hollywood this week with an all-industry tribute.

When Mr. Zukor opened the doors to his Penny Arcade in 1903 on Fourteenth Street at Union Square in New York, featuring flickering images on film, the wheels were set in motion for the multi-billion-dollar industry that sprang up. It was this man's vision, more than any other factor, that accelerated this growth and brought motion pictures to the stature they now enjoy. He pioneered film production utilizing the literary classics, the great stars of the stage, the building of "unknowns" to stardom and presented opportunities to all creative talents.

Today, this esteemed octogenarian, board chairman of Paramount Pictures, is still active in the business. Not only that, but he can teach us youngsters a lot. He has a profound faith that the motion picture industry is young and that its future lies before it.

Nice Going, U-All

Among the established regular practices at year's end—good wishes, predictions of what's to come and great promises—are the many lists of "ten best pictures of the year." It seems most appropriate that the latest lists of New York's newspaper movie critics should be dominated by United Artists films—"High Noon," "Limelight," "The African Queen," "Breaking the Sound Barrier," "The Thief," "Cry the Beloved Country" and "Outcast of the Islands." For in the past year, this company, with a recent record of being deep in the doldrums, has had a rebirth of vitality which has been felt all along the line, down to theatre box offices. The strong representation of UA on the critics' preferred lists indicates that the company has been as concerned with the quality of the pictures it has been delivering to exhibitors as it has been with the volume.

Our congratulations to Messrs. Krim, Benjamin, Heineman, Youngstein, Picker, Kranze, Winikus, et al.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Gala Premieres Spark New Year



Hal Wallis' Paramount release, "Come Back, Little Sheba," world premiered at the Victoria Theatre, N. Y. C., with industry leaders in attendance. Top (l. to r.): Fabian Theatres exec. Samuel Rosen and Mrs. Rosen, and NSS exec George F. Dembow and Mrs. Dembow. Bottom (l. to r.): Mrs. Emanuel Frisch, Frisch, MMPTA prexy; A. W. Schwalberg, Para Distrib. Corp. head; David Weinstock, ITOA board chairman.



WB's "Jazz Singer" premiere was held in Miami and Hollywood. Top (l. to r.): At the Paramount Theatre, Miami, George Bourke, George Hoover, Florida State Theatres director; Maj. Albert Warner, Herb Rau. Bottom (l. to r.): At the Fox Beverly Theatre, Mrs. H. M. Warner, H. M. Warner, Virginia Mayo, Michael O'Shea.



At the debut of "Moulin Rouge," UA release, at the Fox Wilshire Theatre (l. to r.): Mrs. Harold J. Mirisch, John Huston, director; Mirisch, Colette Marchand, leading player in the Technicolor film which stars Jose Ferrer as the famed artist, Toulouse-Lautrec. Picture was produced in France and England by Romulus.

FCC Broadcasting Bureau Opposes ABC-UPT Merger

WASHINGTON.—The Federal Communications Commission was told that permission for the ABC-UPT merger would be "a step which will remake the film and television industries," as the catch-all merger case was summed up in one day for the full Commission this week.

Under appeal was the initial decision in the case granting permission for the merger, approving transfer of licenses from the old Paramount Pictures to the post-divestiture company, giving Paramount Pictures a regular license of Los Angeles TV station KTLA in place of the present temporary authority, declaring that Paramount Pictures does not control Du Mont, and among other things to permit sale of the B&K Chicago TV station WBKB to CBS.

Developments Uncertain

Frederick Ford, counsel appearing for the FCC's broadcast bureau, said that hearing examiner Leo Resnick in his initial decision had refused to look ahead at possible results of the merger on the grounds it was impossible to foresee future developments in television.

He said the Commission must "visualize and look into the future" to gauge the effects of the merger, "before it lets loose a force as powerful as this," and Ford predicted "complete amalgamation of motion pictures and television" if the merger is finally approved.

FCC counsel Max Paglin attacked transfer of radio and TV properties by Paramount Pictures to the new producing corporation and to United Paramount Theatres without asking FCC approval, as contrary to law and attacked the Paramount contention that it was an involuntary transfer forced by the consent decree.

Argue Du Mont Control

FCC lawyer James Juntilla insisted that Paramount retains a negative control over Du Mont.

Du Mont counsel Col. William Roberts spent less time opposing the merger than he did on re-arguing his case to the effect that Paramount cannot and does not control Du Mont policies, with 5 Du Mont directors on the board and only 3 Paramount directors.

United Paramount Theatres and American Broadcasting again argued that the merger would provide ABC with the necessary capital to create more competition.

Jones Proposes Closing Theatres Dec. 15 Thru 25

Charlie Jones, Allied of Iowa and Nebraska secretary, suggested theatres close down for the period Dec. 15-25, in an Allied bulletin this week. Claiming that no exhibitor ever shows a profit during that period annually, Jones added that such action would also make the public appreciate movies "ten fold."

To back up his proposal, Jones asked: "Have you ever made money those days? Do you know of anything that would get more attention for the movies . . .?"

Tax Repeal Sympathy Growing With New Congress In Session

WASHINGTON.—Strong sympathy among legislators for repeal of the federal admissions tax already has been indicated in the first days of the new Congress, with at least three bills already in the hopper to throw it out entirely, and more certain to come within the first week.

Not only did Rep. John D. Dingell (D., Mich.) introduce a bill completely wiping out the excise levy on theatre admissions, but Rep. Noah Mason (Ill.), a Republican member of the tax-writing House Ways and Means Committee, of which Dingell is a ranking minority member, also sponsored a similar measure on opening day.

Rep. Dingell's statement stressed the urgency for relief for film theatres, charging that the 20 percent tax "severely impaired the solvency of so many theatres." The Congressman earlier advised that his bill would not seek complete repeal. Protests from exhibitors who wanted full relief brought about a change in the measure. The Congressman then told the house that exhibitors "desperately need relief from this progressive oppressive and discriminatory" tax.

Legislation Introduced

And Rep. Victor Wickersham (D., Okla.), although not a member of the committee, also introduced legislation to eliminate the excise tax on theatre admissions, stating that many small theatres in his district had been practically forced into bankruptcy as a result of the tax.

Meanwhile, Rep. Robert W. Kean (R., N J.), a high-ranking Republican member of the Ways and Means Committee, issued a statement pointing out that New Jersey exhibitors from his Essex County District had presented statistics to him showing attendance drops of as high as 80 percent in some instances since 1948, principally because of the inroads of television.

"The figures I have seen indicate clearly that we must examine carefully this feature of taxation along with other taxes in the excise field," Kean said.

"The Federal Government has a real stake in keeping theatres open for the attendance drop represents a substantial loss in revenue," Kean added, pointing out that his constituent exhibitors had told him that 86 theatres have closed in New Jersey alone.

Kean also noted that with the lifting of the television freeze by the FCC, "nearly every area with substantial population will be included in television coverage."

Theatre TV Network Cost Data Not Ready

Washington.—Film industry representatives engaged in preparing the industry's theatre television case for the Federal Communication Commission's January 26 hearing are disturbed by intimation from the American Telegraph & Telephone Company that AT&T estimated theatre TV network cost data will not be ready, an industry spokesman revealed this week.

The industry feels its case would be incomplete without cost figures covering estimated AT&T charges for a network service of the quality necessary.

AT&T has advised the industry that it doubts the figures can be ready by January 12, the date by which all participants in the hearings must have summaries of their testimony turned in to the Commission, and probably not even by January 26 when the hearings open.

The spokesman said that the industry had not decided on a strategy to force AT&T to produce the figures.

Industry Homage To Zukor Starts Golden Jubilee



ADOLPH ZUKOR

HOLLYWOOD.—Adolph Zukor, Paramount board chairman, this week received the homage of the entire industry and his long-time associates in Paramount in a series of outstanding events launching a world-wide celebration. The tributes, marking his 80th birthday and his forthcoming 50th anniversary as a motion picture pioneer, was climaxed by an all-industry dinner at the

(*Continued on page* 23)

British Exhibitors Plagued By Same Problems—Taxes And TV Film Sales

LONDON.—That our British cousins in exhibition are experiencing similar problems as their American counterpart was evidenced from recent happenings in the stepped-up drive to secure relief from the Government's entertainment tax and the efforts of the British Broadcasting Company to obtain feature films for commercial broadcasting purposes.

British exhibitors began the New Year with a major campaign for relief from the crippling rates of the Entertainment Tax. The approach to the Chancellor of the Exchequer has been backed with the most complete statement of exhibitors' finances ever assembled by the Cinematograph Exhibitors' Association.

Send Out Questionnaires

The CEA accountants, who prepared the statement based on official government statistics and private questionnaires sent to 650 representative theatres, are of the opinion that exhibitors must have a reduction of various expenses totalling not less than 12,000,000 pounds per year. This figure is based on a ten per cent net profit margin for lessee exhibitors which would compare with that of an average small shopkeeper. Reasonable return for an exhibitor investment is estimated at 18 per cent, but in 1951/52 the return for owner-exhibitors was as little as 6.5 per cent.

The accountants' report establishes that exhibitors suffer a net loss on the exhibiting side. What little profit they make must come from miscellaneous sales in the theatre. The accountants point out, "We have the ridiculous position that film exhibition is being subsidized out of the profits made on miscellaneous sales. In effect, when a citizen buys an ice cream inside a cinema he is taxed on it, but if he buys it in the shop next door he is not. It is surely illogical that the solvency of the whole trade should depend on an income which is so far removed from the main objects which prompted this initial capital investment."

Decline of Admissions

The report goes on to refer to the decline of admissions at the rate of 4 to 5 per cent per year since the peak of 1946. Increased seat prices have accelerated this trend. From the lessee exhibitors' viewpoint theatres seating 1,500 or less are already showing losses on film exhibition. If the present trend continues theatres with more than 1,500 seats would feel these losses by 1954.

The report points out that operating costs cannot be reduced and admissions prices cannot be increased. It sets forth a suggested method of assessing the tax based on seating, gross receipts and a tax-free allowance.

Commerce Report Sees Steady Rise In Receipts

WASHINGTON. — Americans will plank down over 8 percent more dollars at motion picture theatre boxoffices in 1955 than they did in 1951 if a high level of general business activity can be maintained, a special Department of Commerce survey estimated.

The Department, in its report on the survey titled "Markets After the Defense Expansion" cautioned that its estimates were not predictions, however.

An effort was made to estimate production levels, national income and consumer expenditures after the defense buildup begins to taper off, and the estimated figure for motion picture boxoffice receipts in 1955 was $1.3 billion, $100 million more than $1.2 billion taken in at film boxoffices in 1951.

Skouras To Seek Aid To Meet Need For Theatres Abroad

The need in the Far East for more theatres to keep pace with a growing motion picture industry as well as for its value as a cultural center is being pushed by 20th Century-Fox President Spyros P. Skouras as the result of his observations during a 69-day trip which covered 75,000 miles and during which he visited 22 countries in the Far East and Europe.

This week, at a "welcome home" dinner attended by more than 110 leading industry executives at the Metropolitan Club, Skouras affirmed the belief that motion pictures, more than any other agency, can aid the global program in behalf of freedom.

Plans MPAA Report

The 20th-Fox president indicated that he would seek the cooperation of other American motion picture companies, via a report to the MPAA, in an effort to meet the need for additional theatres in these distant lands. He put the requirements at "three times as many" film houses as now are in existence.

The popularity of American and English motion pictures, Skouras observed, has stimulated interest in the home-grown variety, thereby giving a boost to each country's film business.

Discussing the favor in which U. S. features are held, the Fox executive, expressed the strong feeling that "we should send more of our pictures abroad—all kinds, not just the best ones, or the ones showing only our good side." We should also export gangster and western type films, as well as those which show our faults.

"There should be no censorship of pictures to be exported because they show our faults," he said. "People want to see us as we are."

Harry Brandt, who served as toastmaster at the "welcome-home" affair, emphasized that Skouras always brought back something of great benefit to the industry and cited Eidophor as an example.

Si Fabian, speaking for the group, characterized the honor guest as a "master salesman" for the motion picture industry and emphasized that bigger foreign grosses contributed heavily to the general welfare of the industry.

Comments On Places Visited

Skouras made the following comments on some of the places he visited:

Japan—production and exhibition are "exceedingly prosperous." Every one Skouras spoke to admitted that American pictures had hypoed movie attendance in the country's more than 3,000 theatres. Many new theatres are under contsruction, he added.

Philippines—the motion picture indnstry is making "remarkable progress since the liberation of the Islands." There are in excess of 500 theatres, with native prodnction reaching around 60 to 80 pictnres annually. But not all of them are as successfnl as domestic films in Japan.

Bankok—mostly old theatres, but there are "a couple of new ones being bnilt, with plans for future construction."

Indonesia—Skouras looks forward to many theatres and motion pictures playing an important part in the education and spiritnal development of the people here.

India—the motion picture industry in this country has made the greatest strides in any of the countries he visited.

Australia—"the greatest development in the world from the theatre point of view." Theatres here have the highest patronage quota, and are comparable to those in the United States, with American pictures very popular.

New Zealand—theatre development is equal to Australia.

Hollywood Pictures Popular

Popularity of Hollywood-made pictures is tops in both Hong Kong and Singapore, Skouras learned from visiting the cities.

As a result of the growing foreign market for American-produced features, Skouras said, "almost 40 per cent of 20th Century-Fox's income comes from abroad." Indicative of the importance of this market is Fox's anticipated foreign gross for 1952 to be $3,200,000 better than for the preceding year.

Turning to conditions at home, Skouras clarified details of the company's request for voluntary salary cuts of 50 per cent for all executives making $500 a week or more.

(*Continued on page* 22)

Simplified Eidophor Ready In A Year

During his recently-completed 22-country trip, Spyros P. Skouras, 20th Century-Fox president, visited Zurich, Switzerland, to see the progress being made on the development of Eidophor, Fox's large-screen color TV system. Within a year, he predicted, a simplified arrangement—"just snapping a switch; like running a regular projector"—will be ready for marketing. A prototype is expected to be completed in six months, he said, after which tests will be run for 90 days. Skouras said he was "more enthusiastic than ever about the future of Eidophor and its bringing a new kind of entertainment."

Fox To Produce Record High-Cost Features In 1953

HOLLYWOOD.—Reflecting an anticipated upsurge of picture attendance for the New Year, Darryl F. Zanuck, vice-president in charge of production at 20th Fox, announced this week that the studio will turn out more high-cost pictures in 1953 than at any time in the history of the company.

The schedule for the year includes 36 top productions with the imposing slate highlighted by seven Technicolor productions that alone will cost more than $20,000,000 which Zanuck referred to as probably "the highest outlay for super-specials" in Hollywood annals.

They are "The Robe," to be produced by Frank Ross and directed by Henry Koster; "Prince Valiant," with Robert L. Jacks producing; "The Story of Demetrius," produced by Ross; "King of the Khyber Rifles," Frank P. Rosenberg producing; Irving Berlin's "There's No Business Like Show Business," Walter Lang directing, and the best-seller novel "The Egyptian," Zanuck's personal production for the year to star Marlon Brando.

Scheduled For 1953

Also scheduled to go before the cameras during 1953 are "A Man Named Peter," "How to Marry a Millionaire," "The Reno Brothers," produced by Robert L. Jacks; "All of Me," "Gatling Gun," "Happy Scoundrel," "The Kid From Left Field," "Twelve-Mile Reef," and "The Proud Ones."

Indicative of "the kind of top-flight entertainment that cannot be remotely approached by any other medium," Zanuck pointed to an array of already-completed pictures scheduled for release in coming months including "Stars and Stripes Forever," "My Cousin Rachel," "Niagara," "Call Me Madam," "Destination Gobi," "The President's Lady," "Fight Town," "Tonight We Sing," "Man on a Tightrope," "Taxi," "Baptism of Fire," "Titanic," "Sailor of the King," "The Desert Rats," "Powder River," "The Farmer Takes a Wife," "Gentlemen Prefer Blondes," and "White Witch Doctor."



Spyros Skouras, 20th-Fox president, talks to 115 top industry executives who honored him in a spontaneous "welcome-home" tribute from his extended trip abroad. (Upper) Dais guests included (l. to r.): Ned E. Depinet, Si Fabian, Harry Brandt, Skouras, Leonard Goldenson and Al Lichtman. (Lower) Among those present were (l. to r.): Joseph Moskowitz, W. C. Michel, Nicholas M. Schenck, Skouras, and Charles C. Moskowitz.

20th Century-Fox

has invested

$100,000,000

in your

immediate

future!



because we look forward to the future with the optimism, faith and confidence which has made our industry great-

because you must be fortified with the kind of attractions which will meet the challenge of today's market-

because our plans are based on a roster of properties encompassing the magnitude, scope and variety to meet that challenge-

because Technicolor productions will constitute fully 50% of our releases during the first six months of 1953-

because we are bringing you big-league Technicolor musicals like CALL ME MADAM, GENTLEMEN PREFER BLONDES, FARMER TAKES A WIFE, TONIGHT WE SING and STARS AND STRIPES FOREVER.



SEE INSIDE PAGES FOR THE GREATEST

because world acclaimed best-sellers like MY COUSIN RACHEL, THE PRESIDENT'S LADY, THE SNOWS OF KILIMANJARO, WHITE WITCH DOCTOR, THE EGYPTIAN, and *C.S. Forester's* SAILOR OF THE KING have a pre-sold audience waiting.

because we have the resources, the will to win, the established technique and know-how based on showmanship experience learned in exhibitor ranks, and a distribution organization dedicated to the prosperity of our customers.

because as always, 20th will back you with the strongest, most extensive advertising, publicity and exploitation campaigns – with the superior brand of ingenuity which has always characterized our promotional efforts.



HIT ATTRACTIONS IN 20th CENTURY-FOX HISTORY!

Sensation Of The Industry!

Ernest Hemingway's

"THE SNOWS OF KILIMANJARO"

Technicolor

starring

Gregory Peck

Susan Hayward · Ava Gardner

Produced by Darryl F. Zanuck

Directed by Henry King



Super-Tension!

"THE STEEL TRAP"

starring

Joseph Cotten and Teresa Wright

Written & Directed by Andrew Stone

A Bert E. Friedlab Production

Released by 20th Century-Fox



The Fabulous Guys And Their Gals!

Damon Runyon's

"BLOODHOUNDS OF BROADWAY"

Technicolor

starring

Mitzi Gaynor · Scott Brady

Produced by George Jessel

Directed by Harmon Jones



The High-Water Mark In Suspense!

"NIAGARA"

Technicolor

starring

Marilyn Monroe · Joseph Cotte

Jean Peters

Produced by Charles Brackett

Directed by Henry Hathaway



The Big Musical About The Bad Girl Of Show Business!

"THE I DON'T CARE GIRL"

Technicolor

starring Mitzi Gaynor

David Wayne

Oscar Levant

Produced by George Jessel

Directed by Lloyd Bacon



3 Years In The Making! Tens Of Thousands In The Cast!

"THE THIEF OF VENICE"

starring

Maria Montez

Paul Christian

A Robert Haggiag Production

Released by 20th Century-Fox



The Box-Office Lift Of Your Life!

"TAXI"

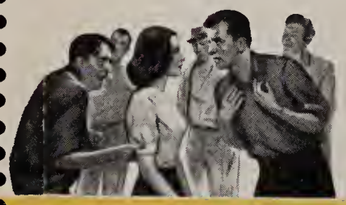
starring

Dan Dailey

Constance Smith

Produced by Samuel G. Engel

Directed by Gregory Ratoff



The Last Flaming Days Of The Cree Rebellion!

"PONY SOLDIER"

Technicolor

starring

Tyrone Power

with Cameron Mitchell and Thomas Gomez

Produced by Samuel G. Engel

Directed by Joseph M. Newman



SUSAN HAYWARD

CHARLTON HESTON

in IRVING STONE'S Best-Seller

"THE PRESIDENT'S LADY"

with FAY BAINTER

Produced by SOL C. SIEGEL

Directed by HENRY LEVIN

From the Novel by Irving Stone



The Celebrated Collier Magazine Story!

"DESTINATION GOBI"

Technicolor

starring

RICHARD WIDMARK

DON TAYLOR

Produced by Stanley Rubin

Directed by Robert Wise



RICHARD BURTON in

"THE DESERT RATS"

co-starring JAMES MASON *As Rommel*

ROBERT NEWTON

Produced by Robert Jacks · Directed by Robert Wise



You'll Be Delighted To meet...

"THE GIRL NEXT DOOR"

Technicolor

starring Dan Dailey · June Haver

Dennis Day

Produced by Robert Bassler

Directed by Richard Sale



The Greatest Musical Show On Earth!

John Philip Sousa's

"STARS AND STRIPES FOREVER"

Technicolor

starring

CLIFTON WEBB · DEBRA PAGET · ROBERT WAGNER

Ruth Hussey

Produced by Lamar Trotti

Directed by Henry Koster



The All-Time, All-Star Musical Smash!

Irving Berlin's

"CALL ME MADAM"

Technicolor

starring Ethel Merman · Donald O'Connor

Vera-Ellen · George Sanders

Music and Lyrics by Irving Berlin

Produced by Sol C. Siegel

Directed by Walter Lang



Over 31,000,000 Readers Are Waiting To See

OLIVIA de HAVILLAND

in Daphne du Maurier's

"MY COUSIN RACHEL"

with

RICHARD BURTON

Produced by Nunnally Johnson

Directed by Henry Koster



World Premiere Soon... Radio City Music Hall

"TONIGHT WE SING"

Technicolor

starring EZIO PINZA · ROBERTA PETERS

TAMARA TOUMANOVA

ANNE BANCROFT · ISAAC STERN

BYRON PALMER · The Voice of JAN PEERCE

DAVID WAYNE

Produced by George Jessel

Directed by Mitchell Leisen



The Musical That's Bustin' Out All Over!

"THE FARMER TAKES A WIFE"

Technicolor

starring

BETTY GRABLE · DALE ROBERTSON

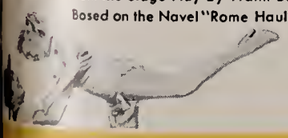
Thelma Ritter · John Carroll

Produced by Frank P. Rosenberg

Directed by Henry Levin

From the Stage Play by Frank B. Elser and Marc Cannelly

Based on the Novel "Rome Haul" by Walter D. Edmands



The Strangest Adventure The Screen Has Ever Seen!

"TREASURE OF THE GOLDEN CONDOR"

Technicolor

starring Cornel Wilde

Constance Smith

Produced by Jules Buck

Directed by Delmer Daves

Based on a Novel by Edison Marshall



The Glory And The Fury Of The West!

"THE SILVER WHIP"

starring

Dale Robertson

Rory Calhoun

Robert Wagner

Produced by

Robert Bassler and Michael Abel

Directed by Harmon Jones



Her Greatest Smash Since "Duel In The Sun"!

JENNIFER JONES

CHARLTON HESTON

KARL MALDEN

in

"RUBY GENTRY"

Directed by King Vidor

A Bernhard-Vidor Presentation

Released by 20th Century-Fox



BETTE DAVIS

Brings A Woman's Heart And Soul To

"THE STAR"

co-starring

STERLING HAYDEN

Produced by Bert E. Friedlob

Directed by Stuart Heisler

A Bert E. Friedlab Production

Released through 20th Century-Fox



Timely... Taut... And Packed With TNT!

"MAN ON A TIGHTROPE"

starring

Fredric March · Gloria Grahame

Terry Moore · Cameron Mitchell

Adolphe Menjou

Produced by Robert Jacks

Directed by Elia Kazan



It Will Steal Your Heart!

"MY PAL GUS"

starring

Richard Widmark

Joanne Dru

Audrey Totter

George *(Foghorn)* Winslow

Produced by Stanley Rubin

Directed by Robert Parrish



The Screen's Big Tropical Musical!

"DOWN AMONG THE SHELTERING PALMS"

Technicolor

starring William Lundigan · Jane Greer · Mitzi

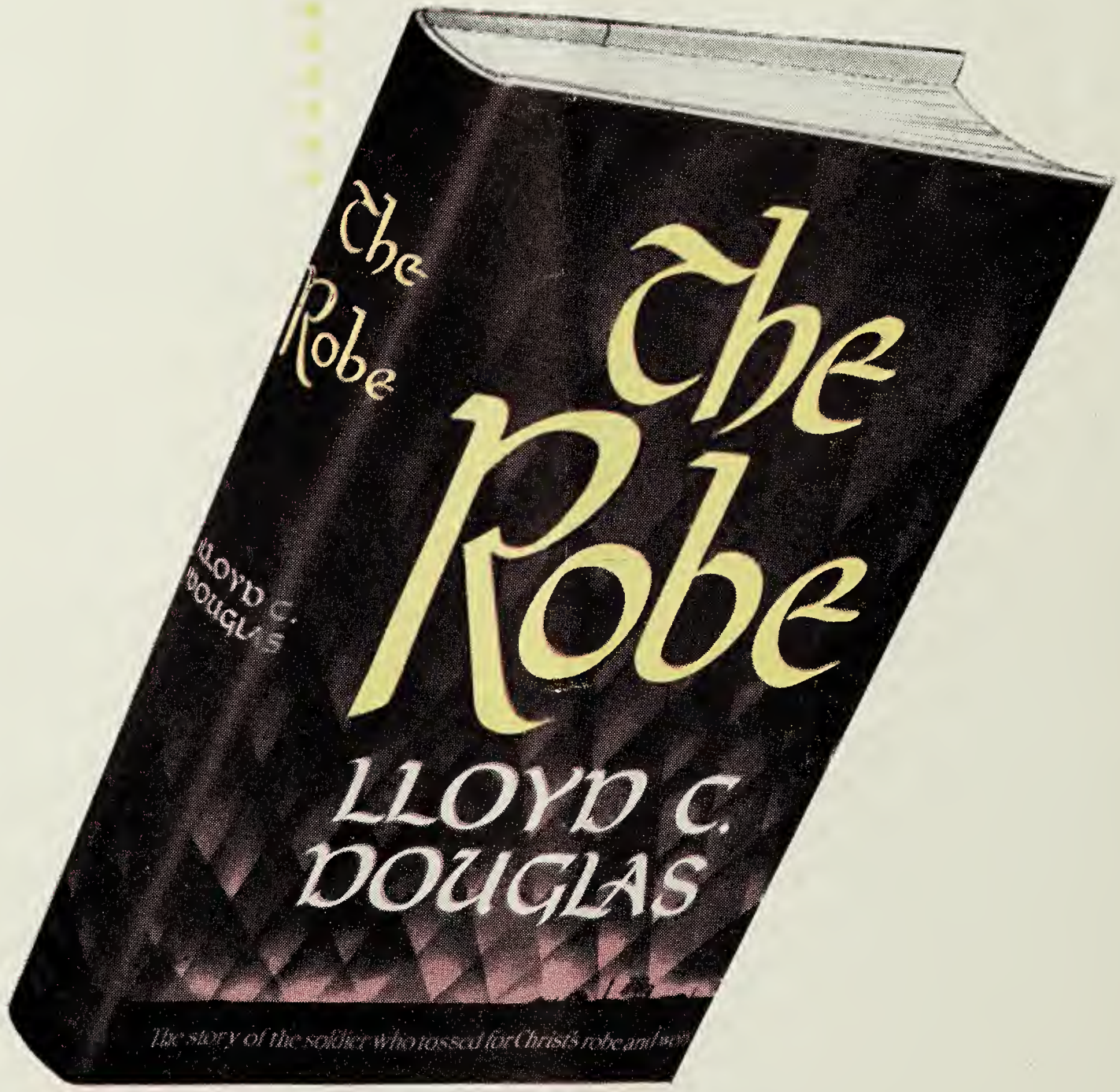
Gaynor · David Wayne · Gloria De Haven

Produced by Fred Kohlmar

Directed by Edmund Goulding



...and watch for...



Produced by
FRANK ROSS
Directed by
HENRY KOSTER
Screenplay by
PHILIP DUNNE

now in production
color by Technicolor

IT WILL BE THE GREATEST BOXOFFICE ATTRACTION OF ALL TIME!



There's No Business Like 20th *Century-Fox Business!*

Regional Exhibitor, Distributor NCCJ Chairmen Announced For Industry

Regional exhibitor and distributor chairmen for the amusement industry in its participation in National Brotherhood Week (Feb. 15-22) on behalf of the 25th anniversary of the National Conference of Christians and Jews have been listed by Sol A. Schwartz, national chairman for the amusement division, and Ben Kalmenson, national chairman of the distribution committee of the drive.

Also listed were the names of the regional publicity and advertising chairmen who will co-operate with the exhibitor and distributor chairmen during the drive. National exhibitor chairman is Walter Reade, Jr. The following is a listing of the exhibitor, distributor and publicity chairmen, respectively, for each area:

Area Chairmen

Albany, Charles Smakwitz and Harry Lamont; Jack Goldberg; Jerry Atkin. Atlanta, Boyd Fry; W. Gordon Bradley; Robert Moscow. Boston, Ben Domingo; J. M. Connolly; Paul Levi and James King. Buffalo, Arthur Krolick; Manuel A. Brown; Ed Meade. Charlote, H. D. Hearn; J. W. Greenleaf; Everett Olsen. Chicago, John Balaban; William J. Devaney; William Hollander, Ansel Winston.

Also, Cincinnati, Rube Shor and Jerome Shinbach; Edwin M. Booth; Joseph Alexander. Cleveland, Frank Murphy and Max Mink; Harry S. Buxbaum; Ted Barker. Dallas, Julius Gordon and James O. Cherry; Mark Sheridan, Jr.; Frank Starz. Denver, Hall Baetz and William Hastings; Marvin Goldfarb; Hastings. Des Moines, Myron Blank; Donald R. Hicks; A. Don Allen, Jerry Bloedow.

Also, Detroit, Jack Sharkey; Joe Baringhaus; Mrs. Alice N. Gorham. Indianapolis, Howard Rutherford; Claude W. McKean; Dale McFarland. Jacksonville, Leon Netter; Paul Hargette; Howard Pettengill. Kansas City, Howard Burkhardt and E. C. Rhoden; Tom Baldwin; Senn Lawler and Lawrence Lehman. Los Angeles, W. O. Srere and M. A. Anderson; A. Swerdlow; Thornton Sargent and Ed Meck.

Also, Memphis, Jack Katz; Louis C. Ingram; Richard Lightman. Milwaukee, Harold Fitzgerald and A. D. Kvool; Low Elman; Hortense Brunner. Minneapolis, Harold Fields, Ed Rubin and Harry Weiss; J. T. McBride; Robert Whelan. New Haven, Harry Shaw and H. Feinstein; Jules Livingston; Lou Brown. New Jersey, Ward Farrar (publicity). New Orleans, Henry Plitt; Luke Conner; Maurice Barr and Ross McCausland.

Also, New York City, Sam Rinzler, Spyros Skouras, Jr., and Michael Edelstein; Phil Hodes; John A. Cassidy. Oklahoma City, Morris Loewnstein, R. B. Williams; Roger Rice. Omaha, Robert Livingston and Larry Kaplane; D. V. McLucas; William Miskell and Kaplane. Philadelphia, William Goldman; Joseph G. Leon; Everett Callow; Pittsburgh, Bert Stearn and Moe Silver; Al Levy; William Elder. Portland, Jack Matlack; J. R. Beale; Keith Petzgold.

Also, St. Louis, Harry Arthur, Jr., and Russ Bovim; C. C. Hill; Bob Johnson. Salt Lake City, Ray Hendrey; C. R. Wade; Helen Garity. San Francisco, Joseph Blumenfeld and Mark Alling; Jack M. Erickson; Fay Reeder and William Blake. Seattle, Frank Newman; Paul McElhinney; Willard Coghlan. Tampa, Herman Silverman. Washington, A. Julian Brylawski and Orville Crouch; Pete R. DeFazio; Jack Foxe, Jerry Baker.

Hearst-Backed Contests Boost Movie Business

Currently underway in New York and Chicago are Hearst newspaper contests which boost the motion picture industry. Contest in New York, which runs until Jan. 14, offers $1,000 in prizes to readers. The Chicago competition pays $25 weekly and guest passes as prizes.

Basis of the New York boost is found in the idea of the "best film." The "Journal-American" tied in with an Associated Press poll of reviewers on AP papers to pick the year's best pictures and star performances. Fans were then asked to make their own choices, and were urged to see the pictures before voting. Awards will be based on the AP consensus. Top prize is $500 with other awards scaled down to $10.

In Chicago, the "Herald-American" is running a movie limerick contest daily. Fans are asked to write about the values of movies as entertainment, how they help relax the viewer, etc. Paper pays $25 for the best limerick of the week with free passes going to daily winners. Coupled with daily contest news are two-column stories by film columnists and reproductions of winning limericks.

Set Mid-Winter Confabs For TOA Board, Execs

Mid-winter board of directors and executive committee meetings of Theatre Owners of America are scheduled for Jan. 25-27 at the Hotel Pierre, with Walter Reade, Jr., executive-vice president, and Charles P. Skouras, chairman of the board, presiding at respective sessions, it has been pointed out in the latest TOA progress report.

The report noted also that nine TOA units gave unanimous endorsement to the industry arbitration plan: Virginia Motion Picture Theatre Association; Theatre Owners of Oklahoma; Metropolitan, D. C.; North and South Carolina; Albany exchange area; Arkansas, Mississippi and Tennessee joint unit; Florida; Tennessee Theatre Owners Association; and the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

Allied Committee Fights Government's 16mm. Suit

A special National Allied committee has been set up for purposes of co-operation with Abram F. Myers, general counsel and board chairman, in any action to be taken against the government's 16mm. suit. Serving in the unit are Ben Berger, Leon Back, Col. H. A. Cole, Trueman T. Rembusch, Irving Dollinger and Nathan A. Yamins.

Allied disclosed also that the National Film Committee of the organization will hold a special session in New Orleans to further activate the statement of policy and the implementing resolution offered by John Blachos, Michigan. On the committee are Yamins, chairman; Wilbur Snaper, Coordinator; Col. Cole; Berger; Rembusch, Dollinger, and Myers.

N. Y. Critics Laud 'Noon'

Stanley Kramer's "High Noon" (United Artists) was named the best picture of 1952, and Fred Zinnemann, who directed, was cited as the best director of the year at the annual awards meeting of the New York Film Critics last week. Sir Ralph Richardson was acclaimed the year's best actor for his role in "Breaking Through the Sound Barrier" (Lopert Films—UA) and Shirley Booth, the year's best actress, for her performance in "Come Back, Little Sheba" (Paramount). "Forbidden Games," a French film, was voted the best foreign-language film of 1952.

EXHI-BITS

Eastern Pa. Joins Allied

Allied Independent Theatre Owners of Eastern Pennsylvania has resumed full activity within the fold of National Allied, according to a joint announcement by Wilbur Snaper, president of the national group, and Sidney Samuelson, president of the local unit.

The Eastern Pennsylvania association was originally suspended by the parent body in June, 1951 for non-payment of dues.

Tax Fight Short

HOLLYWOOD.—Col. H. A. Cole and Paul Short, NSS exec, arrived here to prepare a short to show to Congress in the industry's anti-tax campaign.

WTO For Arbitration

SAN FRANCISCO.—The prospect of attending further conferences in efforts to iron out differences over the distributor draft of an industry arbitration system has been advanced by Western Theatre Owners, group along with National Allied which recently rejected the distributor draft.

The prospect was advanced on behalf of WTO by "Rotus" Harvey, past president, in the organization's monthly bulletin. Harvey wrote: "If distribution still wants arbitration, then let them go back to the April format, keep their word and approve it."

WB Gets Extension

WASHINGTON.—Warner Bros. has received a six-months extension, until July 4, of the deadline to divest 20-odd theatres under terms of the consent decree with the Justice Department. According to decree terms, half of 54 houses were to be divorced by Jan. 4, 1952 and the other half by Jan. 4, 1953. The latest extension applies to the second half.

Wesco, Roxy Net $1,503,000

A combined net income of $1,503,000 for the 39 weeks ended Sept. 27 has been reported for Wesco Theatres Corp. and Roxy Theatre, Inc., firms taken over by National Theatres, Inc., on that date. The profit equals 54 cents per outstanding common share and compares with $1,821,881, or 66 cents per share, for last year's same period. Theatre admissions and miscellaneous income for the 39 weeks amounted to $45,681,639 as against $47,811,376 a year ago.

Film Ads Hit

SAN FRANCISCO.—Film ads now coming out of Hollywood were labeled as decidedly "poor material" by H. V. "Rotus" Harvey, writing in the Western Theatre Owners latest bulletin. "In all my years in show business I have never seen such poor material as is currently coming out of Hollywood" in the form of press books, accessories, trailers and other materials, Harvey noted.

"Polarama" In FWC Houses

HOLLYWOOD.—Charles P. Skouras has announced his intention to install "Polarama" large-sized screens in six Fox West Coast theatres, circuit of which he is president. More installations will follow as equipment becomes available, Skouras added. "Polarama" screens, according to R. H. McCullough, FWC engineer, give greater depth to the picture, eliminate distortion and minimize eye strain.

VC Mulls Aid To Mexican Kids

A plan that would prove charitable for underprivileged Mexican children and at the same time generate much good will for American showmen has been advanced for the consideration of all Variety Clubs in the U. S.

Idea was broached at the Pittsburgh midwinter VCI meeting, where Jack Beresin, International chief barker, appointed William S. Koster, executive director of the New England Tent, as general chairman of the program.

"Good-Will" Train

The proposal calls for creation of a "Good-Will" train that would visit cities in which all co-operating tents are located and pick up packages of powdered milk. The packages, according to the proposal, could be supplied by local dairy firms to tents. Ultimate distribution among Mexican children would result.

The proposal suggests that the train be launched from New England on a cross-country trip about one month prior to the Variety Clubs International convention in Mexico City in April.

Net At Warner Bros. For Year Ending Aug. Falls Off To $7,229,000

Net profit of $7,229,000 has been reported for the year ended Aug. 31, 1952 by Warner Bros. Pictures, Inc., as against a net of $9,427,000 for the previous year. The 1952 profit excluded provisions of $7,700,000 in federal taxes and $550,000 for contingent liabilities. The 1951 profit excluded $9,100,000 for income tax provision and $700,000 for contingent liabilities.

Net profit for 1952 equals $1.46 per common share. Net profit for 1951 equalled $1.67 per common share. Included in the 1952 operating profit is $878,000 from capital assets sale. Figure for 1951 was $1,189,000.

Film rentals, theatre admissions, sales, etc., for 1952 totaled $112,422,000 as compared with $116,909,000 for 1951. Loss and damage claims from the two Burbank studio fires were settled with the insurance company for $4,515,690.

UA's Foreign Gross Double Previous Year

United Artists approximately doubled its gross from business conducted overseas during 1952 as compared with the previous year, it was pointed out by Arnold M. Picker, UA vice-president in charge of the foreign division, in an interview with film press writers in New York last week. Picker had just returned from a four-week tour of South Pacific markets, including Australia, New Zealand and Indonesia.

Among the contemplated future operations of the company, Picker disclosed, are entrance into the 16mm. market in several nations, notably Australia and Brazil, and the importing to the U.S. of an English-language version of "Genghis Kahn," Philippine film produced in Manila.

TELEVIEWS

By AARON SLOAN

Republic TV Sale Viewed

National Allied, in a special statement, announced that it views "with regret" the action of Republic Pictures in its sale of films originally played in motion picture theatres to TV. That company recently concluded a deal to supply WCBS-TV, with 104 features. According to the Allied statement, "one of the most important factors in the sales equation is good will and with one move Republic may very well have destroyed that factor." The statement concluded that Republic "certainly can do nothing but harm to the industry as a whole" through its recent sale.

TV Promotion News

A new 13-week pact was signed by RKO Theatres with WNBT and WNBC for TV and radio spots for the circuit's theatres in metropolitan New York. Deal became effective Dec. 29, calling for one-minute radio spots and 10-second, 20-second and one-minute video spots . . . M-G-M set a series of video promotions beginning late in the month for advance playdates of "Jeopardy" in New England. WNAC-TV, Mutual Broadcasting System station in Boston, is co-operating.

Skouras and Home Video

Spyros P. Skouras, president of 20th Century-Fox, said that his company would like to begin production of motion pictures for home TV consumption but demands of the guilds would prevent such an operation from earning a profit. . . . 50,000,000 home TV sets will be in use in the U.S. within the next five years, according to the president of the Radio-Television Manufacturers Association, who foresees also a possibility of 200 stations on the air by the end of next year.

Loan For Video Pix

A $1,525,000 loan was arranged between the amusement industry division of Bankers Trust Co. and Western Television Corp., headed by Matthew Fox, for purposes of acquisition of new product by Western and expansion of the distribution facilities of a firm called Motion Pictures for Television, Inc. Western, termed one of several companies distributing product-to-TV through MPTV, allegedly has a catalogue of several hundred feature films. Both companies have been in operation under Fox for more than two years.

New Station News

Licenses for the first television stations in Idaho and Nevada were among 12 new station licenses just issued by the FCC. Two new licenses went to Pittsburgh, Pa. The new Idaho station will be located in Boise and the Nevada permit went to Reno. Others were: Bakersfield, Calif.; Lafayette, Ind.; Muskegon, Mich.; Meridian, Miss.; Buffalo, N.Y.; Watertown, N.Y.; Lawton, Okla. and Neenah, Wisc. Since the end of the freeze 169 new station permits have been issued and 16 of the new stations are already on the air.

Theatre Buys Interest

Neighborhood Theatres, a Virginia chain, owns 35 percent of the stock in Richmond Television, which has applied for a Richmond, Va., channel. Neighborhood is by far the largest of 45 stockholders in the firm and its president, Morton E. Thalhimer, has been made president of Richmond Television. . . . From Chicago, a report quotes the leading buyer for films for home TV shows as saying that there has been a 20 percent drop in film prices for TV due to sponsor refusal to pay high prices asked by distributors. Sales are reportedly lagging.

Random Notes

Late FCC reports included the granting of the first license for a TV station in Maine (Bangor), bringing total grants since the end of the freeze to 175. At the end of 1952, FCC had 760 applications for stations pending, of which 54 were in various stages of hearings and 126 stations were on the air. Other late grants went to Festus, Mo., Altoona and Harrisburg, Pa., New London, Conn., and Lakeland, Fla. . . . Selected scenes from M-G-M's "Above and Beyond" will be featured on Ed Sullivan's "Toast of the Town" TV show this Sunday evening together with the appearance for the first time on video of Robert Taylor, who plays in the picture.

Tape-Recorded Video

Video images on tape may be the thing of the future, from developments on a new process now in progress. The process is unique; some of its founders foresee its use in connection with motion pictures. In short, tape employed instead of photographic film for the recording of images could cut production costs considerably. The process, demonstrated with TV by Bing Crosby Enterprises, Inc., its developers, was seen to be in a stage approaching perfection last week.

RKO Plans 20 Pictures As Minimum For 1953

A minimum of 20 features will be produced by RKO Radio Pictures in 1953, with starting dates set for the first two and five other projects ready to follow, according to a coast announcement by C. J. Tevlin, vice-president in charge of studio operations.

Edmund Grainger, who will head a studio production unit which includes Producer Sam Wiesenthal and Irving Allen, will make "Arizona Territory" and "Second Chance" in January.

For early starts also are Robert Sparks' "The Son of Sinbad," "The Silver Horde," "High Frontier," "Size 12" and several other stories recently submitted for possible purchase.

The company announced additionally that the studio will consider for release any independent productions which are of top calibre.

Staff Reviews

"The Naked Spur"

(M-G-M) Technicolor 91 Min.

Cast: James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker, Millard Mitchell.

Credits: Produced by William H. Wright; Directed by Anthony Mann; Written by Sam Rolfe and Harold Jack Bloom.

"The Naked Spur" is an outstanding western, a successful attempt to combine the action of sagebrush entertainment with the tensions and suspense created by character studies of individuals in conflict. The small cast, dominated by names which have an extra meaning and pull for movie-goers, is excellent in conveying the drama which naturally springs from a continuously taut situation. Changing attitudes and sense of values are graphically revealed as a captured outlaw and his beautiful young girl companion attempt to play his trio of capturers against each other. The Technicolor cameras have caught all of the truly breath-taking beauty of the scenery against which the action was actually filmed in the Colorado Rockies.

STORY: Posing as a sheriff, James Stewart gets Millard Mitchell, an old prospector, and Ralph Meeker, a dishonorably discharged cavalry officer, to help him capture Robert Ryan. Ryan is accompanied by Janet Lehigh, daughter of a dead outlaw who Ryan has been taking care of. When Ryan reveals there is a big reward for him and that Stewart isn't a sheriff but just out for the reward money, Mitchell and Meeker cut themselves in as partners. As they move along the trail to Abilene, Ryan subtly plays each of the men against the other by using Janet and suggesting that the fewer the partners, the more money for those remaining. When Indians, seeking Meeker, attack, Stewart is wounded saving Ryan's life. Gradually Janet falls in love with Stewart and he with her. After many disagreements among his capturers, Ryan manages to get Mitchell to help him escape with Janet. When the outlaw kills Mitchell in cold blood and then sets a trap for the others, Janet sees how vicious he is. She saves Stewart and Meeker from the trap and the latter kills Ryan. Meeker goes after Ryan's body—the reward is for him dead or alive—and is drowned. Stewart prepares to bring in Ryan's body, but when Janet says she is ready to go anywhere with him, he buries Ryan and they head for California.

●

"The Mississippi Gambler"

(Universal-International) Technicolor 98½ Min.

Cast: Tyrone Power, Piper Laurie, Julia Adams, John McIntire, William Reynolds, Paul Cavanagh, Robert Warwick, John Baer, Ron Randell, Guy Williams, Ralph Dumke, King Donovan, Hugh Beaumont, Dennis Weaver.

Credits: Produced by Ted Richmond; Directed by Rudolph Mate; Story and screen play by Seton I. Miller.

Tried and proven entertainment qualities emanating from the adventures of a true-blue hero who surmounts the obstacles of fate and his enemies have been rigged with top-rate production trappings, Technicolor and the marquee name of Tyrone Power. Bearing a suitable and attractive label like "The Mississippi Gambler," this is a package which can't miss at the box office. Power in the title role, portrays an honest gambler — a switch — whose gentlemanly code and efforts to do good for all involves him in a series of exciting and athletic incidents. At other times, Power's interest is centered on winning the love of Piper Laurie, a socially prominent beauty who tries to hate him, and being helpful to Julia Adams, who loves him without success. Miss Laurie reveals that she has the requirements for filling gowns with plunging and open necklines, a change from her previous type roles.

STORY: Tyrone Power comes to the South to be a gambler, an honest one. On a Mississippi gambling boat he becomes partners with John McIntire, an old timer. Power beats John Baer, from a prominent and wealthy New Orleans family, at cards and gains the emnity of his sister, Piper Laurie. Settling in New Orleans, Power, because of his unusual fencing ability, becomes close with Paul Cavanagh, father of Piper and Baer. Power achieves wealth and importance, but Piper ignores him even though she knows he loves her. Cavanagh wants Power to marry her, but Baer's influence on Piper causes her to stifle her love. Baer eventually is killed in a fight with Power over Julia Adams, whom the gambler has befriended, while Cavanagh dies in a duel defending Power and Julia. Piper marries a banker who runs away with the deposits, breaking Power. Alone, Piper decides to go to Power, who meets her happily.

●

"The Star"

(20th-Fox) 89 Min.

Cast: Bette Davis, Sterling Hayden, Warner Anderson, Natalie Wood, Minor Watson, June Travis, Barbara Lawrence, Fay Baker, David Alpert.

Credits: A Bert E. Friedlob production; Directed by Stuart Heisler; Original screen play by Dale Eunson and Katherine Albert.

From start to finish, this picture is all Bette Davis with a successful box office a certainty. The film gives Miss Davis ample opportunity to emote in the manner that made her famous —violent, bitter, anguished, hysterical outbursts. Audiences will love this acting and thus will not be disappointed by the picture's depressing tale of moral and spirtual degeneration in the life of a down-at-the-heels film star. Picture begins at a slow pace, but picks up through a series of personal debauches by Miss Davis as the aging star and some revealing behind-the-scenes glimpses of Hollywood studio production. The down beat spell of the story is broken at the fade out, which finds Miss Davis happy away from pictures and in the arms of Sterling Hayden.

STORY: Bette Davis, aging and former top film star, is bankrupt. Unable to borrow more money from her friends, she gets drunk and runs afoul of the law. Sterling Hayden, who once played opposite Bette, bails her out and tries to encourage her to face life by working in a field other than acting. His efforts fail and Bette returns to Hollywood to test for the part of an older woman. But Bette plays tho part with glamor and youth and is therefore rejected. After recovering from this experience, she meets a producer who offers her a role as a fading star. Through the producer's explanation of the star, Bette gains insight to her own situation and immediately returns to Hayden.

●

"Rogue's March"

(M-G-M) 84 Min.

Cast: Peter Lawford, Richard Greene, Janice Rule, Leo G. Carroll, John Abbott, Patrick Aherne, John Dodsworth, Herbert Deans, Hayden Rorke, John Lupton, Barry Bernard, Charles Davis, Jack Raine.

Credits: Produced by Leon Gordon; Directed by Allan Davis; Written by Gordon.

A trivial story has been called upon in "Rogue's March" to serve as a vehicle for displaying some interesting and exciting scenes of rugged terrain and combat actually photographed at India's famous Khyber Pass. As for the rest, the picture is a routine prelude, showing the training of Royal Fusileers during the Kipling era. Peter Lawford, as an officer accused of spying who hides by enlisting as a soldier until he can clear himself, and Richard Greene, as his loyal and helpful buddy, supply the only marquee names. The fact that the villainous spies are Russians—under the banner of the Czar—trying to foment trouble in India offers some exploitation possibilities.

STORY: Capt. Peter Lawford, an Intelligence officer, is accused of spying for the Russians just as he is to leave for India with the troops his father, Leo G. Carroll, commands. Although innocent, Lawford is found guilty because of the perjured testimony of the real spy, John Abbott, a civilian clerk in his office. Lawford escapes to find Abbott and get at the truth, but the spy has been killed. He decides the army is the best place to hide out and enlists. But his new company is sent to India and assigned to his father's command. Lawford is discovered and jailed. But he escapes in time to join Richard Greene, a friend and officer, in getting through the native warriors who are beseiging Carroll's men. Lawford brings back reserves to rescue his father's garrison. Among the captured prisoners is a Russian agent who clears Lawford.

Foreign Films

"The Man With The Grey Glove"

(IFE) ITALIAN 102 Min.

Cast: Annette Bach, Mario Del Monaco, Roldano Lupi, Antonio Centa.

Credits: A Manenti Film Production; Directed by Camillo Mastrocinque; Scenario by Nino Savarese, Mastrocinque and Fulvio Palmieri; Story by Savarese.

This overly long Italian murder mystery compensates for its hackneyed plot through the appearance and vocalizings of the Metropolitan Opera Star, Mario Del Monaco. As such, the film can rate mid-week bookings in situations where opera lovers are found. But much exploitation will be necessary since Senor Del Monaco is given only snatches of Mayerbeer and Leoncavallo to sing. His part in the proceedings is that of a pawn who serves as buffer between the feuding members of a clique trying to locate a stolen art masterpiece. English titles are adequate.

STORY: When a painter who restored a famous masterpiece is killed, his death is listed as suicide. But Annette Bach, a student of the painter, when learning that the masterpiece had been stolen, begins to suspect foul play. Annette confides in Roldano Lupi, an art critic, and the two plot to find the painting. Antonio Centa, night club owner, overhears the plot and seeks on his own to locate the painting. Searches are conducted in the painter's apartment, now occupied by Mario Del Monaco, aspiring tenor. Del Monaco falls in love with Annette and when Centa is killed, he takes the blame in order to shield her. Annette then learns that Lupi found the painting, killed the painter, then Centa. The police arrive in time to prevent Lupi from strangling Annette, who then unites with Del Monaco.

Film "White Xmas" Without Crosby, Astaire

Paramount has announced it will proceed with immediate re-casting of "White Christmas," which Robert Emmet Dolan is producing, and the Technicolor musical with a score by Irving Berlin will hit the sound stages in March on schedule but without Bing Crosby and Fred Astaire.

'53

THE YEAR OF PARAMOUNT'S NEW CONCEPT...

SUPER-HITS

TO RESTORE HIGHEST ATTENDANCE LEVELS

'53

HERE IS PARAMOUNT'S NEXT 6-MONTHS PRODUCT!

A NEW CONCEPT OF *Production*

Every Paramount picture presented in **'53** reflects our intention to make only top-quality attractions. In addition to extra story-and-star values, an all-time high percentage of Paramount productions will be made in color by Technicolor. Paramount leads the industry in meeting present day boxoffice demands.

A NEW CONCEPT OF *Star Building*

A fresh and sure-fire planned program adding new names to Paramount's ticket-selling stars is currently in operation for **'53**. Many have been widely publicized in other fields: Rosemary Clooney, Audrey Hepburn, Anna Maria Alberghetti, Yul Brynner. Thus they are immediately ready for maximum star stature.

A NEW CONCEPT OF *Merchandising*

Fresh, aggressive showmanship ideas meet the challenge of selling each new Paramount picture. For **'53** Paramount has dramatically amplified the means of communication to the public and this pioneering in new interest-compelling devices will continue as a primary means of extending the present film audience.

ROAD TO BALI

Color by TECHNICOLOR

starring

BING CROSBY · BOB HOPE

DOROTHY LAMOUR

Produced by HARRY TUGEND · Directed by HAL WALKER
Screenplay by FRANK BUTLER, HAL KANTER and WILLIAM MORROW
New Songs–Lyrics by JOHNNY BURKE · Music by JAMES VAN HEUSEN

The STARS are SINGING

Color by TECHNICOLOR

starring

ROSEMARY CLOONEY
ANNA MARIA ALBERGHETTI
LAURITZ MELCHIOR

with
BOB WILLIAMS · TOM MORTON · FRED CLARK
JOHN ARCHER and RED DUST
Produced by IRVING ASHER · Directed by NORMAN TAUR
Screenplay by LIAM O'BRIEN
Based on a story by Paul Hervey Fox

BOB HOPE
MICKEY ROONEY
MARILYN MAXWELL

OFF LIMITS

co-starring

EDDIE MAYEHOFF

with STANLEY CLEMENTS
JACK DEMPSEY · MARVIN MILLER
Produced by HARRY TUGEND · Directed by GEORGE MARSHALL
Story and Screenplay by
HAL KANTER and JACK SHER

CECIL B. DEMILLE'S

THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

starring

BETTY HUTTON · CORNEL WILDE

CHARLTON HESTON · DOROTHY LAMOUR

GLORIA GRAHAME and JAMES STEWART

with

HENRY WILCOXON · LYLE BETTGER · LAWRENCE TIERNEY · EMMETT KELLY
CUCCIOLA · ANTOINETTE CONCELLO

Produced and Directed by CECIL B. DeMILLE • Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus • Screenplay by Fredric M. Frank, Barré Lyndon and Theodore St. John • Story by Fredric M. Frank, Theodore St. John and Frank Cavett

---

BURT LANCASTER

SHIRLEY BOOTH

IN

Hal Wallis'

PRODUCTION

Come Back, Little Sheba

Co-starring

TERRY MOORE · with RICHARD JAECKEL

Directed by DANIEL MANN • Screenplay by KETTI FRINGS

Based on the original play by William Inge

Produced on the stage by the Theatre Guild

DEAN MARTIN AND JERRY LEWIS

in HAL WALLIS' Production

THE STOOGE

with

EDDIE MAYEHOFF · MARION MARSHALL
POLLY BERGEN

Directed by NORMAN TAUROG · Screenplay by FRED F. FINKLEHOFFE and MARTIN RACKIN

Additional Dialogue by ELWOOD ULLMAN · From a story by FRED F. FINKLEHOFFE and SID SILVERS

THUNDER IN THE EAST

starring

ALAN LADD · DEBORAH KERR

CHARLES BOYER · CORINNE CALVET

Produced by EVERETT RISKIN

Directed by CHARLES VIDOR • Screenplay by JO SWERLING

Adaptation by
GEORGE TABORI and FREDERICK HAZLITT BRENNAN

From the novel by Alan Moorehead

TROPIC ZONE

COLOR BY TECHNICOLOR

starring

RONALD REAGAN

RHONDA FLEMING

ESTELITA

with

NOAH BEERY · GRANT WITHERS

Written for the Screen and Directed by LEWIS R. FOSTER · Based on a novel by Tom Gill

Produced by William H. Pine and William C. Thomas

JAMAICA RUN

Color by TECHNICOLOR

starring

RAY MILLAND

ARLENE DAHL

WENDELL COREY

with

PATRIC KNOWLES · LAURA ELLIOT

Directed and Written for the Screen by
LEWIS R. FOSTER

From a novel by Max Murray

Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS

CHARLTON HESTON

RHONDA FLEMING

JAN STERLING

FORREST TUCKER

in

PONY EXPRESS

Color by TECHNICOLOR

Directed by JERRY HOPPER

Screenplay by CHARLES MARQUIS WARREN

Story by Frank Gruber

Produced by NAT HOLT

THE WAR OF THE WORLDS

Color by TECHNICOLOR

Produced by GEORGE PAL

Directed by BYRON HASKIN

Screenplay by BARRÉ LYNDON

Based on the novel by
H. G. WELLS

PLEASURE ISLAND

Color by TECHNICOLOR

starring

LEO GENN · DON TAYLOR

with GENE BARRY · ELSA LANCHESTER

and introducing

DOROTHY BROMILEY · AUDREY DALTON · JOAN ELAN

Produced by PAUL JONES

Directed by F. HUGH HERBERT and ALVIN GANZER

Screenplay by F. HUGH HERBERT

Based on the novel by William Maier

Jones Heads Shorts At Fox

Lem Jones has been appointed Short Subjects Sales Manager of 20th Century-Fox Film Corporation, it was announced this week by Al Lichtman, Director of Distribution for the company. Jones, who has been a sales executive of the film company, will be assisted by Phil Williams.



LEM JONES

Jones joined 20th Century-Fox in March, 1945, after being press secretary to the late Wendell Willkie during his presidential campaign, and also to Governor Thomas E. Dewey, when Dewey was New York's District Attorney. Previous to these posts, Jones was a member of the staff of the New York Herald-Tribune.

Since affiliating with 20th Century-Fox, Jones has served as assistant to company president Spyros P. Skouras, and in several executive sales posts.

Name Levine, Schwartz As Exhib Co-Chairmen For Federation Drive

Martin Levine of Brandt Theatres and Leslie Schwartz of Century Theatres have been named co-chairmen of the exhibitors committee of the amusement division of the Federation of Jewish Philanthropies in this year's overall $20,000,000 drive.

Funds would help operate the organization's hospitals, old age homes, counselling services, recreational centers, summer camps and other institutions, according to the joint heads of the industry's aspect of the drive, Barney Balaban, Simon H. Fabian and Emanuel Frisch.

Assisting Levine and Schwartz in the campaign are Max Cohen, Cinema Circuit; Leo Brecher, Leo Brecher Theatres; J. Joshua Goldberg, Raybond Theatres; Walter Reade, Jr., Walter Reade Theatres; Harold Rinzler, Randforce Amusement Corp.; Julius Sanders, Sanders Theatres; Spyros Skouras, Jr., Skouras Theatres; Solomon Strausberg, Interboro Circuit, and Morton Sunshine, Independent Theatre Owners Association.

First Of Four Republic Regional Meetings Held

First in a series of four regional sales meetings was held this week in Hollywood within the Republic Pictures fold with James R. Grainger, executive vice-president and director of sales, presiding. Herbert J. Yates, president, addressed the session, and will speak at the others. These will be held in Chicago, Jan. 19-20; New York, Jan. 22-23, and Miami, Jan. 28-29.

Highlighted in all discussions are plans for upcoming productions with emphasis on "Fair Wind to Java," "The Sun Shines Bright," "The Lady Wants Mink," "Sweetheart Time" and "San Antone."

Skouras Seeks Aid For Theatres

(*Continued from page* 8)

Eighty-seven Fox execs will be involved in this economy move, which will account for a saving of more than $900,000.

All those taking the cut, however, will be reimbursed from company profits after $1 has been paid on each of the 2,769,000 shares of stock. During the previous two years when top execs took voluntary salary reductions under a different financial set-up, all eventually received their full income.

Salaries Out Of Line

Skouras admitted that salaries for stars, directors and other creative talent was out of line with business conditions, but explained it this way: the public will no longer take anything that is not perfect and so there is strong competition among film makers for talented personnel.

As a result of Skouras' extensive travelling throughout the world during the past three years, he is considered to be the first motion picture executive to have visited every country and office in the world where his company does business.

Fox Sets $250,000 Bally Promotions For "Taxi"

20th Century-Fox will pre-sell "Taxi," a March release, through a $250,000 promotion budget that allows for advertising and exploitation designed to penetrate every avenue of contact with patrons at the theatre level. Stressed in the campaign will be point-of-sale merchandising techniques, billboard advertising, newspaper teaser ads, saturation TV and radio spot buys and affiliated promotions.

The aids include complete campaign mats, auto bumper banners, sectional valences, and ushers' badges. A free radio spot record is obtainable to exhibitors; while a television slide for 20-second announcements can be secured for the video division of the "Taxi" campaign. Complete ordering details are contained in the film's campaign manual, currently being distributed to theatremen around the country.

RKO Adds 5 Field Men

Five additional field men were added this week to RKO Radio's exploitation staff to handle pre-release openings of "Hans Christian Andersen" in Chicago, Philadelphia and Atlanta. New men are John Thompson, Herbert Carlin and Norman Rosemont, who have been assigned to the Chicago opening at the Oriental Theatre; Irving Shiffrin, who will work in Philadelphia for the Midtown Theatre; and Mel Strauss, who will set preliminary plans for the as yet undated opening in Atlanta.

Structural Steel Alloted

WASHINGTON. — Manufacturers of film theatre and studio equipment and other photographic products have been given an allotment of 41 tons of structural steel for use in the second quarter of 1953, according to the National Production Authority. These manufacturers were permitted to use no structural steel whatever in the first quarter of 1953.

NEW APPOINTMENTS

Charles G. Drayton was elected assistant treasurer and assistant secretary of RKO Radio Pictures. Drayton joined the company in 1940, and for some years prior to this election had acted in the capacity of assistant to the comptroller.

Walter Liebler was made assistant treasurer for Monogram International Corp., succeeding James J. Tierney, who resigned. Liebler formerly was with United Artists, where he acted in the capacity of foreign controller.

Milton Overman, veteran industry publicist, this week joined the exploitation staff of RKO Radio, it was announced by Leon Brandt, exploitation manager. Overman left immediately for Washington, D. C., where he will assist Allen Hodshire and Hank Howard in completing arrangements for the world premiere of Frederick Brisson's "Never Wave At A Wac," set for the Keith Theatre the night of Jan. 28.

Allen Hodshire became a member of the exploitation staff of RKO Radio. His first task will be to complete arrangements for the Washington premiere of "Never Wave at a Wac." Hodshire was most recently with Radio Free Europe.

Ron Michaels was appointed United Artists joint managing director for Australia and New Zealand, with Walter Thorburn sharing duties. Michaels was previously UA general sales manager for the territories.

Constantin Golden rejoins United Artists to supervise the company's newly organized branch in Indonesia.

Peter Levathes, short subjects sales manager and director of television since 1947 for 20th Century-Fox, joined Young and Rubicam, Inc., ad agency, as a vice-president, on special assignments.

A. John Platt was appointed manager of theatre equipment sales in the engineering products department of RCA Victor to succeed M. F. Bennett.

Paul Webster was named sales manager of the midwestern district for Republic Pictures. Webster, who fills a newly created post, was formerly Des Moines branch manager. He will headquarter at the home office and handle the following branches: Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, Des Moines and St. Louis.

Charles E. Denney, Jr., joined the staff of Paramount Television Productions. His first assignment will be a study of the factors in the Los Angeles market under the supervision of Klaus Landsberg, KTLA-TV general manager. Denny, Jr., was an account executive with NBC.

Industry Pays Homage To Adolph Zukor

(*Continued from page 7*)

Hollywood Palladium this week attended by more than 1,000 leaders.

First of the events took place in the forecourt of Grauman's Chinese Theatre where Zukor, who founded the star system, joined Hollywood's Hall of Fame when he implanted his foot and hand prints alongside those of Mary Pickford, his first discovery, and other screen immortals to whom he brought lasting fame.

Veteran Paramount employees, most of whom began their careers under Zukor's leadership, and studio officials and stars honored Zukor at an elaborate luncheon in the studio restaurant Wednesday. Eighty of the oldest employees in point of service attended the event, this number coinciding with the eighty years of his life.

The "Famous Players" slogan, which for many years graced the Zukor trademark, was brought to life again in the all-star names which were assembled under direction of Rouben Mamoulian to entertain at his 80th birthday celebration dinner at the Palladium. At the speakers' table were Mary Pickford, Mayor Fletcher Bowron of Los Angeles, Cecil B. DeMille, Jesse Lasky and others. Bob Hope presided as Master of Ceremonies, and had with him a host of top name entertainers.

The celebration, sponsored by Variety Clubs International, was presided over by National Chairman R. J. O'Donnell as Toastmaster. Charles P. Skouras was chairman of the Dinner Committee in charge of the event which was the first of year-long tributes to Zukor.

Under sponsorship of VCI, similar dinners are planned for Dallas in February, New York City in March, Chicago in April, Mexico City in May, and Canada will join the celebration with a dinner in Toronto in June. Similar tributes to Zukor are planned in Europe later, when he will make a tour.

Rembusch Re-Elected Prexy Of Indiana Allied

INDIANAPOLIS.—In spite of protests that he wasn't a candidate, Trueman Rembusch was this week re-elected president of the Allied Theatre Owners of Indiana for the eighth straight year by the board of directors. Last month at the state convention the election had been postponed as a move to get Rembusch to accept another term.

Also elected were: Marc J. Wolf, vice-president; Ted Mendelssohn, treasurer; William A. Carroll, executive secretary.

At the same meeting, the board agreed to hold regional meetings and film clinics. Latter will begin Jan. 27 in Ft. Wayne. Al Borkenstein will be in charge as chairman.

Columbia Nets $128,000

Net profit for the 18 weeks ended Sept. 27, 1952 has been reported by Columbia Pictures at $128,000 as against a net for the previous 1951 period of $165,000. The 1952 period earnings equal 9 cents per common share while the 1951 period earnings equalled 14 cents per share. Estimated federal tax provision for the 1952 period is $80,000 while the 1951 period figure was $50,000.

Cite Investments Abroad

WASHINGTON.—American investment in overseas motion pictures reached $111,600,000 in 1950, according to the Department of Commerce. Slightly over half, $56,400,000 was invested in Western Europe; $22,900,000 was invested in Canada; $16,400,000 in Latin America; and $15,500,000 in other nations around the world.

Paramount Inducts 32 Employees Into 25-Year Club At HO Ceremony

Thirty-two Paramount employees from various departments, divisions and affiliates of the company have been inducted into the Paramount 25-Year Club. The ceremony was held last week at the home office in the presence of Barney Balaban, company president; Adolph Zukor, board chairman, and other Paramount executives. Zukor presented gold watches to the thirty-one inductees.

Those admitted to the 25-Year Club were: John Ahearn, Arthur Auspaker, Charles Bade, Charles O. Bonaria, Philip U. Bonaria, Robert Denton, Henry DeSiena, Edgar H. Fay, Fred Felbinger, Oscar Geyer, Russell Higgins, Edward Holtze, James Kaudelky, William Kuntz, George Lewis, Michael Menditto, D. S. Mungillo, John Oxton, George Pavlonis, Jack Pearley, James Pelkey, Louis Phillips, William Piper, A. J. Richard, Urban Santone, Anna Schneider, Robert Seaton, Fred Stederoth, Edmund Theise, Minnie Treisner, Mary A. Turner and Frederick Zech.

No More RKO Hearing Delays

Justice Henry Clay Greenberg indicated this week that he would not be inclined to further delay the hearings on the receivership application of three minority RKO Pictures stockholders as he granted a postponement to Jan. 26. This move was granted at the request of the attorney for the minority group and was approved when lawyers representing RKO Pictures, Samuel Goldwyn Productions and David J. Greene, a leading stockholder, agreed. Extra time was asked for studying new affidavits by RKO Pictures executives.

Biting The Hand

(*Continued from page 5*)

and Sunday playoffs approximate a mere 30 features. It is not unusual to see the same feature repeated as many as 20 to 30 times, still interspersed with a goodly number of commercials although exhausted to the point of negligible audience potential. These films are not keeping people away from theatres.

Unfortunately, there are occasions when theatrical films of quality are made available to TV. Fortunately, this does not happen often since the reissue value of good pictures far exceeds the potential available from TV. That is why the Selznick Releasing Organization, despite reports to the contrary, pointed out that it would not sell its backlog of product to video.

The danger to the industry lies in a sale of quality theatrical films to television. Money is available for such purposes. However, we are happy to report that despite duress, coercion, pots of gold at the end of rainbows, the FCC declaration of policy and the government 16mm suit, the major film companies have followed sound business practices and refrained from committing suicide. The day that responsible film producers release their backlog of product to home TV audiences is the day that they commit hara-kiri and rob themselves of a future earning potential.

Exhibitors have a right to be outraged when pictures made economically feasible by theatrical exhibition are turned over to a competitive medium. They are firmly convinced that no producer can serve both the theatres and television with the same product. Yet, in the preservation of their business lives, exhibitors must not collectively join in counter-measures. According to the outgoing personnel of the Justice Department, even when they discuss the problem, they are supposedly skirting dangerously close to the conspiracy laws. But nobody can stop anybody from exercising his own common sense.

More than four and a half years ago, we stated, "A company that releases theatrical product to television to directly compete with theatres, is not entitled to exhibitor consideration. It is actually biting the hand that feeds." How many times do you have to be bitten?

AMERICA IS BEING PRE-SOLD ON THE "MISSISIPPI GAMBLER"



Powerful FULL-COLOR ads in national publications will reach the reading eyes of

77,000,000!



A CHARLES J. FELDMAN *Silv*



EXCITING DAY AND DATE PRE-RELEASE WORLD PREMIERE ALONG 1000 MILES OF MISSISSIPPI RIVER TOWNS!

From St. Louis to Memphis to New Orleans 325 cities and towns will shout the premiere news from coast to coast!

UNIVERSAL-INTERNATIONAL presents

TYRONE POWER

PIPER LAURIE · JULIA ADAMS

in The MISSISSIPPI GAMBLER

COLOR BY Technicolor

WITH JOHN McINTIRE · WILLIAM REYNOLDS

DIRECTED BY RUDOLPH MATÉ • STORY AND SCREENPLAY BY SETON I. MILLER • PRODUCED BY TED RICHMOND

nniversary Drive Picture... Universal International

Pre-Selling:

WB, Air France Contest Launched On 'April In Paris'

Warner Bros. has set up an essay contest of national scope on "April In Paris" with the co-operation of Air France and the French Government Tourist Office with free trips to Paris as top prizes. Exhibitors over the country are eligible to participate if their playdate of "April In Paris" is no later than Feb. 14.

"Why I Would Like To Spend April In Paris?" is poser which contestants are required to answer in 100 words or less, with entry blanks available at participating theatres.

Theatre manager and local committee select five best local letters which are to be forwarded to the national committee in New York for judging of the two final winners to be awarded trip.

Winners fly to Paris about Apr. 1 via Air France and are guests of the French Government Tourist Office. Winners will also receive spending money for their week's stay in Paris.

Accessories Prepared

To herald contest, company and Air France have prepared a series of special accessories. Among them are special advance trailer announcing contest; entry blank mats for local printing; 11x17 rules poster for lobby display; announcement poster, also for lobby display; full-color posters supplied by Air France and French Government Tourist Office showing wonders of Paris, in addition to contest plugs.

Special camgaign kits have been serviced exhibitors over the country with detailed information for elaborating on promotion locally. Local tie-ups are unlimited, with newspaper and radio stations to be contacted for contest announcements; merchant tie-ins for gifts as prizes for local winners; store window displays with French motif; music store tie-ins on film's tunes, and local travel agencies.

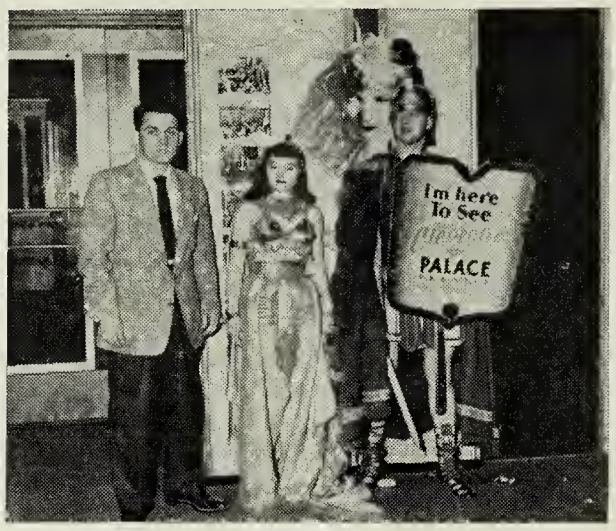
Record Played In Lobby, Letters Sent To Women Hoopla "Because Of You"

HARTFORD.—The title song and theme of the story of "Because of You," a Universal-International picture, were utilized respectively in a lobby stunt and a mailing by the Allyn Theatre to generate interest in the engagement.

The song, "Because of You." was played in the Allyn lobby from a recording and on a phonograph borrowed for the promotion by manager Ray McNamara. Brochures were printed and circulated in restaurants to plug the stunt in connection with the playdate.

A special mailing card, aimed specifically at women, was prepared and sent out to publicize the engagement. Copy read: "Only once in every so often does a truly memorable motion picture come along. 'Beacuse of You' . . . is such a picture. A tender love story pulsing with emotion . . . This is a picture you must not miss."

Reissues Contain Exploitation Potentials, "Cleopatra" Proves





A girl who won a local "Miss Cleopatra" contest was outfitted as the Egyptian queen and a youth was costumed as Marc Anthony to ballyhoo the reissue engagement of Paramount's "Cleopatra" at the Palace Theatre, Akron (left), while manager Fred Laurens of the Mohawk Theatre, Amsterdam, N.Y. (right), dressed three youngsters as ancient Roman cavalrymen to plug the run via a tour of the city. "Cleopatra," a spectacle production of Cecil B. DeMille, originally was released in the early thirties.

Evidence that age of a picture does not serve to detract from the exploitation possibilities inherent in the product is being demonstrated by theatres waging campaigns for playdates of the reissue of Paramount's "Cleopatra," the Cecil B. DeMille spectacle of two decades back.

The Palace Theatre, Akron, highlighted its campaign on "Cleopatra" with a contest to select a "Miss Cleopatra of Akron." The winner made a number of radio and personal appearances and visited a local newspaper in full costume to deliver press material to the critics.

To facilitate her tours, a tie-up was arranged with a local motor dealer to provide "Miss Cleopatra" with a private car. She was also given the royal suite at a major hotel, and her arrival there was marked by considerable fanfare.

To complement the "Cleopatra" costume stunt, manager Steve Lacuse dressed a young man in "Marc Anthony" costume and had him pass out handbills along the main streets. A pair of ushers accompanied him on his duties. A cardboard shield, carried by the youth, read: "I'm Here to See 'Cleopatra' at the Palace. . . ."

Manager Fred Laurens of the Mohawk Theatre, Amsterdam, N. Y., dressed three youngsters as ancient Roman cavalrymen and had them tour the city with unfurled banners calling attention to the engagement of the film. Two of the youngsters rode horses.

Buccaneer Girls Boost "Blackbeard"

CLEVELAND. — Colorful stunts involving pirate costumes and a "treasure chest" contest were conducted for the engagement of "Blackbeard the Pirate," an RKO Pictures release, at the RKO Palace by Max Mink, manager.

For a street promotion, two models were dressed in attractive costumes and sent on a tour to distribute candy swords in transparent bags. Playdate copy was imprinted on the bags. Inside the theatre, usherettes were dressed in cute pirate costumes one week in advance of the opening.

A "treasure chest," equipped with items of merchandise promoted from local retailers, together with cash prizes, was displayed in the Palace lobby and boosted in co-op ads. A contest enabled patrons to win the merchandise.

As a lobby display, Mink borrowed items of pirate lore from a local museum. He arranged 40 x 60 posters to help attract attention.

Clerics Endorse "Fatima"

SAN FRANCISCO.—The religious theme of Warner Bros. "The Miracle of Our Lady of Fatima" was played up by the local United Paramount Theatres house in a campaign that approached clerical organizations and netted publicity among the members and with students of parochial schools.

Picture Titles Employed In Missing Words Contest To Plug "Rachel" Playdate

NEW YORK.—A novel "relativity" contest, asking patrons to supply the missing word in titles of old motion pictures, was staged by the Rivoli Theatre to generate interest in the engagement of 20th Century-Fox's "My Cousin Rachel."

The contest had fans supply the missing relatives in a series of titles taken from films and literature. Answers were required to be accompanied with letters of 100 words or less on why they would like to see the screen version of "My Cousin Rachel" as adopted from the novel by Daphne Du Maurier.

Film's Title Publicized

The contest, of course, used the title of the film as its base. Correct answers and best letters won Rivoli passes.

The list of titles used in the contest—minus the relatives—were: "My ..... Eileen," "Life With .....," "..... Rat," "I Remember .....," "My ....., My .....," ".....Was a Freshman," ".....Was a Fullback," "..... Tom's Cabin" and "Charley's ....."

A Red-Hot RECORD BOXOFFICE Story!

...from Charles Skouras

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1206 10-51

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM
DAY LETTER
NIGHT LETTER

INTERNATIONAL SERVICE
Check the class of service desired; otherwise the message will be sent at the full rate
FULL RATE
LETTER TELEGRAM
SHIP RADIOGRAM

$ S E

NC. WDS.-CL. OF SVC. | PD. OR COLL. | CASH NO. | CHARGE TO THE ACCOUNT OF | TIME FILED

WU T147 PD=WN LOS ANGELES CALIF DEC 29 1952 1236P=

WILLIAM HEINEMAN=
UNITED ARTISTS PICTURES=

DESPITE SEVERAL STRONG ATTRACTIONS IN THIS AREA, I KNOW YOU WILL BE PLEASED TO LEARN THAT YOUR PICTURE MOULIN ROUGE AT THE WILSHIRE THEATRE, HAS SET HOUSE RECORDS OVER THE CHRISTMAS HOLIDAYS AND SUCCEEDED THE FORMER RECORD HOLDER AFRICAN QUEEN BY A LARGE MARGIN. COMMENTS FROM OUR PATRONS COMPLIMENT THE PICTURE IN GLOWING TERMS. REGARDS.=

: CHARLES P. SKOURAS:



ROMULUS presents

JOSÉ FERRER in John Huston's MOULIN ROUGE

COLOR BY Technicolor

ANOTHER TOP GROSSER FROM THE COMPANY THAT GAVE YOU "THE AFRICAN QUEEN"

ROMULUS presents JOSÉ FERRER in John Huston's "MOULIN ROUGE" • Color by Technicolor • with ZSA ZSA GABOR
SUZANNE FLON • And Introducing • COLETTE MARCHAND • A ROMULUS Production • Directed by JOHN HUSTON
Screenplay by Anthony Veiller and John Huston • From the Novel "MOULIN ROUGE" by PIERRE LA MURE

UA

Pre-Selling:

Children's Clothing Styles, Records, Books, Magazines Aid "Peter Pan"

A galaxy of "Peter Pan" merchandise, including clothing styles, books, magazines and records based on the fortheoming Walt Disney all-carton feature, have been placed on sale throughout the country as part of the pre-release campaign for the RKO picture.

Among the companies participating in the campaign are Simon and Schuster, Dell and Whitman publishing houses and RCA Victor, all of whom will promote the merchandise through their sales organizations.

Posters Designed

In the comic magazine field, Dell is publishing a 208-page giant volume titled "Peter Pan's Treasure Chest," which will sell for 50 cents. The company also is publishing two smaller comic books, "The Story of Peter Pan" and "Peter Pan and Captain Hook."

A letter announcing publication of the three books has already been sent to dealers and magazine distributors. In addition, there will be a printing of newsstand streamers and posters with the line: "Ever seen a ship that flies . . . a ticking crocodile? You'll meet them in Walt Disney's 'Peter Pan Comics.'"

Additional newsstand streamers will be sent out coincident with the release of the picture and a full-page ad will appear in the American Newspaper Trade Journal.

Advertising Utilized

Whitman publishing company will distribute 11 different "Peter Pan" items including such things as paint books, sewing cards, puzzle cards and the like. These will be sold as a package to retailers, and are specially designed for store window and interior displays.

Included with each package is a four-color "Peter Pan" poster and a window streamer. The poster also is being used as a full page ad in Walt Disney and other comic magazines.

In addition, Whitman is featuring "Peter Pan" in its regular advertising in a gift-show, variety-show and merchandise-show publications, as well as in displays in the various shows scheduled to take place between now and Spring.

Finally, the company has launched a "Peter Pan" mail campaign with 1,000 of the country's largest department and book stores.

RCA Albums Released

The Simon & Schuster publishing company already has four "Peter Pan Golden Books" on the market, and will add another in January. These, along with the company's "Golden Record" series featuring tunes from the picture, will be plugged in special ads and window displays in department stores, book stores, super-markets and drug stores.

RCA Victor has released two "Peter Pan" albums along with a number of individual records in both 45rpm and 78rpm sizes. Campaign includes national magazine and newspaper ads, window streamers, counter pieces, hangers, and mailing pieces.

Also, continuing plugs on radio shows including the Phil Harris show, the Little Nipper Story Time show, and the Stars Review the Hits show.

On television, "Peter Pan" commercials will be heard and seen on "Kukla, Fran and Ollie," and the RCA Victor show. RCA will also promote the "Peter Pan" albums and records.

Both Borgenicht Bros. and the Farragut Co. have designed a line of clothes based on the "Peter Pan" characters for children from the ages of 3-14. The patterns, which are used in various combinations, on dresses, sun-suits and bathing suits, include a seated figure of "Peter Pan" and an outline map of "Never-Never Land."

Fashion Show Held

The manufacturers kicked off the promotion with a fashion show for heads of buying offices and editors of fashion, service and general publications.

All merchandise will be labeled with "Peter Pan" hangtags, and will be advertised on the national and local levels.

In addition, more than 2,000 retailers throughout the country will receive a comprehensive promotion and merchandising kit containing the following items for local use: reprints of national magazine and trade ads; advertising mats and proofs of mats; suggested layouts for window and department displays with material made available by Walt Disney promotions; scripts for radio spots; and a script for a series of fashion shows at local stores.

T-Shirted Girls Publicize "Snows"

HARTFORD.—A street tour by a pair of female models wearing T-shirts on which teaser copy was imprinted served to highlight the Loew's Poli Theatre campaign for the engagement of 20th Century-Fox's "The Snows of Kilimanjaro."

Copy on the front of the T-shirts read: "S.O.K.—See Other Side." Copy on rear read: "'Snows of Kilimanjaro' at Loew's Poli." The models, besides walking the streets, went into department stores, etc.

Another street stunt saw a man walk the main avenues completely concealed in a mammoth hollow book made to resemble a copy of "The Snows."

House Promotes Jeep

In advance of the opening, the management arranged for a jeep to pull a pair of six-sheets, mounted on boards, along downtown streets. The jeep was promoted free, bringing only the cost of the driver's salary and gas to the theatre.

The Poli employed teaser cards for placing on city poles; bookmarks for presentation to libraries, schools and book stores; 22x27 cards for placing on outside frames of buses; and specially constructed cards, resembling books, for display in libraries and book stores.

As lobby aides, the Poli utilized bulletin boards covered with New York newspaper quotes about the picture, a 40x60 main display; and a 40x60 devoted to art work.

Western Stunts On Street Plug "Hangman's Knot"

CLEVELAND.—The wild west figured prominently in street promotions and contests arranged by the Hippodrome Theatre to boost the engagement of Columbia's "Hangman's Knot." Tie-ups were planted by Jay Silverthorne of the theatre.

One street stunt had a boy and girl, dressed in cowboy outfits, distribute heralds with lucky numbers. Holders who found their numbers listed in the theatre lobby received free tickets. The cowboy also performed rope tricks in front of the theatre.

In co-operation with the theatre, a local daily newspaper ran a coloring contest for several days. Gun and holster sets, plus western belts, were promoted as prizes while those winning honorable mention were mailed fan photos of Randolph Scott, star of the picture.

A complete false front at the theatre and window displays in key shopping center stores were other gimmicks used by Silverthorne to plug the booking.



Astor Theatre, Boston, worked this gimmick for top exploitation on Columbia's "The Happy Time." Girl took polaroid camera (which delivers print in one minute) and life-size cutout of Linda Christian around town. She took pictures of anyone willing to pose kissing the replica of Linda.

REGIONEWS

ALBANY

Amateur shows are being conducted every Friday night at the Fabian Cohoes Theatre, Cohoes, N. Y., with great success. The shows are being emceed by George Seed, city mgr., who hails from an old vaudeville family, and the hearty response to these amateur nights seems to indicate a desire by patrons to have live entertainment along with a well balanced screen show.

The Warren, formerly the Fairyland, Warrensburg, is now being operated by Jules Perlmutter of Albany. After he took possession of the 300-seat house, Perlmutter closed it for two months for installation of a new lobby, new seats, sound and screen by National Theatre Supply at a cost of $10,000. Jerry LaRocque, for many years owner-operator of the Fairyland, is mgr. . . . Death of William C. Smalley, 63, head of Smalley Theatres for more than 30 years, mourned by the trade here. . . . Harry Lamont and Robert W. Case, mgr. of Lamont's Sunset Drive-In, Kingston, are vacationing with their wives at Key West, Fla.

ATLANTA

"The Jazz Singer" is sweeping Greater Miami with sensational business in its dual engagement at the Beach Theatre, Miami Beach, and the Paramount, Miami, where it began indefinite runs following midnight shows New Year's Eve at both houses. First day at the Beach set a new house record for opening day, with a five-year record broken at the Paramount. . . . RKO has appointed Mel Strauss to set preliminary exploitation plans for the as yet undated opening of "Hans Christian Andersen" in Atlanta, so that every exhibitor may capitalize to the fullest extent on a tremendous preselling campaign. . . . John W. Mangham, who owns the Realart Exchange here, has taken over the Lippert franchise. Nelson Towler will continue as mgr. of the Lippert office.

BOSTON

"Hans Christian Andersen," which opened Christmas Day at the Astor, broke a house record for box office receipts, and on Saturday following the opening, record was exceeded by $600. Jordan Marsh, New England's largest department store, had eight windows decorated in the film's motif and plugged it over radio and TV, and a Christmas party at the Astor for 1,000 underprivileged children preceded official opening of the film. Hugh Mackenzie and Al Margolian worked on the publicity campaign. . . . Manuel Lima, mgr. of Redstone's Neponset Drive-In, Boston, was married Jan. 10 to Rose Mello of New Bedford. . . .Joseph Levine and Joseph Wolf of Embassy Pictures have acquired New England distribution rights for Commercial Pictures.

Eddie Ruff and Irving Farber of Regal Pictures have booked "Miracle on Skis" into the swank Sutton Theatre in New York for its first playdate outside of New Eng. . . . Hugh Mackenzie, Boston field representative for RKO, was given a six-months leave of absence and left for the West Coast, where he will co-produce a film called "No Escape" in association with Matt Freed. . . . After nine years as mgr. of Boston's Telepix, New England's only newsreel theatre, Nancy Hopkins has retired to her family homestead in Maine. Her post has been assumed by Sharon Bodenstein and Jane Eker, who are being groomed for full managership.

Smith Mgmt. has two new mgrs. at the St. George and Gorman theatres in Framingham to replace Maurice Sidman, who resigned. George Grandee, formerly mgr. of Rifkin Circuit's Jefferson, Springfield, is at the St. George, while John Berry, formerly asst. at Smith's Natick Drive-In, is at the Gorman. . . . Nat Hochberg, who operates the Jason, E. Weymouth, and the Stoneham, Stoneham, has leased three theatres formerly operated by Irving Green. They are the Coolidge, Watertown; Felsway, Medford, and Melrose, Melrose. . . . Janet Seletsky, daughter of Sam Seletsky of Smith Mgmt. Co., became engaged to Donald N. Urdang of Newton, with a June wedding planned. The Sam Seletskys recently celebrated their 25th wedding anniversary with a reception at the Hampton Court Hotel.

Boston TV set ownership is fast approaching the million mark with WNAC-TV and WBZ-TV putting the figure at 986,567 sets as of Dec. 1, an increase of 19,677 over the previous month. . . . After a ten-day visit to the Universal lot, dist. mgr. John J. Scully held a general sales meeting at the Hotel Statler. Among those on hand were branch mgrs. David Miller of Buffalo; Leo Greenfield, Albany; Joseph Leon, Philadelphia; Carl Reardon, New Haven, Myer Feltman, Boston, and their sales staffs.

For the first time in the history of Warner's Boston office, its product will play every theatre in the New England territory during the Norman Ayers' Cleanup Week, Jan. 11-17. . . . ATC prexy Samuel Pinanski announced that he has concluded negotiations with producer Sol Lesser for the initial New England showing of Tri-Opticon, with opening scheduled for the Pilgrim Theatre on Jan. 15.

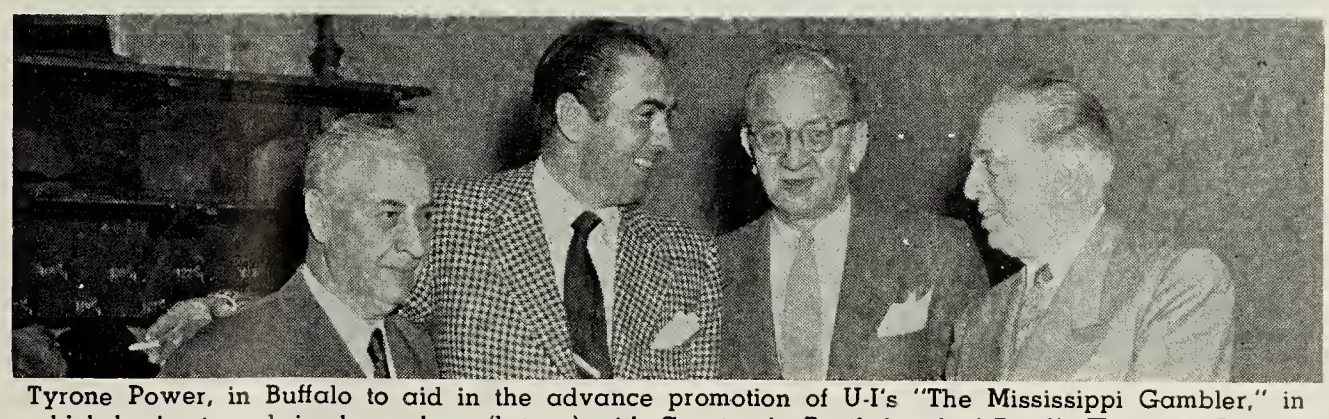
BUFFALO

George H. MacKenna, mgr. of Basil's Layfayette Theatre, outlined 1953 plans for the showing of new films in a column-long interview in the Sunday Buffalo Courier Express, and emphasized the abundance of Technicolor productions. The theatre's new season will be inaugurated with U-I's Technicolor "Against All Flags" and "Diamond City." . . . Robert T. Murphy, Mgr. of the Century, in a similar type of interview, also stressed the use of Technicolor and the filming of scenes in places rarely or never before seen by movie-goers. The theatre's new season starts with "Blackbeard the Pirate."

A nice public relations tradition, which has been going on for some 20 years, was again repeated at Shea's Buffalo Theatre during the weeks of Christmas and New Year. The Shea organization, in cooperation with the Buffalo Evening News, played host to 1,000 children from local orphanages and institutions at the theatre. . . . The world premiere of "Niagara," which has many scenes filmed at Niagara, will be held in the twin cities of Niagara Falls, N. Y., and Niagara Falls, Ont. on Jan. 29. The movie will be shown the next day in Buffalo at the Century Theatre. . . . The Mercury had a week of "horror shows," with a daily change of double feature bills. . . . One of three men who were captured following a local jewelry store murder and robbery is believed to have been involved in the recent $3,000 holdup at the Paramount

Dewey Michaels, pres. of Mayfair Theatre Corp. is the new chief barker of Variety Tent No. 7. Other officers for 1953 include Billy Keaton, 1st asst.; Marvin Jacobs, 2nd asst.; Robert C. Hayman, dough guy; W. E. J. Martin, property master. . . . Mr. & Mrs. Arthur C. Behling, owners of the Ellen Terry, have shuttered the Sylvia Theatre and property will be converted into stores. . . . The recently reopened Lafayette Theatre at Batavia, formerly a unit of Warner's, is being managed by Harold C. Murphy who at one time was associated with Basil's Genesee. . . . Perkins Theatre Supply gave a supper and open house to inaugurate their new quarters at 505 Pearl St.

The FCC has authorized the building of a new TV station here. Chautauqua Broadcasting, headed by Sherwin Grossman and Gary L. Cohen, will operate on Channel 17, with transmitter and antenna erected on top of the Marine Trust Co. Estimated cost is $331,861. . . . The Buffalo Niagara Television Corp. expects approval soon of its application for a station here.



Tyrone Power, in Buffalo to aid in the advance promotion of U-I's "The Mississippi Gambler," in which he is starred, is shown here (l. to r.) with Constantin Basil, head of Basil's Theatres; Power; David Miller, Universal's Buffalo branch mgr., and George McKenna, ad-pub chief of Basil's Theatres.

CHICAGO

The local Variety Club banquet to induct its 1953 crew, set for Feb. 18 in the Gold Room of the Congress Hotel, will also pay tribute to Charles F. Carpentier, owner of theatres in E. Moline, Ill. and recently elected Secretary of the State of Illinois. . . . More than 60,000 visitors and conventioneers are expected in this city, according to the Chicago Convention Bureau, forecasting a fine business for Loop theatres. . . . A $10,000 suit has been filed against the Illinois Drive-In Theatre Co. by a Mrs. Anne Pawlowski, who was hit by a bullet fired by an unknown while attending a show. . . . Coston's Jeffrey Theatre is taking box tops from Grass Noodles for kiddie admissions, with reimbursement coming from the Noodle company.

Business is booming at B&K's Chicago Theatre, which is sporting its first ice stage show in conjunction with the film "April in Paris." . . . Newspapers here carried heaviest advertising this year from theatres and other amusement spots during the week following Christmas. Radio was also used extensively to plug new films. . . . The Manor Theatre at W. North Ave. played "Greatest Show" for a third time with fine results. . . . Cinerama installation at Eitel's Palace is encountering labor difficulties. It is reported that Operators want more men employed than in the New York run. . . . Art Belasco joined the managerial staff of the Ziegfield.

Harry Walders, mgr. of I.F.E. Releasing Corp., Italian film distributors, reports the first film to be offered thru the new Chicago office is "Anna," which is booked to open in Buffalo and San Francisco next month and then expected to have a Chicago premiere. Walders was formerly connected with the RKO exchange here. . . . Essaness is reopening its Buckingham Theatre on N. Clark St. and closing the Vic at N. Sheffield Ave. . . . The new Strand Theatre on W. Division St. will operate week-ends only during balance of the winter. . . . The Adelphia Theatre on N. Clark St. reopened after its holiday season closing. . . . The LaRose at Roseville closed for the winter season. . . . Harry B. Esky, well known to the film trade, has been made sales mgr. for the 23 hotels of the Pick chain, with headquarters at the Congress Hotel.

Erwin Moyer of B&K's Nortown is organizing a Boys Club which will give the boys birthday passes. . . . Abbott Theatre Equip. Co. report installation of RCA Synchro Screens in the Jeffrey and Gold theatres, Chicago, and the Orpheum in Elkhart, Ind. Surveys are being made for similar installations in the Olympic, Cicero; Rockne and Manor, Chicago, and Park in No. Chicago. . . . In Oak Park, Ill., the Southern Theatre of the Essaness circuit, has been closed for the winter months. . . . Chicago stagehands union signed a new labor contract with Chicago theatres, with hourly rate advanced from $2.40 to $2.57½. A three-hour minimum rate of $10.50 was retained in the new contract. . . . RKO has appointed John Thompson, Herbert Carlin and Norman Rosemont to handle pre-release exploitation for opening of "Hans Christian Andersen" at the Oriental Theatre on Feb. 11. . . . Walt Disney's "Peter Pan" will have its world premiere at the State Lake Theatre on Feb. 5.

B&K's Chicago Theatre is being outfitted with a modern marquee and new vertical signs by the Whiteway Electric Co. House will receive new carpets and other embellishments also. . . . The "Chicago Tribune" gave film theatres $2,000 worth of advertising gratis in a double-page Sunday spread boosting forthcoming attractions. . . . Harry Balaban of the H. and E. Balaban Circuit was named president of Northwest Television Corp., which will operate a Milwaukee video station. Elmer Balaban was named viceprexy and Otto Zeman, secretary-treasurer. H. and E. Balaban are now building WTVO, in Rockford, Ill., for spring operation, and are interested also in a Springfield, Ill., TV franchise. . . . B&K are now using Tony and Dorothy Weitzel daily radio broadcasts from the Conrad Hilton Hotel to boost their Loop shows.

The Starlite Drive-In case has been set for hearing in the Seventh District Appeals Court Feb. 15. . . . J. W. Bauer heads a district office of Clasa Mohme, recently opened here, to distribute foreign product.



Between trains, Clifton Webb (right) and Thelma Ritter pay a visit to Otto K. Eitel, president of Eitel's Palace Theatre, Chicago, where 20th-Fox's "Stars and Stripes Forever," in which Webb is starred, had its world premiere at a benefit performance sponsored by the Women's Faculty Club of Northwestern University Medical School.

CINCINNATI

O. G. Roaden and Charles Miller have purchased the Reda Theatre, Pineville, Ky., from Don Reda and are now calling it the Roaden Theatre. . . . Price Coomer is the new owner of the Park Theatre, Middlesboro, Ky. . . . S. C. Tabor, exhibitor of Olive Hill, Ky., suffered a loss of about $75,000 in a fire which destroyed some trucks, tractors, a jeep and a new Oldsmobile convertible he had stored in a garage across from his home. Tabor had planned to resume in the trucking business after the first of the year. . . . The Nordland Theatre, Cincinnati, which has been closed for about six months, may reopen soon, according to Nick Shafer and Roy White of Mid-States Theatres. . . . Messrs. Davidson and Roberts of Lynchburg, O. have their new drive-in near Piketon, O. completed and ready to open as soon as weather permits. It is located in the vicinity of the contemplated new atomic plant.

Theatre owner Crawford Adkins and Mrs. Adkins are anticipating a visit from the stork in Feb. or March. . . . Chakeres Theatre Circuit of Springfield, O. plan construction of a new drive-in theatre in Morehead, Ky. Work is to start in the spring. . . . Nelson Ward, who operates theatres in Georgetown and Mt. Sterling, Ky., has closed his office in Lexington and is handling operations from home. H. G. Fetick books and buys for Ward's two houses. . . . Fred Rowlands of Columbus, O. recently installed an RCA new large Synchro Screen in his Main Theatre. Installation was made by Midwest Theatre Supply Co.

CLEVELAND

William McDermott, Plain Dealer drama critic, was honored by movie and drama critics of the Cleveland newspapers with the presentation of an oil painting at the Press Club. . . . Willie Isenhoser, one-time Toledo theatre operator, sentenced to one to 10 years after being found guilty of embezzling $2,161 from Manos Theatres at Newcomerstown. . . . Ralph St. John resigned as cashier at Town Hall Theatre, Lebanon, where he had served for 22 years. . . . John Fitzgerald is the new emcee on the theatre-sponsored half-hour TV show in Cleveland. . . . Toronto's two houses, operated by Manos Theatres, closed because of city tax, which owners said made operations unprofitable.

DENVER

Variety Tent 37 elected Alex Murphree, drama editor of the Denver Post, as chief barker. Others named include Don Hammer as 1st asst.; Wm. Hastings, 2nd asst.; Victor Love, property master, and Bernie Hynes, dough guy. Ralph Batschelet, former chief barker becomes international representative. Others on the crew include the above, plus past chief barkers, also Fred Brown, Geo. (Scotty) Allan, Henry Friedel, James Micheletti, Gene O'Fallon and Joe Stone. . . . Remodeling of the Universal exchange is fast taking shape. Branch mgr. Mayer Monsky will have a new private office and the salesmen will have new space. . . . Robinette Chilton, recently in the theatre business at Raymond, Wash. and former salesman and branch mgr. for 20th-Fox at Seattle, succeeds Jack Allender as salesman

DENVER (cont'd.)

at the Denver exchange. . . . Ben Reed, asst. mgr. at the Comet, was relieved of $50, including $10 of his own, when held up at closing time. . . . Police have captured the two gunmen who took $1,000 at the Tower Nov. 1.

John Wolfberg, operating four drive-ins here, has offered, through the Rocky Mountain News, $100 for the best suggestion on how to utilize an ozoner in the winter in this climate. . . . The Rocky Mountain News is running a contest, with passes as prizes to contestants picking the best film, actor, actress, etc. of the year, using the Associated Press poll as a guide. . . . Mrs. Harriette Barton is now cashier at Allied Artists, succeeding Maxine Law, who returned to Paramount. . . . Sidney D. Wrisbaum, 65, formerly in distribution here, passed away in San Francisco, where he was pres. of the Sunny-Mount Theatres. . . . Wm. Hughart, mgr. of the Associated Film Exchange until it was sold to Don Hammer, left for his home in Haydon, Ariz.

DETROIT

Irving Teicher, who reopened the Palmer Park in Highland Park with an art film policy, has incorporated the Elsa Theatre Enterprises in association with William M. Ellman of Highland Park and Sara Bennett of Detroit. . . . James Sharkey, Cooperative buying chief, is enthusiastic over the possibilities of "Bwana Devil" as a new business stimulant. . . . Bill Green, former mgr. of the Tuxedo, lost his mother, who was well known in the business. . . . Tom McGuire, former public relations chief of Cooperative Theatres, has returned to Detroit. . . . Norman Wheaton, mgr. of the Telenews, together with Earl Hudson of United Detroit Theatres and Dave Idzel of the Fox, were named members of the Oldtimers at the Adcraft Club. . . . Chet Miller, who used to be in the UDT executive staff, has become sales mgr. of the Solventol Co.

Tom McGuire, former public relations head of Cooperative Theatres and a management consultant for some years, is back in Detroit with an office in the Farwell Bldg. . . . Ed Johnson of Bay City is chairman of a committtee formed to raise funds for a memorial wing on a local synagogue to honor the late Harold Bernstein, upstate circuit owner. . . . Al Broder and Cy Lipson, Van Houdt circuit execs., were in town to confer with Jack Zide. . . . Frank R. Spangler, who runs the Utica Theatre, announced the arrival of his second grandchild. . . . Jack Broder, Van Houdt exec., became a father for the second time. . . . George W. Sampson is convalescing at home after hospitalization. . . . Albert Dezel consummated a deal with David Idzal of the Fox Theatre for showing of the Bell Pictures' release "The Spider and the Fly" on the same bill with "Ruby Gentry."

INDIANAPOLIS

Mr. and Mrs. James Griffis acquired the Kent at Kentland. They also operate the Boswell at Fowler, Ind. . . . Mrs. A. C. Wood, operator of the Best at Terre Haute, is down with virus pneumonia. . . . Modern Talking Pictures moved its offices and salesroom from 443 N. Illinois St. to the Essex Hotel building at 102 E. Vermont St. . . . Mrs. Mildred Allen is the new mgr. of the Esquire Theatre here. . . . Edward Hochstein resigned as Columbia salesman and will return



M-G-M producer William H. Wright (right), while on vacation in New York, appeared with Dave Garroway on his NBC-TV show "Today" and plugged his two most recent pictures, "The Naked Spur," starring James Stewart, and "The Clown," featuring Red Skelton.

to Detroit, Mich. . . . Martin Grassgreen, Columbia salesman, has been transferred to the Cleveland office, where he becomes office mgr.

Marc Wolf, former chief barker of Variety International, was elected chief barker of Indianapolis Tent No. 10 for 1953. He succeeds Claude McKean, who was elected to the board of directors. Other new officers include Trueman Rembusch, 1st asst.; W. A. Carroll, 2nd asst.; Burdette Peterson, dough guy, and Barney Brager, property master. New directors, representing various branches of show business here, include Ted Nicholas, Al Blocher, Joe Cantor, Dale McFarland, Sam Kaplan, Dr. Marvin Sandorf, Abe Gelman and Russell Brentlinger. . . . The Roxy at Bloomington, Ind., operated by Doyle Carter, has been acquired by the Y and W Circuit, Indianapolis. . . . Syndicate Theatres, one of the Rembusch Circuit, acquired the Elwood Drive-In from T. I. Mitchell.

LOS ANGELES

N. J. Blumberg, chairman of the board of Universal, ushered in a new grandson on New Year's eve, born to Mr. and Mrs. Stanley Meyer. . . . Installation of the newly-developed Polorama screen, designed to make every seat in a movie house a good seat, has been completed in Fox West Coast's Ritz, Fox Beverly, Fine Arts and Fox Wilshire theatres.

Harry M. Warner, Warner Bros. Pictures president, was named Man of the Year by the Woodland Hills Men's Club. Warner was given a scroll at ceremonies at which Dick Wesson, comedies, was emcee. . . . United Artists' "Moulin Rouge" piled up the biggest single day opening gross in the history of the Fox Wilshire Theatre. The first week ended in a record high gross for any UA release ever to play the showcase, according to William J. Heineman, distribution viceprexy at UA.

MILWAUKEE

Holiday grosses here exceeded last year's business in both the downtown and neighborhood houses. The Warner Theatre promoted its New Year's Eve show in both press and radio; the Colonial featured a stage show New Year's Eve and New Year's Day. . . . Photo of a packed house at the Milwaukee Theatre, with mgr. Gerald D. Luedtke in evidence, appeared on the picture page of the Milwuakee Journal on the occasion of the Teutonia Ave. Assn's. Christmas party for children, held at the theatre. . . . The LaBelle and Strand theatres at Oconomowoc, Wisc. have been taken over by Unity Theatres. The LaBelle was formerly operated by Wm. Ainsworth, and the Strand by H. Huebner. . . . John Steinfeldt has acquired the Lyric Theatre here from Mrs. Helene Hanke. . . . The 43-year-old Wisconsin Theatre in LaCrosse, owned by LaCrosse Amusement Co., was destroyed by fire believed to have been started by a smouldering cigarette in the balcony. Fortunately, no one was in the house at the time. . . . Following in their dad's footsteps, the Trampe boys gave a Christmas party at the Monogram exchange.

MINNEAPOLIS

Three new drive-in projects have been announced. Frank Hahn and Frank Hahn,

Watch These Dates!

Jan. 12-13: New Orleans—National Allied board meeting and election of officers—Jung Hotel.

Jan. 13: Albany—Theatre Owners of Albany luncheon meeting—Keeler's Restaurant.

Jan. 13-14: New Orleans—Allied Theatre Owners of the Gulf States convention—Jung Hotel.

Jan. 25: New York City—Theatre Owners of America executive committee meeting—Hotel Pierre.

Jan. 26-27: New York City—TOA board of directors sessions—Hotel Pierre.

Jan. 27: New York City—Variety Club, Tent 35, luncheon marking official opening of new quarters—Piccadilly Hotel.

Feb. 6: Dallas — Adolph Zukor Golden Jubilee banquet—Adolphus Hotel.

Feb. 23-25: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 4: New York City—Adolph Zukor Golden Jubilee Dinner—Waldorf-Astoria.

March 4: Kansas City—Missouri Theatre Association Drive-In Operators meeting.

March 24-26: Milwaukee — Allied Independent Theatre Owners of Wisconsin and National Drive-In convention—Schroeder Hotel.

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

April 7-8: Louisville—Kentucky Association of Theatre Owners convention.

May 4-6: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention.

May 18 23: Mexico City—Variety Clubs, International convention.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 7-11: Boston—National Allied Convention—Hotel Sheraton Plaza.

MINNEAPOLIS (Cont'd)

Jr., operators of the Bay at Ashland, Wis., will build a 400-car ozoner there. Louis Deutsch, operators of the Granada, Virginia, Minn., will build a 400-car outdoor stand there. Leo Peterson and son Dan have purchased property and are drawing plans for a drive-in at Redfield, S. D., to open in the Spring. The Petersons operate the State, Pierre, S. D. . . . The manager of the State, Caledonia, Minn., undertook baby-sitting on a wholesale scale. The theatre put on a free show for kids while their parents took in sales at local stores. . . . Ted Mann, operator of the World, Minneapolis; St. Paul, and a drive-in at Duluth, was written up in the "Town Toppers" series of the Star. . . . R. A. Drummond is new owner of the Forest, Forest Lake, Minn.

A "Mr. Moviewise" contest was promoted by all exhibitors in Sioux Falls, S. D., who tied up the contest with their newspaper advertising. Seven times a day a listener was called and asked a question about a current movie in Sioux Falls, followed by a jackpot question and prizes of money. . . . The Star in suburban Hopkins has switched to an art policy. . . . Byron Johnson closed the Tri-Town, Lindstrom, Minn., because of poor business. . . . "Doc" Reynolds, exhibitor at Princeton, Minn., has been vacationing in California. . . . During showing of "Angelo," an import, the World used the line, "It's not for junior" in newspaper advertising and on its marquee.

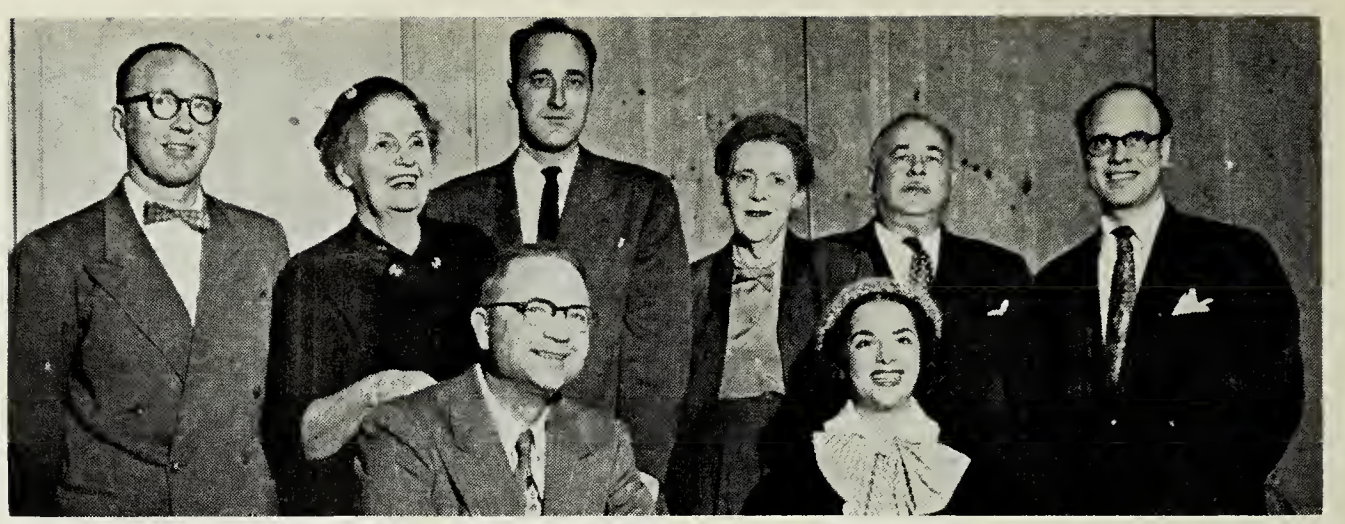
An out-of-court settlement was reached in the $1,500,000 conspiracy suit of William Crouse, operator of the Regent and State, Eveleth, Minn., against the major distributors. Crouse charged that houses operated by Minn. Amuse. Co. in nearby Virginia were given preferred runs over his theatres. Rumored that $3,750 was paid by the majors in settlement. . . . Aberdeen, S. D., city fathers, looking for extra tax revenue, have increased theatre licenses $25 in each of three classifications. . . . Milton Osmundson has sold the Lakeside Drive-In at Regent, N. D. to C. K. Wuttke and Elmer Hoffer. . . . A $100,000 fire gutted the Wisconsin Theatre, LaCrosse, owned by Ben Marcus. The theatre's rear wall collapsed and the remaining walls came down. No patrons were inside at the time.

NEW HAVEN

Michael Adorno has been appointed asst. to his brother, Sal Adorno, Jr. of the M. & D. Theatres, Middletown. Father Sal, Sr. is gen. mgr. of the three theatres. . . . M. Gillespie Milwain, New Haven branch mgr. for National Theatre Supply, has announced his resignation to become associated with the family-operated Milwain Theatre in Bardwell, Ky. . . . Harry F. Shaw, div. mgr. for Loew's Poli-New England Theatres, has been named to the reception committee of the New Haven Advertising Club's Gold Medal Awards dinner.

NEW ORLEANS

Bad weather is believed responsible for the poor holiday business in this area. The films booked should have drawn good crowds, according to the theatre owners. . . . Allied Theatre Owners of the Gulf States, which will hold its annual convention at the Jung Hotel Jan. 13-14, has made elaborate plans to welcome members of the National Allied



Yvette Dugay, starred in "Hiawatha," which Allied Artists is distributing, is shown at a press conference in St. Paul, Minn., seated with columnist Percy Hoffstrom. Standing (l. to r.) are Frank Devaney, mgr. of Radio Station WMIN; Amy Birdsall, Roy Dunlap, Lois Hatton and Earl Almquist, all of the Dispatch, and Howell Kadrie, mgr. of the Riviera Theatre, where "Hiawatha" opened following midwest premiere at the State in Minneapolis.

board, due for meeting and election of officers at the Jung Jan. 12-13. . . . Paramount Gulf Theatres will bring "Bwana Devil" in Natural Vision three dimension to its Saenger Theatre here during the latter part of January and then take it to 20 cities of the 5-state circuit. . . . L. C. Malone has sold his interest in the Starlight Drive-In at Canton, Miss. to C. A. McGowen. This theatre is a Max Connett affiliate. . . . The UA branch office here headed by George Pabst, was one of the victors in the 25-week "Bill Heineman Sales Drive," which ended Dec. 6. . . . Mrs. Rodney Toups, wife of the mgr. of Loew's State Theatre here, was named chairman of the motion picture division of the New Orleans 1953 March of Dimes drive.

NEW YORK

Operations of the Plaza Theatre, Corona, and the Prospect in Flushing have been taken over by Century Circuit, owner of the properties, which previously were under long term lease to Loew's. . . . Sponsored each year by Harry Garfman, business representative of Operators Local 306, a gala Christmas party was held at the Hospital of St. Giles the Cripple, Brooklyn, for the handicapped children in this non-sectarian rehabilitation center. . . . Variety Tent 35 is now set up permanently in the penthouse of Hotel Piccadilly. A free luncheon for members on January 27 in the Georgian Room of the Piccadilly will mark the official opening, according to chief barker Ed Lachman. . . . Paul Webster has been appointed sales manager of Republic's midwestern district, which includes Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, Des Moines and St. Louis. Webster, who was formerly branch mgr. in Des Moines, will headquarter at Republic's home office.

Sale of tickets to the Jan. 13 premiere of "The Jazz Singer" at the Paramount Theatre, for benefit of the National Foundation for Infantile Paralysis, will be conducted through a special network of ticket selling facilities set up in the Bond clothing store at Times Square and 12 other Bond stores in the metropolitan area. . . . A special telecast of the colorful premiere activities at the Paramount will be presented by WJZ-TV, Channel 7, from 8:30 to 9:00 P.M. It will be attended in person by stars Danny Thomas and Peggy Lee. . . . Name of the firm of Weisman, Celler, Quinn, Allan & Spett, prominent theatrical attorneys, has been changed to Weisman, Celler, Allan, Spett and Sheinberg, the latter being Arthur Sheinberg, well known attorney who has long been identified with the firm. . . . Walt Disney's "Peter Pan" has been definitely set to open at the Roxy on Feb. 11.

Walter Reade, Jr., accepted the chairmanship of the Variety Club of New York heart committee. Assisting Reade on the committee will be William J. German, Harold J. Klein, Charles "Chick" Lewis, Ira Meinhardt, Bert J. Sanford and Richard Walsh. . . . Leon Gruenberg, RKO Pictures, was named chairman of the exchanges committee of the amusement division of the Federation of Jewish Philanthropies in its current drive.

James Roth, RKO Theatre's executive in the operating department, died in Mineola, L. I. He had been with the circuit since 1929. A widow, Florence, and two children survive. . . . Wechsler and Schimmenti, theatre architects, moved to new and larger quarters at 52 W. 46th St. . . . Minna Jackter, daughter of Rube Jackter, assistant general sales manager of Columbia, was engaged to Leonard Kahn, son of Mr. and Mrs. Otto Kahn. Wedding will take place March 15. . . . Miss Inge Carro, with Casino Film Exchange for the past two and one-half years, was promoted to booking manager.

OKLAHOMA CITY

Local theatre managers reported the usual increased attendance during the holiday season despite a minimum of advertising promotion. . . . Opening of the New Year finds the theatre organizations keenly awaiting the coming legislative session. A large group of exhibitors are preparing for a meeting with Senator Bob Kerr, scheduled for Jan. 9 at the Oklahoma Club, to present some convincing arguments as to the unfairness of the 20% Federal admissions tax. Senator Mike Monroney was also invited but indicated he would be unable to attend. Monroney is the only member of Congress from this state who has not been contacted directly by the exhibitors. The meeting is being held under the auspices of COMPO and has the blessing of the board of TOO and the local Allied group.

FILMACK
SPEED! QUALITY! SHOWMANSHIP!
SPECIAL TRAILERS
CAN'T BE BEAT!
630 NINTH AVENUE NEW YORK 36, N.Y.
1327 S. WABASH CHICAGO 5, ILL.

OKLAHOMA CITY (cont'd.)

The board of directors of Theatre Owners of Oklahoma held a most successful meeting on Jan. 6, with president Morris Lowenstein giving a resume of the Federal tax situation and including efforts of the local Tax Commission to enforce the 2% sales tax on film and trailers. Lowenstein, who is secertary of the executive board of TOA, was authorized to attend the TOA executive board meeting in New York Jan. 25-27, and with Mrs. Lowenstein will journey to Washington for the inaugural ceremonies prior to the meeting. Attending the TOO meeting were: Elizabeth Tucker, Guthrie; C. L. and Frank Nordean, Konowa; Red Slocum, El Reno; O. L. Smith, Marlow; Ralph Drewery, Tulsa; Ray Hughes, Heavener; D. V. Terry, Smith, Woodward; Phil Hayes, Bartlesvile; A. R. Walker, Broken Arrow; H. L. McMurry, Dumas, Tex.; J. E. Holt, Coalgate; Charles H. Proctor, Muskogee; John C. Trisko, Yukon; H. D. Cox, Binger; Mrs. Avece Waldron, Lindsay; L. H. Goercke, Canton; Rhoda Cates, Seiling, and Paul Stonum, Anadarko.

R. Lewis Barton, owner of a chain of local theatres, was recently elected 2nd v.p. of the Capital Hill Chamber of Commerce of Okla. City. . . . George L. LeBlanc, 44, passed away. He was dist. supervisor for Altec Service Corp. and with that firm for 20 years. . . . J. L. Rankin, secy. and gen. counsel for Cooper Foundation theatres, has been appointed to the post of a U. S. Assistant Attorney General. . . . Pat McGee, Denver gen. mgr. of Cooper Foundation theatres, which include the Criterion, Plaza, Tower, Harber and Capital in Okla. City, spent several days here attending to business and visiting with friends. . . . Hollis Herod is new mgr. of the State Theatre, coming here from Texas.

OMAHA

The New Fox Theatre, Sidney, celebrated its first year of operation with a party staged by Elmer Haines, owner. . . . The Admiral and South Omaha Chieftain both began first run policies, thus becoming the first Omaha nabes to adopt the practice. . . . Circuit owner Ralph D. Goldberg, returned from New York, told local service clubs about a bright future of motion pictures. . . . Lloyd Gladson, Walensburg, Colo., is the new manager of the Alliance, Neb., Theatre, replacing Ralph Roe, who was promoted by Fox Intermountain Theatres to a Nampa, Idaho, post. . . . Horace F. Kennedy, 79, veteran movie operator at Broken Bow, died. He was an ex-president of Theatre Owners of Nebraska.

Distributor representatives and film carriers are invited to attend the dinner of Nebraska Theatres Assn. on Jan. 15 at the Cornhusker Hotel, Lincoln. Governor and all Senators are expected. Legislation plans for the coming state session will be discussed, with emphasis on counteracting any state ideas about an excise tax should the Federal be removed.

FILMS TELEVISED DEC. 27, to JAN. 8, '53

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Alice In Wonderland	Felix Aylmer	Souvaine Films 7-27-51
Amazon Quest	Tom Neal	Film Classics 3-1-49
Call of the Mesquiteers	Bob Livingston	Rep. 2-25-38
The Castaway	Joseph Schildkraut	
Covered Wagon Days	Bob Livingston	Rep. 5-9-40
Cross Examination	H. B. Warner	Artclass Pic. 2-14-32
Doctor's Orders	John Mills	
The Dream Without A Face	Edgar Barrier	
Durango Valley Raiders	Bob Steele	
The Feud Maker	Bob Steele	
Ghost Town Gold	Bob Livingston	Rep. 4-8-37
The Great Defender	Matheson Lang	British Int. 7-26-34
Gunfire	Don Barry	Lippert Pic. 7-19-50
Heads We Go		
Heart of New York	Al Jolson	
Heart of the Rockies	Bob Livingston	Rep. 1-1-37
Heroes of the Hills	Bob Livingston	Rep. 7-29-38
Honours Easy	Margaret Lockwood	
House of Ulysses		
I Spy	Ben Lyon	
The Invisible Wall	Don Castle	Fox 10-17-47
Josson Joins The Army	Jack Frost	
Louis Pasteur		
Love Takes Flight	Bruce Cabot	Grand Nat. 7-20-37
March of the Wooden Soldiers	Laurel & Hardy	
Melody Girl	Buddy Rogers	
Mystery On Mars		
Night Life In Reno	Dorothy Christie	Artclass Pic. 8-9-31
On Stage, Curtain Time		
Paris After Dark		Fox 10-6-43
The Red House	Edward G. Robinson	UA-Lesser 2-4-47
Rendezvous No. 24	Marie Palmer	Fox 5-7-46
Scotland Yard Reporter		
Scrooge	Seymour Hicks	
Strange Journey	Hillary Brooke	
Tangled Evidence	Jean Marion	
Tempo		
Thrill of Youth		Invincible Pic. 10-29-32
What Happened Then	Francis L. Sullivan	
Yes Madam		

PHILADELPHIA

U. S. Senator James Duff was guest speaker at the 18th annual installation dinner of Variety Tent 13, honoring retiring chief barker Victor Blanc and incoming chief Ralph Pries. . . . The Wynne Theatre is scheduled to become a modern catering establishment. It was purchased by Jack Uhr of the famous restaurant clan from Harry Jacobs, who had recently acquired it. . . . Another theatre soon to become a commercial establishment is the Colonial, which was sold by J. Solis-Cohen, Jr., representing the Stanley Co. . . . RKO has added Irving Shiffrin to its exploitation staff here to handle the pre-release champaign on "Hans Christian Andersen," which bows in at the Midtown on Feb. 4.

Though the Keswick, Glenside, was badly damaged by fire shortly before Christmas, quick action by mgr. John L. Huff and his staff averted injury to the more than 200 children present. Damage is estimated at $100,000. The theatre, six adjoining stores and a parking lot have since been purchased by Benjamin Blumenthal, operator of a nearby food market, who advises that the theatre will probably be reopened after fire loss adjustment. . . . A. M. Ellis is reported to have purchased the auction building at 12th & Vine just as a real estate investment. . . . Mrs. Reta Kelmar, booker at Monogram, has resigned to ready a nursery for April. . . . Scheduled for an early opening at 1243 Vine St. is the new distributing company, Jack H. Harris Productions. First to be released is "Because of Eve."



Patricia Hardy, who makes her screen debut in U-I's "Girls in the Night," which will have its world premiere at Loew's State Theatre in New York, is seen here with Loew Theatres executives (l. to r.) Oscar Doob, Joseph R. Vogel, Eugene Picker and John Murphy. Miss Hardy once operated an elevator in the Loew's building at 1540 Broadway.

ST. LOUIS

Edward B. Arthur, pres. of St. Louis Amuse. Co., was installed as chief barker of Tent No. 4, together with Al Poos as 1st asst.; Herb Bennin, 2nd asst.; Paul Krueger, dough guy; Dick Fitzmaurice, property master. Chosen delegates to the Variety International meeting were Edward B. Arthur and Tommy James, with Dick Fitzmaurice and Al Poos as alternates. . . . R. M. Shelton, F. L. Moore and R. P. Lyon head the newly incorporated Springfield Drive-In Theatre Corp., Kansas City, Mo. . . . In the anti-trust suit of Louis Sosna vs. Frisina Amusement Co. and various film distributors, pending in District Court here, motion of the plaintiff for separate trials of the respective counter-claims has been docketed for hearing before Federal Judge George Moore. . . . Johnny Walsh, co-owner of Flo-Mar Productions, underwent an emergency major operation at Deaconess Hospital on Dec. 20.

Pilots from many points within a radius of 150 miles flew into Salem, Ill. on Dec. 31 to attend the premiere showing of "Above and Beyond" at the Salem Theatre. Loren Cluster, owner of the Salem, arranged for parking at the airport and transportation

ST. LOUIS (cont'd.)

to and from there. Another special feautre was the personal appearance at all showings on Jan. 3 of Col. Paul Tibbets, the pilot who flew Gen. Eisenhower into North Africa and later piloted the plane that dropped the A-Bomb on Hiroshima, the historic event on which the film is based. . . The Fanchon & Marco-St. L. Amus. Co. offices closed Dec. 25-27 to give its employees a real Christmas weekend with their families. . . . Olsen and Johnson are here in person with the Skating Vanities, which opened an engagement at the Arena Jan. 6, to continue through Jan. 10. . . . Marvin James, who had been mgr. of the Meramec in Sullivan, Mo. since 1937, and at the Berwan there since its opening a few years ago, resigned to accept a post in the engineering dept. of the Ramsey Corp.'s plant in Sullivan.

Leonard Hagedorn of Union, Mo. has succeeded Sam Baumgaertner as mgr. of the Hermo Theatre in Hermann, Mo., a unit of the Williams Theatres. Baumgaetner resigned after some 15 years as mgr. . . . The children of Vienna, Ill. and other parts of Johnson County attended a free show at the Grand Theatre the afternoon of Christmas Eve, through arrangement of the Vienna Kiwanis Club. . . . March of Dimes campaign opened here Jan. 2 and will run a full month. . . . TV sets shipped to Missouri during the first 10 months of 1952 totaled 117,962, putting this state in tenth place nationally. . . . The Lovington Theatre at Lovington, Ill. reopened for business under management of Mr. and Mrs. Art Diller, who formerly operated the house. . . . Theatre goers of Benton, Ill. had the opportunity to make personal inspections of the technical and structural changes made by Fox Midwest at its 1100-seat Capitol Theatre. A series of shorts and cartoons were shown to demonstrate the sound and projection equipment. . . . 72-year-old Acheles Pappas, retired veteran motion picture theatre owner and mgr., was fatally injured in an auto accident recently.

The Shubert Theatre, dark since early summer, reopened on Christmas Day as a first run house, with Charles Chaplin's "Limelight" as the feature attraction. The theatre is to be managed by Ray Parker, Mayor of Brentwood, Mo., who manages the Skyline Drive-In near the St. L. Municipal Airport in the summer. . . . The Normandy Theatre building and parking lot has been sold and will be converted into a super market. Sale price is reported at more than $50,000 with stipulation that the building is not to be used as a motion picture house or theatre in the future. . . . Louis Davis, gen. mgr. of the Vernon Theatre in Mount Vernon, Ill., has named Gilbert Skelton and John Yaggi to be its joint resident managers. . . . The UA exchange had its repainting job completed just in time for the Christmas holidays. . . . Art LaPlante of Columbia Pictures visited various towns on behalf of the Will Rogers Memorial fund drive.

The Mutual Broadcasting System's radio program "True or False" will salute the Mississippi River Valley pre-release saturation world premiere of U-I's "The Mississippi Gambler." The 30-minute program, which will feature Piper Laurie and Julia Adams, who are co-starred with Tyrone Power, as well as members of the audience at the Fox Theatre, where the film will have its initial showing on Jan. 13, will be recorded from the stage and will be broadcast on Jan. 16 at 8:30 P.M.

SAN FRANCISCO

Tie-up with Astor Pictures, distributors of Jam Handy's "American Harvest," a film for the Chevrolet Motor Co., was made by Northern California Theatre Owners board of directors whereby for every booking submitted by the association a commission of $2.50 would be paid in turn to the treasury of the Variety Club's Blind Babies Foundation. The exhibitor gets the film free for showing. Chairman of the "American Harvest" committee is Homer I. Tegtmeier. . . . During 1952, local exhibitors sent in 4,074 pounds of copper drippings for salvage to the U. S. Commerce Department, topping all other records of this sort in the nation. Tegtmeier, drive chairman, said that through the co-operation of Mars Metal, Northern California received the top salvage price for drippings, which resulted in over $700 being turned over during the year to the Blind Babies Foundation.

North Coast managament changes included a promotion for George Brand when District Manager Graham Kislingbury transferred him from assistant at the Orpheum to manager at the Esquire, replacing Jack Halverson. Robert Broadbent meanwhile returned to take over the post of Orpheum assistant. . . . Gerald Hardy converted his Westland Theatres' 800-seat Town, San Jose, into an art house and changed the name to the Town Theatre Unique. Theatre will have a one-show-a-night policy with curtain at 8:30. All seats will be $1.00 with children admitted only when accompanied by parents. Free coffee, the only drink to be allowed, will be served in the lobby during intermission. No popcorn and only choice merchandise will be sold. Art exhibits will be staged from time to time.



Mrs. Anne Buydens of Paris, representing Francinex Films, discusses new art layout of French film "Paris Affair" with B. B. Kreisler (left), President of International Film Associates. Looking on is Sonio Coletti, executive director of SCP Films of Rome, and producer of the Italian film "Ring Around The Clock." Both foreign film leaders have concluded contracts with IFA for American releases.

WASHINGTON

International chief barker Jack Beresin and international executive director William McCraw were on hand when the Washington Variety Club Tent No. 11 installed its new slate of officers. The new chief barker is Victor J. Orsinger, with Gerald P. Price first assistant chief barker and Jack Fruchtman second assistant chief barker. The new property master is Alvin Q. Ehrlich; dough guy, Sam Galanty. George Crouch, Orville Crouch, Joseph Gins, J. E. Fontaine, Nathan D. Golden, Jake Flax, Jerry Adams, Morton Gerber, Fred S. Kogod, Frank H. Boucher, R. Wade Pearson are on the board along with counsel Alvin Newmyer, associate counsel Milford F. Schwartz and dean of the chief barker's committee Rudolph Berger. The two delegates to the 1953 International Convention will be Jake Flax and Nathan D. Golden with Morton Gerber and Wade Pearson as alternates. International canvasmen are Jerry Adams with Victor J. Orsinger as alternate canvasman.

Reservations at Loew's Capitol Theatre in Washington, 3,428-seater, were completely sold out before it was publicly announced that a star-studded show would be held there on January 19th, during the Eisenhower inaugural celebration.

NETTC Prepares Plans For FCC Presentation

The National Exhibitors Theatre Television Committee met this week to set plans for presenting to the FCC the case for the industry's special theatre TV channels. Conference was held under the chairmanship of S. H. Fabian.

Details of the meeting were not made known and will be kept under wraps until after Jan. 28, when the FCC will begin to listen to briefs on theatre video.

NETTC has been trying to get estimates from AT&T of what it would cost for new construction for the special theatre TV channels to present in its case before FCC. AT&T has up to the present not made these estimates available. According to information from the AT&T, their experts are working on the information, but because of the complicated matter the data is not yet ready.

M-G-M Sales Confab For 3 Days In Chicago

CHICAGO. — Metro-Goldwyn-Mayer's sales managers held a three-day meeting here this week with Charles M. Reagan, general sales manager, in charge of the sessions.

In addition to Reagan, those who attended from the home office were Edward M. Saunders, assistant sales manager, and John P. Byrne, Eastern sales manager.

Sales managers who were present included: Rudolph Berger, Southern; John S. Allen, Southwestern; John J. Maloney, Central; Burtus Bishop, Jr., Midwestern, and George A. Hickey, Western.



William Thomas (left) and William Pine (right) share a smile with THE INDEPENDENT's Richard Bernstein as he presents them with the "Exhibitorating Editors Award" given them for "being the most exploitation-minded producers." Pine and Thomas are now filming "Sangaree" for Para release, starring Arlene Dahl.

Directors Offer Ideas To Industry

HOLLYWOOD.—Two top movie-makers, Roy Rowland and Henry King, had some interesting things to suggest as the industry entered 1953.

Rowland, who did "Breakup" at RKO and "The 5000 Fingers of Dr. T," at Columbia for Stanley Kramer, had this to say in regard to a current industry problem, "There never was a time in the history of the motion picture industry when so many of the top stars had been at the top for such a long period of years as the present crop. They're nice people and they're going to be missed. But the inexorable fact remains that there is a growing and insistent demand on the part of the movie-going public for some new faces, new stellar faces. Just throwing the newcomers into little roles where they look cute and little else isn't enough. New names have to be built to take over where the box office giants will leave off sooner or later."

Five Years For A Star

He pointed out that it would be a safe estimate to say that it takes at least five years to build a star into the real grosses, even after she or he has reached the top and is being starred. "The answer to the demand for new faces still lies in the realm of using the old star names as pegs on which to start the newcomers up the ladder of popularity," Rowland said.

Director Henry King stated, "It is historically a fact, and a basic factor in any study of box office charts, that on top of everything else that has happened to him since the mid-twenties, man has started undergoing a transformation which places more emphasis on his actively doing and learning something instead of being just entertained. Could it be that we should launch an industry-backed general campaign to point out the educational value of pictures?"

The director added, "I wonder if it wouldn't be smart baseball, nevertheless, to educate the public to the general fact that nearly anytime they are watching a good movie they are not only being entertained but are also broadening their knowledge."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Ruth Roman will join Gary Cooper and Barbara Stanwyck in a co-starring role in "Blowing Wild," a United States Pictures production for Warner Brothers, which Hugo Fregonese will direct and Milton Sperling will produce in Mexico in Technicolor. Miss Roman will proceed to Mexico for the start of the film, which will be shot in the Gulf Coast oil fields at Tuxpan and at Churubusco Studios in Mexico City.

* * *

Boris Karloff was signed by Universal-International to co-star with Bud Abbott and Lou Costello in "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," based on Robert Louis Stevenson's famous dual character. Karloff will play Jekyll and Hyde. Film is slated to start Jan. 24 with Howard Christie producing and Charles Lamont directing.

* * *

"A Nice Place To Visit," an original comedy with music, written by Garson Kanin and Ruth Gordon, was delivered to Columbia Pictures as the first of a series of originals which the Kanins have signed to write for the studio. Story is designed for a top feminine star, but no casting has been made to date. "A Nice Place To Visit" has been given a tentative April 14 production date.

* * *

Wendell Corey left for London to begin his starring role with Margaret Lockwood and Forrest Tucker in "Laughing Ann," the first film for Republic under the recently signed production-distribution pact between Herbert J. Yates, Republic president, and Wilcox-Neagle Productions of London. Based on the Joseph Conrad story of Malaya, the picture is being filmed in Technicolor with Herbert Wilcox producing and directing. The international production-distribution arrangement between Yates and Wilcox involves the use of both American and British talent in a series of films to be made in London and at Republic Studios in North Hollywood.

* * *

Lippert Pictures has secured the rights to re-release "Chow Chin Chow," an oriental musical spectacle produced by J. Arthur Rank with Anna May Wong heading a large cast. The feature has been pencilled in for March release on the Lippert calendar.

* * *

Producer Matt Freed has moved into offices on the Eagle Lion lot and reserved stage space there for the filming of his first independent production, "No Escape." Freed will begin casting this week, with two top stars to be named for leading roles. The feature will start shooting in late January and is being made without a release.

* * *

"Fatal Planet," an original story of interplanetary adventures, by Irving Block and Allen Adler, was purchased by M-G-M. Nicholas Nayfack will produce the story, which will be the studio's initial venture in the science-fiction field. The story, laid in 1976, deals with people from the earth on an expedition to Mercury, where they rescue a man and his daughter who were members of an expedition 20 years earlier.

* * *

John Brahm will direct the Frank Melford production, "The Diamond Queen," which will be shot in Super Cinecolor. It is slated to roll Jan. 26. . . . Wisberg-Pollexfen Productions will shoot "Mrs. Jezebel" as their next film. It has a Feb. 13 starting date. . . . "Ring Around Saturn," which will be filmed in Pathecolor, is skedded for a Feb. 28 start. Edward Nassour will produce and direct the feature with George Dolenz, Mickey Jorge and Robert Sherman already set for the cast. . . . Hal Wallis' "Money From Home," which will star Dean Martin and Jerry Lewis with George Marshall directing tees off Feb. 20 at Paramount. . . . Ben Schwalb will put the next Bowery Boys effort, "Clipped Wings," starring Leo Gorcey and Huntz Hall before the Allied Artists cameras Feb. 13.

* * *

American Pictures Corporation plans to triple its producing schedule for 1953 by making a total of six pictures at a total cost of $3,500,000, Albert Zugsmith, president of the company announced. Four of the films will be made in color and at least one of the four in the new Pathecolor process. First of the sextet will be "Female of the Species," starring Ann Sheridan and directed by Alfred E. Green. The production will start as soon as Green finishes directing "The Eddie Cantor Story" at Warner Brothers.

The company previously made two pictures per year, all in black and white. The second picture planned for this year is "Space Girls," starring Charles Chaplin, Jr. Robert Hill has been signed to polish the script, an original by Albert Zugsmith. Third picture will be "Conquest and Desire" to be filmed in Spain in Technicolor. The remaining pictures are "Girls of the South Pacific," "Occupied America" and

(*Continued on next page*)

435 Films Eligible For Oscar Consideration

A total of 435 pictures will be eligible for Academy Award consideration this year, it was announced last week by Charles Brackett, president of the Acadmy of Motion Picture Arts and Sciences. List includes all pictures which were released for commercial showing in the Los Angeles area during the past year. Each film must have been shown for a period of seven consecutive days following its release to qualify. Pictures meeting these requirements are automatically entered for Award consideration.

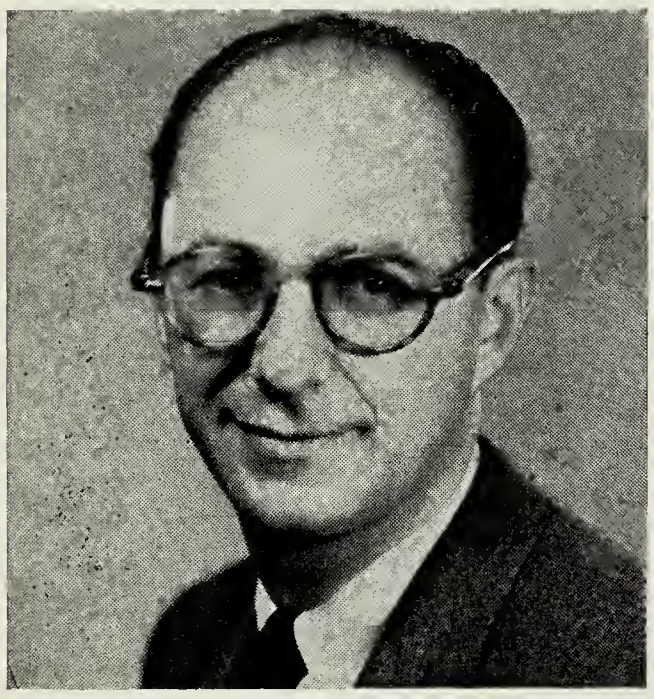
Hayes Goetz Seeks Exhibitors' Ideas For Story Content Of "Pocahontas"

By Richard Bernstein

"A picture that has a good story, a good cast and good exploitation does good business," explained Hayes Goetz, who recently signed a producer's contract with Allied Artists.

Goetz, a youthful producer, made "Apache War Smoke," which starred Gilbert Roland, at M-G-M and also made "The Hour of Thirteen" there. Both pictures have lived up to the wisdom of Goetz' statement about good pictures.

At Allied Artists, the producer has already been handed his first assignment, "Pocahontas." The film will go before the color



HAYES GOETZ

cameras this spring and will follow Allied Artists' new policy of top name stars in the leads.

Goetz, pushing aside business details for the moment in his Allied Artists office, said, "We talked at great length about doing the whole story of Jamestown, but that is too big a canvas so we are going to concentrate on the love story between John Rolfe, John Smith and Pocahontas."

The producer, who believes in accuracy, explained further that a lot of research had been done of the subject of Pocahontas. It was unearthed that at the time of Pocahontas, the whole continent was only peopled by about 100,000 people. Contrary to public belief, the Indians of that period were not hostile for savagery's sake but because there wasn't enough food to go around.

Seasonal Affair

Snow, it seems, was a terrific villian in that period, made food growing a seasonal affair. At first, the settlers didn't grow their own and that caused friction between them and the Indians; later on, however, they did their own planting.

"I am planning to scout a location that will be a duplicate of Jamestown. We must find a river that is situated similar to the way that the original Jamestown was."

Goetz also pointed out that he was going to stress Pocahontas' education, which was sort of a cross between "Born Yesterday" and "Pygmalion." Pocahontas, history sources reveal, was the first Indian converted to Christianity.

"I would like to hear from exhibitors as to what they feel I should have in the film, 'Pocahontas,'" the producer said. He can be reached by letter at Allied Artists in Hollywood.

Goetz explained that his research also uncovered a strange link between two different types of royalty. It seems that Pocahontas' father exchanged gifts with the King of England and the two became good buddies. When John Rolfe arrived in England, the King roared at him, "How dare you marry an emperor's daughter?"

Interiors In Hollywood

The producer explained that the interiors of his film will be lensed at the Hollywood studio with the exteriors being shot at the reproduced Jamestown settlement.

"The public has always been interested in historical films," Goetz stressed. "We got as much data on our subject as possible through books and documents. Even a real biography has to guess on some things too. For instance, not much was known of Pocahontas' life with her tribe. However, we make a great effort to stick to what actually happened as much as possible. People know enough about these things and if they are going to see Pocahontas, they want to see only something the equivalent of what really happened."

Goetz revealed that he had signed Jerry Devine to script the film. Davis has among his credits the two M-G-M pictures, "Duchess of Idaho" and "The Pagan Love Story." The story of the film picks up Pocahontas just as the settlers arrive.

Regarding New Stars

In regarding to new stars replacing old stars, the producer said, "Old stars are always good. The industry always has new stars, but no one replaces anyone, the list is just added to."

The producer revealed that someday he would like to make a super western. "Westerns have tremendous appeal. Everyone can identify themselves with the characters in westerns."

What is the biggest problem in making pictures? "The big problem in stories is finding them. A picture is made to please a wide variety of people and you can't please everybody, but we try to please as many people as possible."

Title Changes

Allied Artists: **"Fangs of the Arctic"** is the final title for "Timber Wolf." (Stars Kirby Grant; Lindsley Parsons produced).

Universal-International: **"All I Desire"** is the new title for "Stopover." (Stars Barbara Stanwyck and Richard Carlson; Ross Hunter produces).

Metro-Goldwyn-Mayer: **"Fame and Fortune"** is the new title for "Years Ago." (Stars Spencer Tracy and Jean Simmons; George Cukor directs).

HOLLYWOOD

(Continued from preceding page)

Robert Smith's "Salt River" in color. Last year, American produced "Invasion U.S.A.," now in release by Columbia Pictures and Wisberg-Pollexfen's "Port Sinister," to be released by RKO.

* * *

Robert L. Peters Productions is shooting "Cocobolo" in Lima, Peru in Kodachrome. Peters is producing the feature with Kenneth Hertz directing. Bill Holmes stars. . . . Richard Widmark and William Lundigan will be the male leads in "Waterhole," which Roy Baker will direct for producer William Bloom at 20th Century-Fox. . . . Dana Andrews and Vivien Leigh will have the leads in Paramount's "Elephant Walk," which will be filmed in Ceylon starting Feb. 2. Irving Asher will produce the film with William Dieterle directing. . . . Producer Frank P. Rosenberg is preparing "The Form Divine" as a Marilyn Monroe starrer at 20th Century-Fox for spring production.

* * *

Glenn Ford and Director John Farrow will set up their own company to produce in Technicolor, "Operation NATO," the story of the combined sea forces of the North Treaty Organization powers in the Mediterrannean area. Plans call for Ford to star and Farrow to produce and direct. Discussions are on with Robert Fellows and John Wayne whose company is producing "Plunder in the Sun," the Ford starrer which Farrow directs, concerning participation in the venture. If Fellows and Wayne join the project, the former will produce, with Farrow confining his efforts to direction, and Wayne co-starring with Ford. Ford and Farrow plan to film the picture on Italian and Mediterranean locations next summer. They have been assured the cooperation of the U.S. Navy and NATO headquarters.

* * *

Universal-International completed arrangements with Warner Brothers to borrow Steve Cochran for one of the starring roles in James Oliver Curwood's "Back to God's Country." The assignment marks Cochran's first appearance in a Universal-International picture. He will portray the leading "heavy" in the story set in Alaska in 1898. The picture will be filmed in Technicolor and will go before the cameras Feb. 2 with Howard Christie producing. Tom Reed wrote the screen play.

* * *

Marilyn Erskine has been named by Jack L. Warner to play the role of Ida Cantor opposite Keefe Brasselle in "The Eddie Cantor Story." Sidney Skolsky is producing for Warner Brothers. . . . M-G-M's "The Big Leaguer" will star Edward G. Robinson. Matthew Rapf will produce the film. Robinson just completed the lead in Sequoia Productions' "Harness Bull." . . . Chill Wills was signed by U-I to a long term contract calling for two pictures a year on a non-exclusive basis. These films will be in addition to Wills' appearances as the voice of the talking mule in the studios' "Francis" series. . . . "The Star" was turned down by Claudette Colbert, Joan Crawford, and Lucille Ball before Bette Davis decided to take a chance.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
May 4th	5225	Kansas Territory	65	Bill Elliott, Peggy Stewart
May 11th	5209	Desert Pursuit	71	Wayne Morris, Virginia Grey
May 25th	5207	African Treasure	70	Johnny Sheffield, Laurette Luez
June 8th	5220	Gold Fever	63	John Calvert, Ralph Morgan, Ann Cornell
June 15th	5212	Here Come the Marines	66	Leo Gorcey, Huntz Hall, Myrna Dell
June 29th	5203	Wagons West (Cinecolor)	70	Rod Cameron, Peggie Castle
July 6th	5243	Dead Man's Trial	59	Johnny Mack Brown, Jimmy Ellison
July 20th	5210	Arctic Flight	78	Wayne Morris, Lola Allbright
Aug. 10th	5221	Yukon Gold	62	Kirby Grant
Aug. 17th	5253	Montana Incident	54	Whip Wilson
Aug. 24th	5204	Rose Bowl Story (Cinecolor)	71	Marshall Thompson, Vera Miles
Sept. 7th	5226	Fargo	69	Wild Bill Elliott, Phyllis Coates
Sept. 21st	5213	Feudin' Fools	63	Leo Gorcey, Huntz Hall
Sept. 28th	AA22	Battle Zone	81	John Hodiak, Stephen McNally, Linda Christian
Oct. 5th	5216	Army Bound	61	Stanley Clements, Karen Sharpe
Oct. 12th	5225	Canyon Ambush	53	Johnny Mack Brown, Phyllis Coates
Oct. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
Oct. 26th	5201	Flat Top (Cinecolor)	87	Sterling Hayden, Richard Carlson
Nov. 9th	5254	Wyoming Roundup	53	Whip Wilson, Phyllis Coates
Nov. 23rd	5214	No Holds Barred	65	Leo Gorcey, Bowery Boys
Nov. 30th	AA23	Torpedo Alley	80	Mark Stevens, Dorothy Malone
Dec. 7th	5208	Jungle Girl	70	Johnny Sheffield, Karen Sharpe
Dec. 14th	5322	Maverick	71	Wild Bill Elliott, Phyllis Coates
Dec. 28th	5202	Hiawatha (Cinecolor)	80	Vincent Edwards, Yvette Dugay
Jan. 4th	5222	Timber Wolf	63	Kirby Grant
Jan. 11th	5332	The Star of Texas	72	Wayne Morris, Rick Vallin
Jan. 25th	5323	Torpedo Alley	84	Mark Stevens, Dorothy Malone

COLUMBIA

May	434	The Sniper	87	Arthur Franz, Marie Windsor
May	428	Sound Off (Super Cinecolor)	83	Mickey Rooney, Ann James
May	435	Yank in Indo-China	67	John Archer, Jean Willes
May	471	Apache Country	62	Gene Autry, Pat Buttram
June	426	Walk East on Beacon	98	George Murphy, Virginia Gilmore
June	436	Paula	80	Loretta Young, Alexander Knox, Kent Smith
June	441	Brave Warrior (Tech)	73	Jon Hall, Christine Larson
June	438	Montana Territory (Technicolor)	64	Lon McAllister, Wanda Hendrix
July	437	The Brigand (Tech.)	94	Tony Dexter, Gale Robbins
July	442	Cripple Creek (Tech.)	78	George Montgomery, Jerome Courtland
July	440	California Conquest (Technicolor)	79	Cornel Wilde, Teresa Wright
July	439	Red Snow	74	Guy Madison, Ray Mala
July	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
Aug.	502	Captain Pirate (Technicolor)	85	Louis Hayward, Patricia Medina, John Sutton
Aug.	504	Last Train From Bombay	72	Jon Hall, Christine Larson
Aug.	509	Clouded Yellow	89	Jean Simmons, Trevor Howard
Sept.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
Sept.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
Sept.		The Mine With The Iron Door (Re-issue)	66	Richard Arlen, Cecelia Parker
Oct.	507	Assignment—Paris	85	Dana Andrews, Marta Toren
Oct.	508	The Golden Hawk (Technicolor)	83	Rhonda Fleming, Sterling Hayden
Nov.	518	Voodo Tiger	67	Johnny Weismuller, Jean Burkhardt
Nov.	512	Hangmen's Knot (Tech.)	81	Randolph Scott, Claude Jarman, Jr.
Dec.	505	Strange Fascination	80	Hugo Haas, Mona Barrie
Dec.	515	Eight Iron Men	80	Bonar Colleano, Arthur Franz
Dec.	513	Invasion U.S.A.	74	Gerald Mohr, Reggie Castle
Dec.	506	The Happy Time	94	Charles Boyer, Louis Jourdan, Marsha Hunt
Jan.	519	The Four Poster	103	Rex Harrison, Lilli Palmer
Jan.	516	The Pathfinder	78	George Montgomery, Helena Carter

Westerns

June	487	The Rough, Tough West	54	Charles Starrett, Smiley Burnette
July	474	Barbed Wire	61	Charles Starrett, Smiley Burnette
July	486	Junction City	54	Charles Starrett, Smiley Burnette
Aug.	481	Kid From Broken Gun	56	Charles Starrett, Smiley Burnette
Sept.	476	Wagon Team	61	Gene Autry, Gail Davis
Nov.	472	Blue Canadian Rockies	58	Gene Autry, Gail Davis
Jan.	571	Winning of the West	57	Gene Autry, Gail Davis, Smiley Burnette

LIPPERT PRODUCTIONS

May 23rd	5111	Loan Shark	79	Geo. Raft, Dorothy Hart, Paul Stewart, John Hoyt
June 2nd	5105	Outlaw Women (Cinecolor)	75	Marie Windsor, Richard Rober
June 16th	5129	Stolen Face	71	Paul Henreid, Lizabeth Scott
July 18th	5110	Pirate Submarine	69	Special Cast
Aug. 1st	5112	The Jungle	74	Rod Cameron, Cesar Romero, Marie Windsor
Aug. 29th	5116	Secret People	88	Valentina Cortesa, Audrey Hepburn
Sept. 5th	5113	Hellgate	87	Sterling Hayden, Joan Leslie
Oct. 31st	5202	Scotland Yard Inspector	79	Cesar Romero, Lois Maxwell
Nov. 14th	5201	Tromba, The Tiger Man	63	Krone Circus
Nov. 28th	5203	Mr. Walkie Talkie	65	William Tracy, Joe Sawyer
Dec. 26th	5204	Gambler and the Lady	71	Dane Clark, Naomi Chance
Jan. 16th	5206	I'll Get You		George Raft, Sally Gray
Feb. 13th	5207	The Tall Texan		Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler

METRO-GOLDWYN-MAYER

Apr.	227	Singin' in the Rain (Technicolor)	103	Gene Kelly, Donald O'Connor, Debbie Reynolds
	228	Talk About a Stranger	65	George Murphy, Nancy Davis
	229	When In Rome	78	Van Johnson, Paul Douglas
May	230	Young Man With Ideas	84	Glenn Ford, Ruth Roman
	231	Carbine Williams	93	James Stewart, Wendell Corey, Jean Hagen
	232	The Girl In White	93	June Allyson, Gary Merrill, Arthur Kennedy
	233	Skirts Ahoy (Tech.)	109	Esther Williams, Joan Evans, Barry Sullivan
June	234	Glory Alley	79	Ralph Meeker, Leslie Caron
	235	Pat and Mike	93	Spencer Tracy, Katharine Hepburn, Aldo Ray
	236	Scaramouche (Technicolor)	115	Stewart Granger, Eleanor Parker, Mel Ferrer
July	237	Lovely to Look At (Technicolor)	102	Red Skelton, Kathryn Grayson, Howard Keel
	238	Washington Story	82	Van Johnson, Patricia Neal
	239	Holiday For Sinners	72	Gig Young, Janice Rule, Keenan Wynn
Aug.	240	You for Me	70	Jane Greer, Peter Lawford
	241	Fearless Fagan	78	Janet Leigh, Carleton Carpenter
	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor, Joan Fontaine
		1952-53		
Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	90	Gene Kelly, Pier Angeli
	303	My Man and I	99	Shelly Winters, Ricardo Montalban
Oct.	304	Because You're Mine (Technicolor)	103	Mario Lanza, Doretta Morraw
	305	Apache War Smoke	67	Gilbert Roland, Glenda Farrell
	306	Everything I Have Is Yours (Technicolor)	92	Marge and Gower Champion, Dennis O'Keefe
Nov.	307	Ivanhoe (Techicolor)	106	Robert Taylor, Elizabeth Taylor
	308	The Prisoner of Zenda (Technicolor)	100	Stewart Granger, Deborah Kerr
	309	The Hour of 13	80	Peter Lawford, Dawn Addams
	310	Plymouth Adventure (Technicolor)	104	Spencer Tracy, Gene Tierney, Van Johnson
Dec.	311	Sky Full of Moon	73	Carleton Carpenter, Jan Sterling
	312	Million Dollar Mermaid (Technicolor)	115	Esther Williams, Victor Mature
Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	71	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell

PARAMOUNT

May	5117	Anything Can Happen	107	Jose Ferrer, Kim Hunter
May	5113	Red Mountain (Technicolor)	84	Alan Ladd, Lizabeth Scott
June	5120	The Atomic City	85	Gene Barry, Lydia Clarke
June	5115	Denver & Rio Grande (Technicolor)	89	Edmond O'Brien, Sterling Hayden, Dean Jagger
July	5129	The Greatest Show On Earth (Technicolor)	153	Betty Hutton, James Stewart Cornel Wilde, Dorothy Lamour, Charlton Heston, Gloria Grahame
July	5122	Encore	90	Glynis Johns, Kay Walsh, Nigel Patrick, Roland Culver
July	5121	Jumping Jacks	100	Dean Martin, Jerry Lewis, Mona Freeman, Don De Fore
August	5123	Carrie	122	Laurence Olivier, Jennifer Jones, Eddie Albert, Miriam Hopkins

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
August	5124	Son Of Paleface (Technicolor)	97	Bob Hope, Jane Russell, Roy Rogers, Trigger
		1952-53		
September	5201	Just For You (Technicolor)	104	Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)	97	John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)	90	Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson
December	5207	The Blazing Forest (Technicolor)	90	John Payne, Susan Morrow
December	5208	Cleopatra	104	Claudette Colbert, Henry Wilcoxon
January	5209	Road to Bali (Technicolor)	91	Bing Crosby, Bob Hope, Dorothy Lamour
January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
February	5213	Come Back Little Sheba... (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	.....	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
March	5215	Pleasure Island (Technicolor)	.....	Don Taylor, Leo Genn, Elsa Lanchester
April		Off Limits	.....	Bob Hope, Mickey Rooney, Marilyn Maxwell
April		Pony Express (Technicolor)	.....	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May		Jamaica Run (Technicolor)	.....	Ray Milland, Arlene Dahl, Wendell Corey
May		Ward of the Worlds (Technicolor)	.....	

RKO-RADIO

May	303	Faithful City	86	J. Smith, D. Ramati, D. Peskin
May	226	Narrow Margin	71	C. McGraw, M. Windsor
May	288	Half Breed (Technicolor)	81	Robert Young, Janis Carter
June	269	King Kong (Re-Issue)	100	Bruce Cabot
June	270	The Leopard Man (Re-Issue)	66	Dennis O'Keefe
May	230	Desert Passage	60	Tim Holt
June	229	Clash By Night	105	Barbara Stanwyck, Robert Ryan, Paul Douglas, Marilyn Monroe
July	274	The Wild Heart (Technicolor)	82	Jennifer Jones
July	391	The Story Of Robin Hood (Technicolor)	84	Richard Todd, Joan Rice
Aug.	362	Sudden Fear	.....	Joan Crawford
Aug.	301	One Minute To Zero	105	Robert Mitchum, Ann Blyth
Aug.	361	Big Sky	140	Kirk Douglas, Elizabeth Threatt
Aug.	364	Too Many Girls (Re-issue)	85	Lucille Ball, Richard Carlson
Aug.	363	Look Who's Laughing (Re-issue)	79	Lucille Ball, F. McGee, Edgar Bergen
Sept.	302	Beware, My Lovely	77	Ida Lupino, Robert Ryan
Sept.	365	Annie Oakley (Re-issue)	91	Barbara Stanwyck, Preston Foster
Sept.	366	Allegheny Uprising (Re-issue)	81	Claire Trevor, John Wayne
Oct.	304	The Lusty Men	113	Robert Mitchum, Susan Hayward, Arthur Kennedy
Oct.	305	Under the Red Sea	67	Dr. Hans Hass, Lottie Berl
Nov.	309	Face to Face	92	James Mason, Robert Preston
Nov.	308	Montana Belle (Tech.)	81	Jane Russell, George Brent, Scott Brady
Dec.	306	Captive Women	64	Robert Clarke, Margaret Field
Dec.	307	The Pirate Blackbeard) (Technicolor)	98	Robert Newton, Linda Darnell
Dec.		Hans Christian Andersen (Technicolor)	112	Danny Kaye, Jeanmaire, Farley Grainger
Jan.		Androcles and the Lion	98	Jean Simmons, Victor Mature
Jan.		Never Wave at a Wac	87	Rosalind Russell, Paul Douglas
Jan.		No Time for Flowers	83	Viveca Lindfors, Paul Christian

REALART

Aug.	.....	Maytime in Mayfair (Technicolor)	74	Michael Wilding, Anna Nagle
Aug.	.....	Geisha Girl	67	Martha Hyer, Bill Andrews
Aug.	.....	Kid Monk Baroni	80	Bruce Cabot, Mona Knox
Sept.	.....	Wall of Death	82	Laurance Harvey, Susan Shaw, Maxwell Reed
Sept.	.....	Summer Storm (Re-issue)	92	Linda Darnell, George Sanders
Sept.	.....	Breakdown	76	Ann Richards, William Bishop Sheldon Leonard
Oct.	.....	Bela Lugosi Meets A Brooklyn Gorilla	63	Bela Lugosi, Duke Mitchell, Sammy Petrillo
Oct.	.....	House of Darkness	63	Laurance Harvey, Susan Shaw
Oct.	.....	Cairo Road	85	Laurance Harvey, Eric Portman
Nov.	.....	Fame & the Devil	80	Mischa Auer, Marilyn Bueford, Marcel Cerdan
Nov.	.....	Battles of Chief Pontiac	75	Lex Barker, Helen Westcott, Lon Chaney
Nov.	.....	Lucy Goes Wild (Re-issue)	90	Lucille Ball, George Brent
Nov.	.....	Cuban Pete (Re-issue)	61	Desi Arnez, Ethel Smith
Dec.	.....	Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.	.....	Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.	.....	My Death Is A Mockery	67	Donald Huston, Katherine Byron
Dec.	.....	Wide Boy	66	Susan Shaw, Sidney Tafler
Jan.	.....	The Vanishing Body (formerly The Black Cat) (Reissue)	65	Boris Karloff, Bela Lugosi
Jan.	.....	Calling Mr. Death (Reissue)	63	Lon Chaney, J. Carrol Naish
Jan.	.....	Missing Head (formerly Strange Confession) (Reissue)	62	Lon Chaney, Brenda Joyce
Feb.	.....	Mr. Pip (Reissue)	101	Warren Hull, Phillips Holmes
Feb.	.....	The House of the 7 Gables (Reissue)	97	George Sanders, Vincent Price, Margaret Lindsay
Feb.	.....	Johnny Comes Marching Home (Reissue)	74	Donald O'Connor, Allan Jones
Feb.	.....	Private Buckaroo (Reissue)	68	Harry James

REPUBLIC

Apr. 1st	5125	The Fabulous Senorita	80	Estelita, Robert Clarke, Nestor Paiva
Apr. 15th	5143	Border Saddlemates	67	Rex Allen, Mary Ellen Kay, Slim Pickens
Apr. 15th	5069	Wild Horse Ambush	54	Michael "Red" Chapin, Eilene "Judy" Janssen
Apr. 15th	5105	Hoodlum Empire	98	Brian Donlevy, Claire Trevor, Vera Ralston, Forrest Tucker
May 1st	5128	Gobs and Gals	86	George and Bert Bernard, Robert Hutton, Cathy Downs
May 20th	4815	Black Hills Ambush	54	Allen "Rocky" Lane, Eddy Waller
June 1st	5129	Bal Tobarin	84	Muriel Lawrence, William Ching, Claire Carleton
June 15th	5106	I Dream of Jeanie (Trucolor)	90	Ray Middleton, Bill Shirley, Muriel Lawrence, Eileen Christy
July 20th	5173	Thundering Caravans	54	Allen "Rocky" Lane Eddy Waller, Mona Knox
July 25th	5144	Old Oklahoma Plains	60	Rex Allen, Slim Pickens, Elaine Edwards
Sept. 5th	5107	Woman Of The North Country (Trucolor)	90	Ruth Hussey, Rod Cameron, John Agar, Gale Storm
Oct. 1st	5126	Tropical Heat Wave	74	Estelita, Robert Hutton, Grant Withers
Oct. 8th	5174	Desperadoes' Outpost	54	Allan "Rocky" Lane, Eddy Waller
Oct. 10th	5123	The Wac From Walla Walla	83	Judy Canova, Stephen Dunne, Grant Withers
Oct. 10th	5109	Toughest Man In Arizona (Trucolor)	90	Vaughn Monroe, Joan Leslie
Oct. 20th	5145	South Pacific Trail	60	Rex Allen, Koko, Estelita, Slim Pickens
Nov. 27th	5201	Thunderbirds	98	John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans
Jan. 1st	5202	Ride The Man Down (Trucolor)	90	Brian Donlevy, Forrest Tucker, Rod Cameron, Ella Raines
	5108	The Quiet Man (Tech.)	129	John Wayne, Maureen O'Hara, Barry Fitzgerald
Jan. 20th	.....	Marshal of Cedar Rock	.....	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates

TWENTIETH CENTURY-FOX

1952

May	213	Belles on Their Toes (Technicolor)	89	Myrna Loy, Jeanne Crain, Jeffrey Hunter
May	215	Deadline—U.S.A.	87	Humphrey Bogart, Kim Hunter, Ethel Barrymore
May	216	Outcasts of Poker Flat	81	Dale Robertson, Anne Baxter
June	135	Kangaroo (Technicolor)	84	Maureen O'Hara, Peter Lawford
June	219	Lydia Bailey (Technicolor)	89	Dale Robertson, Anne Francis, Charles Korvin
June	218	Lady in the Iron Mask (Natural Color)	78	Louis Hayward, Patricia Medina
May	252	Laura (Re-Release)	88	Gene Tierney, Dana Andrews, Clifton Webb
May	253	This Above All (Re-Release)	110	Tyrone Power, Joan Fontaine, Thomas Mitchell
June	256	The Rains Came (Re-release)	95	Tyrone Power, Myrna Loy
June	255	Leave Her To Heaven (Tech. Re-release)	110	Gene Tierney, Jeanne Crain
July	220	Wait 'Til The Sun Shines, Nellie (Technicolor)	108	Jean Peters, David Wayne
July	222	Diplomatic Courier	97	Tyrone Power, Patricia Neal
July	221	We're Not Married	85	Ginger Rogers, Victor Moore, Fred Allen, Paul Douglas, Jan Sterling

FEATURES—Calendar of 1951-52 / 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
July	258	The Black Swan (Tech. Re-release)	85	Tyrone Power, Maureen O'Hara
July	257	To The Shores of Tripoli (Tech. Re-release)	86	John Payne, Maureen O'Hara, Randolph Scott
Aug.	223	Dreamboat	83	Clifton Webb, Ginger Rogers
Aug.	224	Don't Bother to Knock	76	Richard Widmark, Marilyn Monroe
Aug.	225	Les Miserables	104	Michael Rennie, Debra Paget
Aug.	226	What Price Glory (Tech.)	111	James Cagney, Corinne Calvet, Dan Dailey
Sept.	227	Lure of the Wilderness (Technicolor)	92	Jean Peters, Jeffrey Hunter, Constance Smith
Sept.	228	O. Henry's Full House	91	Fred Allen, Marilyn Monroe, Jeanne Crain, Farley Granger
Sept.	230	Monkey Business	97	Cary Grant, Ginger Rogers, Marilyn Monroe
Oct.	231	My Wife's Best Friend	101	Anne Baxter, Macdonald Carey
Oct.	229	Way of a Gaucho (Technicolor)	91	Rory Calhoun, Gene Tierney
Oct.	238	Something for the Birds	81	Victor Mature, Patricia Neal
Nov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
Nov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
Nov.	236	Bloodhounds of Broadway (Technicolor)	90	Mitzi Gaynor, Scott Brady
Nov.	237	Pony Soldier (Technicolor)	82	Tyrone Power, Cameron Mitchell
Dec.	233	My Pal Gus	83	Richard Widmark, Joanne Dru
Dec.	239	Stars and Stripes Forever (Technicolor)	89	Clifton Webb, Ruth Hussey, Debra Paget, Robert Wagner
Jan.	301	My Cousin Rachel	98	Olivia De Havilland, Richard Burton, John Sutton
Jan.	302	I Don't Care Girl (Technicolor)	78	Mitzi Gaynor, David Wayne, Oscar Levant, Dennis Day
Jan.	303	Ruby Gentry	82	Jennifer Jones, Charlton Heston
Jan.	304	Thief of Venice	91	Maria Montez, Faye Marlowe, Paul Christon
Jan.	348	The Gunfighter (Re-Release)		Gregory Peck, Helen Westcott
Jan.	349	Yellow Sky (Re-Release)		Gregory Peck, Anne Baxter, Richard Widmark
Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)		Marilyn Monroe, Joseph Cotten, Jean Peters
Feb.	307	The Farmer Takes A Wife (Technicolor)		Betty Grable, Dale Robertson, John Carroll, Thelma Ritter
Mar.	308	Treasure of the Golden Condor (Technicolor)		Cornel Wilde, Constance Smith
Mar.	309	The Silver Whip		Dale Robertson, Rory Calhoun, Robert Wagner

UNITED ARTISTS

Apr. 11th		Captive City	91	John Forsythe, Joan Camden
May 8th		Without Warning	75	Adam Williams, Meg Randall
May 15th		Red Planet Mars	87	Peter Graves, Andrea King
May 23rd		The Fighter	78	Richard Conte, Vanessa Brown, Lee J. Cobb
June 6th		Red River (Re-release)	125	John Wayne, Montgomery Clift, Joanne Dru
June 6th		Tulsa (Re-release) (Tech.)	88	Susan Hayward, Robert Preston, Pedro Armendariz
June 13th		Tales of Hoffman (Tech.)	111	Moira, Shearer, Leonide Massine, Robert Helpman
June 20th		Confidence Girl	81	Tom Conway, Hillary Brooke
July 11th		Outcast of the Islands	92	Kerima, Ralph Richardson, Trevor Howard
July 18th		Actors and Sin	85	Edward G. Robinson, Eddie Albert, Marsha Hunt, Jeny Hecht
July 30th		High Noon	85	Gary Cooper, Grace Kelly, Thomas Mitchell, Lloyd Bridges
Aug. 4th		Island of Desire (Tech.)	103	Linda Darnell, Tab Hunter, Donald Gray
Aug. 12th		Park Row	83	Gene Evans, Mary Welch
Aug. 22nd		Cry the Beloved Country	105	Canada Lee, Charles Garson, Sidney Poitier
Sept. 5th		It's in The Bag (Re-release)	87	Fred Allen, Jack Benny
Sept. 5th		Guest Wife (Re-release)	90	Claudette Colbert, Don Ameche
Sept. 12th		Untamed Women	70	
Sept. 19th		The Lady Vanishes (Re-release)	85	Michael Redgrave, Margaret Lockwood, Paul Lukas
Sept. 26th		The Ring	78	Gerald Mohr, Rita Moreno
Oct. 10th		The Thief	87	Ray Milland, Rita Gam
Oct. 23rd		Limelight	143	Charles Chaplin, Nigel Bruce
Nov. 26th		Outpost in Malaya	88	Claudette Colbert, Jack Hawkins
Dec. 7th		Babes in Bagdad	79	Paulette Goddard, Gypsy Rose Lee, John Boles

NO RELEASE NUMBERS

Release Date	Release No.	Production	Time (min.)	Cast
Dec. 14th		Monsoon	79	Diana Douglas, George Nader
Dec. 21st		Breaking the Sound Barrier	115	Ralph Richardson, Ann Todd, Nigel Patrick, John Justin
Jan. 16th		Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster

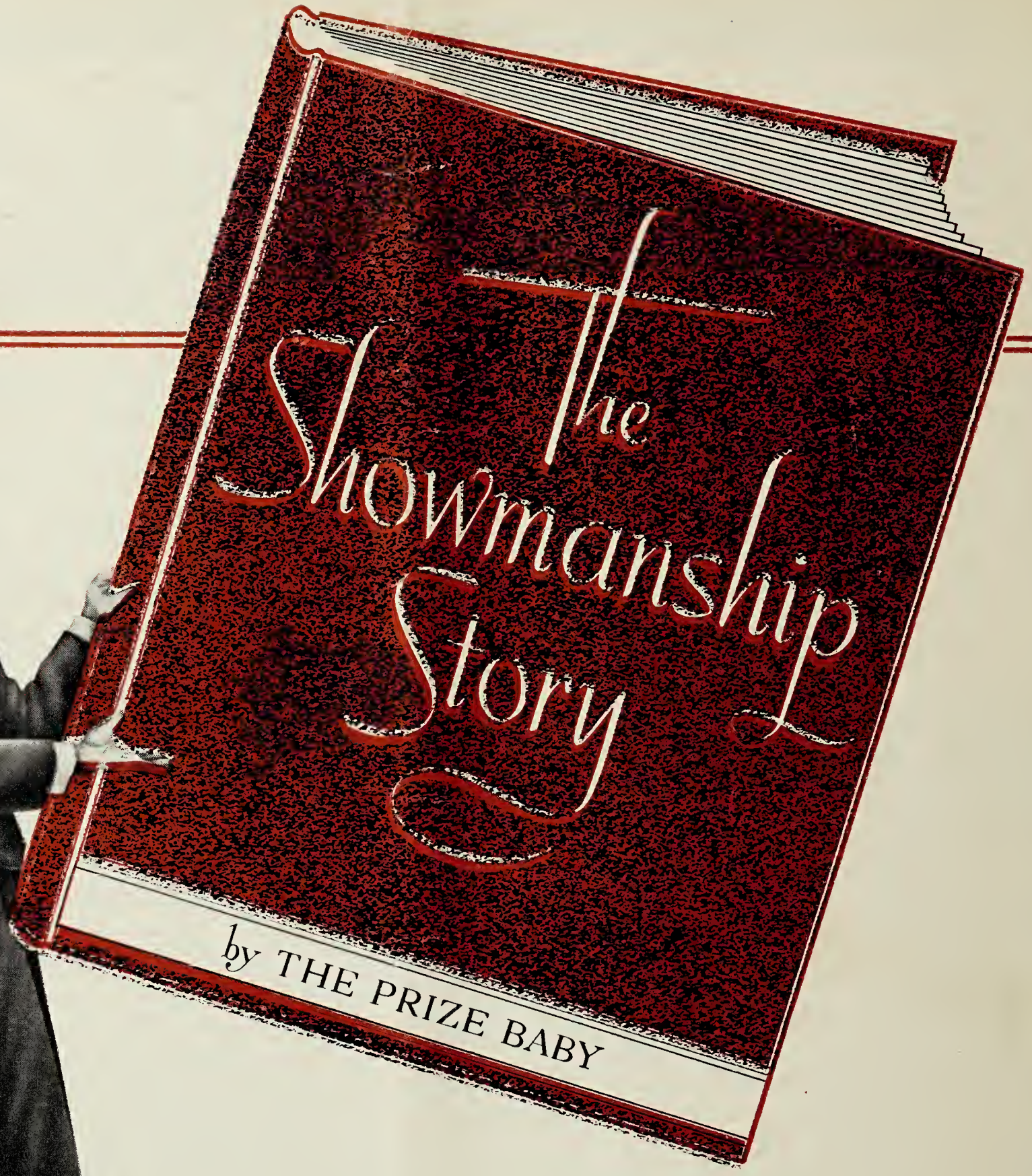
UNIVERSAL

May	219	Bronco Buster (Technicolor)	80	John Lund, Scott Brady, Joyce Holden
May	220	No Room For The Groom	82	Tony Curtis, Piper Laurie, Don Defore
May	218	Red Ball Express	83	Jeff Chandler, Alex Nicol
June	221	Ivory Hunter (Technicolor)	97	Anthony Steel, Dinah Sheridan
June	222	Scarlet Angel (Technicolor)	80½	Yvonne DeCarlo, Rock Hudson, Richard Denning
June	223	Just Across the Street	78	Ann Sheridan, John Lund
July	224	Frances Goes to West Point	81	Donald O'Connor, Lori Nelson
July	225	Sally and Saint Anne	90	Ann Blyth, Edmund Gwenn
July	226	Has Anybody Seen My Gal (Tech.)	89	Piper Laurie, Charles Coburn, Rock Hudson
Aug.	227	The World in His Arms (Technicolor)	104	Gregory Peck, Ann Blyth
Aug.	228	The Duel at Silver Creek (Technicolor)	77	Audie Murphy, Faith Domergue, Stephen McNally
Aug.	229	Lost in Alaska	76	Abbott and Costello, Mitzi Green
Sept.	230	Untamed Frontier (Technicolor)	75	Joseph Cotten, Shelley Winters, Scott Brady
Sept.	231	Son of Ali Baba	75	Tony Curtis, Piper Laurie, Susan Cabot
Sept.	232	Bonzo Goes to College	79½	Maureen O'Sullivan, Edmund Gween, Gigi Perreau
Oct.	233	Willie and Joe in Back at the Front	87	Tom Ewell, Harvey Lembeck, Mari Blanchard
Oct.	234	Yankee Buccaneer (Technicolor)	86	Jeff Chandler, Scott Brady, Suzan Ball
Oct.	235	Horizons West (Technicolor)	81	Robert Ryan, Julia Adams, Rock Hudson
		1952-53		
Nov.	301	The Raiders (Technicolor)	82	Richard Conte, Viveca Lindfors
Nov.	302	Because of You	95	Loretta Young, Jeff Chandler, Francis Dee
Nov.	303	It Grows on Trees	84	Irene Dunne, Dean Jagger, Joan Evans
Dec.	304	The Black Cattle	81	Richard Greene, Boris Karloff, Stephen McNally
Dec.	305	Against All Flags	83	Errol Flynn, Maureen O'Hara
Jan.	306	The Lawless Breed	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming	80	Maureen O'Hara, Alex Nicol, Robert Strauss

WARNER BROS.-FIRST NATIONAL

May 3rd	120	Mara Maru	98	Errol Flynn, Ruth Roman
May 17th	121	The San Francisco Story	80	Joel McCrea, Yvonne DeCarlo
May 24th	126	High Sierra (re-release)	95	Ida Lupino, Humphrey Bogart
May 24th	127	To Have & Have Not (re-release)	100	Humphrey Bogart, L. Bacall
May 31st	122	About Face (Technicolor)	94	Gordon McRae, Eddie Bracken, V. Gibson
June 14th	123	Carson City (Warnercolor)	87	Randolph Scott, Lucille Norman
June 21st	124	3 For Bedroom C (Naturalcolor)	74	Gloria Swanson, James Warren
June 28th	125	The Winning Team	98	Doris Day, Ronald Reagan, Frank Lovejoy
July 12th	128	She's Working Her Way Through College (Technicolor)	101	Virginia Mayo, Ronald Reagan, Gene Nelson
July 26th	129	The Story of Will Rogers (Technicolor)	109	Will Rogers, Jr., Jane Wyman
Aug. 16th	130	Where's Charley? (Technicolor)	97	Ray Bolger, Allyn McLerie
		1952-53		
Aug. 30th	201	Big Jim McLain	90	John Wayne, Nancy Olson
Sept. 27th	202	The Crimson Pirate (Technicolor)	104	Burt Lancaster, Nick Cravat, Torin Thatcher, Eva Bartok
Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark
Oct. 25th	204	Springfield Rifle (Warnercolor)	93	Gary Cooper, Phyllis Thaxter
Nov. 8th	205	Operation Secret	108	Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden
Nov. 22nd	206	The Iron Mistress (Tech.)	110	Alan Ladd, Virginia Mayo
Dec. 6th	207	Cattle Town	71	Dennis Morgan, Philip Carey
Dec. 27th	208	Abbott and Costello Meet Captain Kidd (Supercinecolor)	70	Charles Laughton, Hillary Brooke
Jan. 3rd	209	April in Paris (Technicolor)	101	Doris Day, Ray Bolger
Jan. 17th	210	Stop, You're Killing Me (Warnercolor)	86	Broderick Crawford, Claire Trevor
Jan. 31st	211	The Man Behind the Gun (Technicolor)	82	Randolph Scott, Patrice Wymore





It's the story of "what made motion pictures *great*". . . the saga of eye-filling *razzle-dazzle* . . . in the lobby . . . out in front . . . and on the screen . . . the big *Box Office story* . . . of *bill-posting* that shouted about your great attractions . . . *heralds* that sought out patrons and brought them in, in droves . . . and away-from-theatre *displays* that dazzled an eager public . . . with the oft-repeated news of glittering entertainment!

This story isn't finished! A new chapter is just begun . . . with new big HITS . . . brighter, richer ACCESSORIES . . . and colorful, exciting new TRAILERS . . . with STANDEES and DISPLAYAWAYS . . . Novelty Advertising and COLORful new SPECIAL TRAILERS . . . the Showman's ammunition . . . that blasts resistance . . . and builds patronage! . . . to write a new chapter to the Showmanship Story . . . A Best SELLER at any Box Office!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

STRY'S FUTURE PLANS
URE IMPORTANCE OF
3-DIMENSION

X REPEAL BILLS RISE
IN NUMBER

MULLS LEGAL ACTION
AGAINST DISTRIBS

"SALOME"
-RELEASE BOOKINGS
ITED BY COLUMBIA

COUNTERS MILITANT
ALLIED STAND

CHANNEL HEARINGS
BEGIN FOR TRADE

ORLD GROSS FOR 1952
ROSE 50 PERCENT

OFFERS DIVERSIFIED
DUCT LINE-UP IN 1953

REVIEWS
pages 9, 12, 13

No. 1 January 24, 1953

as second class matter October 25, 1946, at the
fice at New York, N. Y., under the act of March
Published Biweekly by The ITOA Independent,
15 Broadway, New York 36, New York. Sub-
n price $2.00 a Year, Single copy 10 cents.

THIS MUST BE ANSWERED

THERE is a question that must be answered by those segments of the industry that have evidenced a desire to proceed with the establishment of an arbitration system for the settlement of trade disputes.

Is arbitration to be discarded because it has been rejected in some quarters?

We sincerely hope not.

Despite the fact that exhibitors have many complaints, it is wrong to take the one and only instrument which can ultimately restore a sense of balance to the industry and destroy it. We've said this again and again and we'll repeat it until arbitration becomes a reality and is given a chance to prove itself.

The point has been most tellingly made that ex-

(See Page 5)



LANA AND KIRK HAVE GONE TO WORK!

Beautiful Business Everywhere For M-G-M's Sensational Hit!

(Press Time Flash!) Music Hall topping terrific engagement of "Million Dollar Mermaid"!

"THE BAD AND THE BEAUTIFUL"

★

M-G-M presents Lana Turner • Kirk Douglas • Walter Pidgeon • Dick Powell in "THE BAD AND THE BEAUTIFUL" • co-starring Barry Sullivan • Gloria Grahame • Gilbert Roland • with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman

(A date to remember, Brotherhood Week's Silver Anniversary Feb. 15-22)

Great DAY!

VOTED "THE TOP MONEY-MAKING ACTRESS"

IN 'MOTION PICTURE HERALD'S' ANNUAL THEATRE POLL!



Now she's singin' at the Eiffel Tower— and Warners give the boys an eyeful of towering figures coast-to-coast with...



....DORIS DAY
RAY BOLGER
April in Paris

COLOR BY TECHNICOLOR

CLAUDE DAUPHIN AND EVE MILLER · GEORGE GIVOT · PAUL HARVEY · WRITTEN BY JACK ROSE AND MELVILLE SHAVELSON

Musical Numbers Staged and Directed by LeRoy Prinz • Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke
Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke • Musical Direction by Ray Heindorf

PRODUCED BY WILLIAM JACOBS • DIRECTED BY DAVID BU

Enroll 25 members for the 25th Anniversary of Brotherhood Week, Feb. 15 to

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Vol. 31 No. 1
January 24, 1953

hibition has surrendered nothing. Even those who have turned down arbitration admit that the distributors have made major concessions and that there are many "plus points" of benefit to exhibition in the draft that has been so laboriously prepared.

Arbitration must not be made the sacrificial lamb on the altar of industry dissension. It must be used rather as an antidote to narrow the areas of disagreement even though "it cannot be all things to all men." It deprives no one of legal remedies nor does exhibitor acceptance of arbitration make lawful anything that is in violation of law. It is a purely voluntary plan.

If by-passed in favor of government and judicial intervention, the problems will not be solved. In fact, new dilemmas will be created. How soon we have forgotten the booby prizes that exhibition won from the grab-bag of litigation and legislation. And it is to be hoped that tax repeal will preempt Congressional attention at this time.

No one can deny that, as presently drawn, arbitration offers new avenues of speedy and expeditious relief not otherwise available. It was never more necessary to get the industry to work together and arbitration merits a trial. The industry can only be the better for it.

Salted Peanut

Recently, we saw a few things on television which accomplished a great deal for the motion picture industry and which, incidentally, didn't hurt TV either.

On Sunday last, the presentation of the New York Film Critics' Awards was made over WNBT, key station of the NBC network. In addition to the personal appearances of Stanley Kramer, Fred Zinnemann and Shirley Booth, short film clips from "High Noon," "Come Back, Little Sheba," "Breaking Through" and "Forbidden Games" were shown to home televiewers.

The week before, M-G-M made its first important TV tie-up to publicize "Above and Beyond" by bringing Robert Taylor in from the Coast to appear on Ed Sullivan's "Toast of the Town" show, broadcast over the CBS television network. In connection with his appearance, Taylor received a plaque for M-G-M from the Air Force for making this film. To give the listening audience a bit of the picture's flavor a short clip was shown.

These were judicious uses of the medium. There have been others — but not enough. The increasing use of television for broadcasting premieres is also a step in the right direction.

There can be no question of the positive results stemming from these programs in creating a want-to-see attitude on the part of televiewers. It gives them a taste of what they've been missing . . . and just enough to whet the appetite and make them hungry. Did you ever eat one salted peanut?

The TV stations welcome the use of film clips. We are derelict if we do not furnish them.

An Ounce of Prevention

Under the leadership of President Eisenhower, the motion picture industry is being called upon to help in the promotion of Brotherhood Week, February 15-22.

This year, our participation should be all the more significant since this is the Silver Anniversary of the National Conference of Christians and Jews, the sponsoring organization that has done so much to create harmony among all of our citizens.

NCCJ is more than a fire-fighting agency when it comes to extinguishing the flames of bigotry. It is a fire-prevention organization that believes an ounce of prevention is worth a pound of cure. It is worthy of our complete support. Whatever we do is for ourselves and our country.

Campaign kits are on their way to every theatre owner in the nation. In the kit is a campaign book listing the "ABCs of the NCCJ" — a list of the easy steps for exhibitors to make their participation in the drive successful. It tells in general terms what you can do. How you do it depends upon your own enthusiasm and ingenuity.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Alan Ames; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Industry's Future Plans Feature Importance Of 3-Dimension

By Alan Ames

(*Associate Editor,* THE INDEPENDENT)

The high position in which various segments of the industry regard the technical advancements for simulating three-dimension on the movie theatre screen as the means to increased grosses in the future has become evident from recent announcements of plans by many companies.

In the production field, 20th Century-Fox is preparing a feature in a three-dimensional process which it has been developing in its own "stepped-up technological program," as well as another picture utilizing Anamorphisis, a French process. At conferences being held in New York this week by Spyros P. Skouras, Fox president, and Darryl F. Zanuck, vice-president in charge of the studio, it will be decided whether the company's major production for 1953, "The Robe," will be the initial film to be shot via Anamorphisis. Tests on the process are currently being conducted at the Fox studio.

Fox Technique

The 20th-Fox technique, for which special glasses are required, will definitely be used on one picture this year, it was stated by a company executive.

The French process, to which 20th-Fox has the rights for continued development, uses a screen three times the size of the conventional one, but requires only a single projector and uses standard 35mm. film. A special lens attachment is needed for the projector. Stereophonic sound is part of Anamorphisis.

At Warner Bros. studio this week, shooting began on "The Wax Works," which producer Bryan Foy is making with Natural Vision. "Wax Works" marks the first picture to be made by a major Hollywood studio using this new stereoscopic three-dimensional process. Metro will follow, in February, with "Arena," in AnscoColor.

Columbia Pictures plans the first of three features to be made by Natural Vision for some time during the coming month. Script for the initial 3-dimensional picture has been completed, but is untitled, with stories for the other two still to be finished. If present negotiations work out successfully, the trio of 3-D films will be released by Columbia during 1953.

Sol Lesser An Entrant

Sol Lesser, already an entrant in the 3-dimensional sweepstakes as the result of his American rights to the British process called Tri-Opticon, has formed a new company in the field, Stereocinema Corp. New outfit will produce and distribute pictures as well as lease equipment to other producers.

Plans announced by Lesser call for 12 3-D programs—each containing a feature with shorts—each year. First program will be ready March 15.

Four hundred theatres in this country, chosen, according to Lesser, on their ability to show each program for a minimum of a month, will be given franchise rights. Movie houses throughout the world are expected to bring the number of theatres receiving the regular output of Stereocinema up to 600.

Stereocinema will finance indie producers who want to utilize the Stereo-Cine process, in which Lesser owns a 50 percent slice. Process is similar to Tri-Opticon and Natural Vision, using two cameras and two negatives for projection on interlocked machines. Polaroid glasses are employed also.

Distribution of Stereocinema programs will be conducted by the corporation, with a charge of ten percent of the rental intake to cover costs. Offices will be in New York, under Irving Lesser and Seymour Poe; Chicago, Max Roth; and Los Angeles, Jack Thomas.

The prospect of offering the public the thrills of three-dimension in a spectacle has

(*Continued on page* 21)

3-D Brings Labor Troubles

Growing use of three-dimensional processes in theatres is bringing with it new labor troubles. In Pittsburgh, the Warner Theatre, playing "Bwana Devil," produced in Natural Vision, was closed for two days last week when members of local 171, AFL, walked out because ". . . the contract signed in 1951 did not cover conditions that now exist . . . three-dimensional films mean more work and take more skill to operate. . . . This is a new medium that has been a terrific financial success and we insist upon negotiating a new contract." Theatre management replied: ". . . work on the new films is just the same as the work on standard films. It doesn't take any additional skill or labor to operate them."

Plans for the installation of Cinerama equipment in Eitel's Palace, Chicago, were stalled last week by a request of the operators union for a scale of $2 per hour for each man. Planned installation would cut down the theatre's seating capacity, having three projection booths on the mezzanine.

House, Senate Tax Repeal Bills Rise In Number

WASHINGTON.—Bills to repeal the Federal 20 percent admissions tax continue to roll into the House hopper.

Latest repeal measure was introduced by Rep. Clement J. Zablsehi (D., Wis.).

Other repeal measures on record are by Representatives Doyle (D., Calif.), McDonough (R., Calif.), Van Zandt (R., Pa.) and Hand (R., N. J.). All except Hand's apply specifically to motion picture theatres; the New Jerseyite's would wipe out the entire admissions levy.

Hollywood Congressman Donald L. Jackson (R.), meanwhile, inserted into the Congressional record a resolution passed by the "Show Folks of America," urging early repeal of the Federal amusements tax.

Meanwhile, House Republicans named five members to fill GOP vacancies on the tax-writing Ways and Means Committee. New members will be Reps. Sadlak of Conn., Baker of Tenn., Curtis of Mo., Knox of Mich., and Utt of Calif. There were no Democratic vacancies. Moreover, both Reps. Keogh of N. Y. and Harrison of Va. (Democrats) were removed from the committee.

Floor Speech Planned

Jackson told this reporter, meanwhile, that he plans a speech on the floor in the near future calling for elimination of the restrictive levy, and will introduce a repeal measure at that time.

On the Senate side, a commission to study overlapping Federal and State taxation, among other Federal-State problems, would be set up under terms of a bill introduced by Sen. Robert C. Hendrickson (R., N. J.).

First Senate bill this session calling for repeal of the Federal admissions tax on motion picture theatres was introduced by Sen. Everett M. Dirksen (R., Ill.).

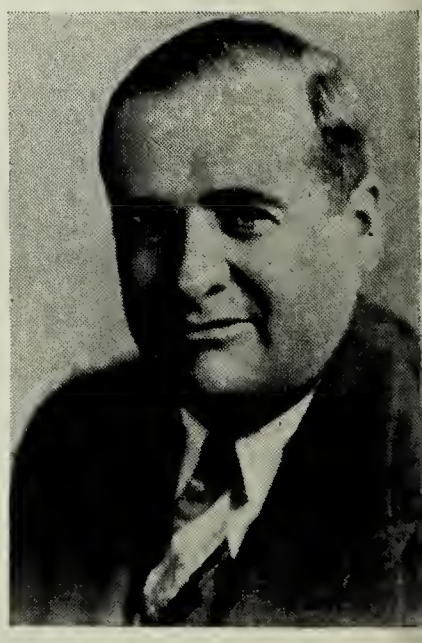
There has been considerable pressure for removal of Federal admissions taxes from States and municipalities who are, themselves, eager to tap this source of revenue. A similar bill passed the Senate in the 82nd Congress, but failed to get through the House.

James Grainger New RKO Head

HOLLYWOOD.—Persistent trade rumors proved to be successful late this week with the announcement that James R. Grainger has signed a three-year contract with RKO Radio Pictures to be its president. Details of the agreement will not be made known until some time in the future. Grainger has been head of sales and a vice president at Republic Pictures.

In the meantime, Grainger continued in his post, presiding this week at the third meeting in Republic's current series of sales sessions at the home office, with Herbert J. Yates, company president, making an address. Grainger is scheduled to appear at the fourth and final sales meeting, set for Miami on Jan. 28 and 29.

Yates, Grainger and the southern district group in session will be joined by all Republic sales managers and other company execs for the world premiere of "Fair Wind to Java."



JAMES R. GRAINGER

Allied Mulls Legal Action Against Distribs

A re-affirmation of National Allied's announced intention of pushing forward—even if it means legal action—to obtain relief from the current practices of distribution was made this week by Wilbur Snaper, president of Allied, at a conference with film press writers.

In disclosing Allied's intentions, Snaper reiterated his organization's position regarding arbitration: Allied does not reject the prospect of an industry-wide system but will not go further in discussions toward that goal with distribution until alleged trade abuses are cleared up.

Snaper's disclosures came on the heels of the mid-winter board of directors meeting of Allied, which was held in New Orleans. At that meeting, it was decided to resort to legislation, litigation and appeals to various public agencies in order to force a decision.

"No Wavering"

"There can be no wavering or turning back" from that course of action, Abram F. Myers, general counsel and board chairman, then pointed out. He said that "in order to succeed in our campaign for reforms which will pave the way for an all-industry recovery program, we must convince all concerned that our campaign is going to be prosecuted until our ends are achieved."

Myers added that "we may hope, or course, that the executive heads of the film companies, with greater vision than that displayed by those with whom we have thus far been compelled to deal, will see the wisdom of yielding a measure of the power incident to their control of the films for the sake of the greater advantage which will accrue from a united assault on the existing box office depression."

It was further pointed out by the general counsel and board chairman that Allied "cannot depend" on the wisdom of distribution executives in the current situation but "must be prepared to fight it out all along the lines laid down in Chicago (at the national convention), if it takes all year."

Allied Push Affirmed

Myers' statement was delivered in conjunction with the decision of the Allied board to back up the Chicago convention stand in rejecting the distributors' draft of a proposed plan for arbitration.

The board, in announcing its position, added also that it had voted to withdraw all Allied officers from further negotiations with distribution executives toward making the distributor draft a reality.

The board revealed that after hearing and fully considering the report of Snaper in reference to arbitration and the letter from Eric Johnston, MPAA head, on the same subject, it "is forced to the conclusion that these communications contain no proposals within the scope of arbitration or otherwise which would afford the exhibitors any relief from the distributors' pricing policies and practices."

It was noted by the board that the price policies and practices "constitute the exhibitors' principal grievance (regarding the distributors' draft) and stand as a bar to the

(*Continued on page* 22)

"Salome" Pre-Release Bookings Limited By Columbia Sales Plan



Columbia Pictures convened an unprecedented international sales and advertising meeting devoted to only one production, "Salome," in Chicago last week, with top home office executives, branch and division managers and key personnel from Columbia Pictures International Corp. assembled. Seated, (l. to r.), were: Rube Jackter, assistant general sales manager; Jack Cohn, executive vice-president; A. Montague, vice president and general sales manager; Paul Lazarus, New York studio representative. Standing were: Louis Astor, George Josephs, Irving Wormser, all home office sales executives; Joseph Freiberg, manager of sales accounting department; George Berman, assistant manager of exchange operations; H. C. Kaufman, manager of exchange operations; Howard LeSieur, director of advertising, publicity and exploitation; Maurice Grad, short subjects sales manager; and Louis Weinberg, home office sales executive.

Columbia Pictures this week outlined its sales policy for "Salome," the Rita Hayworth-Stewart Granger starrer, in Technicolor, which well begin around Easter, pointing ont that pre-release engagements will be contracted in limited number with "qualified theatres in cities of 75,000 population or more." The company added that theatres will be selected "competitively based on their offers." Screenings for the trade will be held beginning on or about Feb. 1.

According to the film company, bids are to be made subject to the following conditions: 1. The company's right to reject all offers is reserved 2. The run granted will be definitely established; no specific clearance will be granted.

Columbia, in releasing the sales policy, noted that it is "fnlly aware that it is, by law, neither our right nor our function to fix admission prices."

TOA Counters Militant Allied Stand; Asks Distrib Execs To Board Meet

Taking sharp issues with the militant National Allied view point, Theatre Owners of America prepared this week for their annual mid-winter board of directors meeting at New York's Hotel Pierre. The sessions are set to begin Jan. 27, with Alfred Starr, president, conducting business.

One feature of the meeting will be the attendance at the first session of almost all sales managers of the distribution companies. Starr said that "in an industry so beset with strife, with litigation, and with ill-will, I know of no better way to improve relations than through the frank discussion of mutual problems" between the exhibitor and the distributor.

Arbitration Talk Included

The stymie that now exits between exhibition and distribution over an arbitration plan will be fully discussed by the TOA board, it was pointed out by Herman Levy, general cannot assist in the breaking of the impasse," undertake to accomplish whatever it feels it cannot assist in the breaking of the impasse," Levy stated.

The impasse was sumed up by Levy as resulting from Allied's refusal to accept arbitration unless a number of alleged abuses are first cleared up. But "the distributors have spoken," Levy noted. "They have stated that they will not agree to the arbitration of film rental."

If rentals will not be arbitrated, Levy continued, "then I say that the plan should be accepted—with such changes as can be

(*Continued on page* 22)

Distributor Selling Policy For Pre-Releases Called Discriminatory By Snaper

The distributor practice of boosting rentals on pre-releases of major pictures, with the implication that non-cooperating theatremen face rejection of their bids if they fail to raise ticket prices accordingly was blasted in strong terms this week by Wilbur Snaper, president of National Allied. The practice, together with its implication, was termed by Snaper as "rank discrimination against the greatest proportion of theatres in the country."

Snaper added, moreover, that he doesn't think the protests of exhibition will do any good. Situation would better be eased by appeal to the Justice Department since the practice, the Allied president pointed out, appears to be in violation of the consent decrees entered into by the government and distribution.

The Allied head blasted the distributor practice as "destructive to second run theatres as anything they (the distributors) have doped up yet." He said that Allied intends "without doubt" to lodge a protest against these abuses with the Justice Department in the near future.

Although seemingly aimed at the sales policy announced this week by Columbia for

(*Continued on page* 22)

Channel Hearings Begin For Trade

WASHINGTN.—Over 30 witnesses will seek to prove the industry's claim that theatre television is in the public interest and that in order to prove commercially feasible, six special channels in the upper frequencies now assigned to common carriers should be assigned to its use by the FCC.

This was the essence of the summary testimony to be given in the hearings which get under way Jan. 26 before the Commission, which has been filed by the MPAA and the National Exhibitors Theatre Television Committee.

The American Telephone and Telegraph Copany will contend, however, according to its summary briefs, that the common carrier facilities of its system can meet the technical requirements of theatre TV as laid down by the industry at a comparable cost, sooner than a serviceable theatre TV network could be developed otherwise, and, furthermore, argue that assignment of exclusive channels in the proposed frequencies would be unduly restrictive.

Witnesses Listed

Other witnesses scheduled to testify are Eric Johnston, MPAA president; Spyros P. Skouras, 20th Century-Fox president; Mitchell Wolfson, past president of Theatre Owners of America; S. H. Fabian, NETTC chairman; either Wilbur Snaper, Allied president, or Trueman Rembusch, past president, or both; Harry Brandt, president of Independent Theatre Owners Association of New York and, Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association.

Also, Robert W. Coyne, COMPO special counsel; Arthur Mayer, former executive vice-president of COMPO; Gilbert Miller, Broadway producer; S. M. Chartok, roadshow producer of Gilbert and Sullivan operettas; Tom Meany, "Collier's" sports editor; a representative of the American Medical Association, and Benjamin Fie, education director of "The New York Times."

Also, G. Griffith Johnson, MPAA economic chief; Peter Levathes, ex Fox short subjects sales manager; Richard Hodgson, president of Chromatic Television Laboratories; Andrew F. Inglis, MPAA engineer; Lester B. Isaac, Loew's, Inc., director of projection and sound; Manfred Toeppen; Kenneth E. Wright, Theatre Television Authority, and Dr. George L. Beers, RCA Victor division engineer.

Also, C. Rogers Albright, MPAA educational director; Rudolph Bing, managing director of the Metropolitan Opera Association; Roy V. Peel, director of the U. S. Census Bureau; Harold Azine of the Federal Civil Defense Administration, who will discuss field tests already conducted, and Terry Ramsaye, of Motion Picture Herald.

American Legion's Drive Results In Cancellations Of "Limelight" Showings

Executives of both Fox West Coast Theatres and Loew's Theatres disavowed any claim this week to praise given by the American Legion for the alleged cancelling by the respective circuits of bookings of United Artists' release of Charles Chaplin's "Limelight."

The Legion has been conducting a pressure campaign against the picture. According to Coast newspaper reports, Lewis Gough, national commander, lauded both Charles P. Skouras and Loew's circuit officials last week for cancelling bookings.

Pressure in the form of Legion picketing against Jose Ferrer and John Huston, star and director, respectively, of United Artists' "Moulin Rouge" has, however, been relaxed, Gough disclosed. He said that Ferrer and Houston had met with James F. O'Neil, director of Legion publications in New York, to discuss the situation.

TELEVIEWS

By AARON SLOAN

NCAA's New Policy

Televising of football games will be held to one game per week, under about the same system as last year, following a 172 to 13 vote of the membership of the National Collegiate Athletic Association. The National Association of Radio and Television Broadcasters immediately attacked the NCAA action as limiting "the program sources available to the American public."

Packaging Firm Formed

Formation of a new theatre TV packaging firm, called Closed-Circuit Television Co., which will specialize in "off-hour" commerical telecasts, was announced by Harold Azine, president. Azine recently resigned as video director of the Federal Civil Defense Administration.

Fabian Given Equity Scale

Fabian Theatres executives were handed a proposed pay scale by Actors Equity for the theatre televising of a Broadway show. According to Equity spokesmen, the proposed scale is in line with the one set by the American Federation of Radio Artists, which requires payments to talent on the basis of the length of the show. No details were given of the scale, which Fabian executives are no studying.

An Unusual Spectacle

Eight wrestlers put on a Houston courtroom spectacle in an effort to prevent TV station KRLD-TV, Dallas, from making a spectacle of them by showing films of their matches. The wrestlers applied for an injunction to prevent use of films of their matches unless they receive a portion of receipts from the showings. TV arrangements in Houston permit showing the matches only when a sellout of the house is assured.

New Station News

FCC approved TV station permits that included one for the Springfield Television Corp., Springfield, Mo., to operate on Channel 3. Previously the FCC had granted a permit to TV station KITTS TV at Springfield, Mo., owned by the Independent Broadcasting Co. to operate on Channel 10 at Springfield. Both stations are to be in the very high frequency transmission range. . . . Dallas received approval for its first ultra high frequency station, when it was granted authority to the Ultra High Frequency Television Co. of Dallas to build and operate a TV station on Channel 23. . . . FCC granted construction permits for television stations to KGKL, Inc., San Angelo, for Channel 11, and to the Wichita Radio and Television Co., Wichita Falls, for Channel 24. The University of Houston educational TV station will be on the air about April 2, nearly three weeks before the deadline set by the Commission. The Houston station is believed to be the first educational TV station in the nation to go on the air.

More New Stations

FCC issued 10 more commercial licenses and one more non-commercial educational license, bringing total new licenses granted since the end of the freeze to 175 commercial and 11 educational. One of the new licenses was for a station in Stockton, Calif., and Chicago and Pittsburgh each got an ultra high frequency outlet.

Cornell University, Ithaca, N. Y., got a commercial TV station license and the New York Board of Education was granted a non-commercial educational TV license in Ithaca. Other grants went to Hutchinson, Kans., Springfield, Mo., Atlantic City, N. J. and Madison, Wisc, with Houston, Tex., getting two new grants.

Uses For New Device

Paramount Pictures and Sol Lesser, joint owners of the new Vistascope process, are making the device available to TV for live action video. First prospective customers are NBC, CBS and Dumont. One of Hollywood's newest technical achievements, the Vistascope unit is a device and method of accomplishing and completing the composite matte type photography in the camera at the time of action shooting. It can be used in conjunction with both motion picture and video cameras and is applicable to both black and white and color.

Another Off-Hour Telecast

Theatre Network Television has arranged a second big screen TV program for off-hour scheduling in theatres. Firm utilizing the time will be International Business Machines Corp., on a date tentatively set for March 30. The company will introduce to an industrial market a new electronic "brain" which is said to be one of the most revolutionary developments in the field of electronic calculating machines. Program probably will originate from the IBM office in New York.

Warner Re-organization Plan Ready For Okay At Stockholders Meet

Warner Bros. Pictures mailed stockholders a proxy statement this week for the annual meeting to be held on Feb. 17, at which they will be asked to act on an amended plan of re-organization and other matters. Under the plan, a new picture company to be known as Warner Bros. Pictures, Inc., and a new theatre company, Stanley Warner Corp., will be organized. It is expected that the new companies will commence operations on March 1.

Board of directors for the new theatre company, with two-year terms each, are Si Fabian, who purchased a 27 percent interest in the theatre chain for $7,498,994, Sam Rosen and David G. Baird. Board members for a year term are Harry Kalmine and Maurice A. Silver.

Board of directors for Warner Bros. Pictures remains the same.

Staff Reviews

"Peter Pan"

(RKO) Technicolor 76½ Min.

Cast: Voices of Bobby Driscoll, Kathryn Beaumont, Hans Conried, Bill Thompson, Heather Angel, Paul Collins, Tommy Luske, Candy Candido, Tom Conway.

Credits: A Walt Disney production; Directed by Hamilton Luske, Clyde Geronimi, Wilfred Jackson; Story by Ted Sears, Bill Peet, Joe Rinaldi, Erdman Penner, Winston Hibler, Milt Banta, Ralph Wright; Songs by Sammy Fain, Sammy Cahn, Oliver Wallace, Penner, Hibler and Sears; Based on the stage play by James M. Barrie.

An utterly delightful session at make-believe and fairy tale fantasy, calculated to win favor among children and adults alike, is unspooled by the Walt Disney dream factory in this new all-cartoon feature. Adults will react with laughter to the many humorous incidents and witticisms of the piece since Disney rarely dips into mawkish sentiment to make a point. Grown ups, in fact, will find much pleasure in the story's theme: universal escape into a land where childhood is eternal. Since "Peter Pan" is derived from the text of a famous stage play, adults will have an added incentive to attend—unaccompanied by children.

Children, of course, will find "Peter Pan" tailor-made to their fancies. It contains a blend of whimsy, fantasy and slapstick, with enough rough-house comedy to keep the story going and an abundance of thrilling incidents to hold youthful attention throughout. The only scenes which may prove disturbing to youngsters are those containing close-ups of an Indian's savagely painted face and of a massive rock shaped to resemble a human skull. Otherwise, the picture is chock full of new and engaging cartoon characters that should prove extremely popular with the younger set. Technicolor tinting adds a splendid allure to these creations.

Exploitations for "Peter Pan" have already been facilitated via the sale of story book material on the retail level for children. Records, too, have been made of the several catchy songs from the film.

STORY: Wendy, an adolescent girl who doesn't want to grow up, summons Peter Pan, a perpetual boy. Pan teaches Wendy and her two younger brothers to fly to Never Land, a place of enchantment ruled by Pan. But in Never Land, Captain Hook, a pirate, is plotting the capture of Pan, his mortal enemy. Hook, in turn, is being pursued by a crocodile who, before the story began, devoured one of the pirate's hands. While Pan ushers Wendy on a tour of Never Land, Tinker Bell, his pixie sweetheart, grows jealous and becomes prey for Hook. The pirate tricks Tinker into revealing Pan's whereabouts. Then Hook captures Wendy, her brothers and a tribe of Lost Boys who never grew up, and leaves a time bomb near the sleeping Pan. Tinker, learning of the bomb, grows remorseful. She escapes from Hook and saves Pan from the explosion. Pan then frees Wendy and the others from Hook's clutches and the crocodile chases Hook into the horizon. Wendy, back home, awakens from her dream and realizes and welcomes the prospect of growing up.

"Niagara"

(20th-Fox) Technicolor 89 Min.

Cast: Marilyn Monroe, Joseph Cotten, Jean Peters, Casey Adams, Denis O'Dea, Richard Allan, Don Wilson, Lurene Tuttle, Russell Collins, Will Wright, Lester Matthews, Carleton Young, Sean McClory.

Credits: Produced by Charles Brackett; Directed by Henry Hathaway; Written by Brackett, Walter Reisch and Richard Breen.

Murder, melodrama and even Niagara Falls in Technicolor take second place to Marilyn Monroe and her sexiness in this 20th Century-Fox picture. Supporting Miss Monroe are Joseph Cotten and Jean Peters, who handle their assignments neatly and add lure to the marquee for "Niagara," which is a real money picture. No matter that the story of an unfaithful wife murdered by her husband is slight and obvious, or that the many beautiful color shots of Niagara Falls and its tourist haunts hamper the pace of the plot; the picture is mostly Miss Monroe—her body and face, revealed on the screen through intriguing and imaginative camera work. Miss Monroe sensuously parades around in sheer negligees and low-cut gowns, walks with an accentuated hip movement and languorously closes her eyes to music. As the murdered wife, she is done away with after two-thirds of the picture, the rest of the footage being a routine chase to capture her killer. But she has provided the momentum to keep it going.

STORY: Jean Peters and her husband, Casey Adams, come to Niagara Falls for a belated honeymoon. They stop at a motel where they meet Marilyn Monroe, a flashy beauty, and her moody husband, Joseph Cotten. Marilyn intimates that Cotten is mentally sick, while he tells Jean that his wife is a tramp but he can't stop loving her. Marilyn is having an affair with Richard Allan and they plan to kill Cotten in one of the Falls' sightseeing spots. But Cotten overpowers Allan and kills him instead. When she discovers this, Marilyn tries to run away. Cotten catches her and murders her. He tries to make a getaway in a boat on which Jean is. With the police closing in, the boat gets caught in the current and is dragged toward the Falls. Cotten manages to get Jean to safety before he goes to his death over the Falls.

"The Jazz Singer"

(Warner Bros.) Technicolor 106 Min.

Cast: Danny Thomas, Peggy Lee, Mildred Dunnock, Eduard Franz, Tom Tully, Alex Gerry, Allyn Joslyn, Harold Gordon, Hal Ross, Justin Smith, Anitra Stevens.

Credits: Produced by Louis F. Edelman; Directed by Michael Curtiz; Screen play by Frank Davis and Leonard Stern and Lewis Meltzer; Based on the play by Samson Raphaelson.

The historic Al Jolson starrer, "The Jazz Singer," is brought up to date in this version, offering Technicolor, Danny Thomas, popular songs and dancing, and introducing Peggy Lee. The tale of the son of a Jewish Cantor who prefers showbusiness to following the family tradition has been converted to contemporary circumstances with the son — a GI back from Korea and his love interest — a recording star. Paralleling the presentation of sprightly and colorful big production numbers, is a warm and natural story line which respectfully depicts the customs and traditions of Jewish life with its religious ceremonies.

Danny Thomas, in the Jolson role, brings forth his individual warm and relaxed personality as well as his soft touch with a song and off-handed delivery of comic routines. Pegy Lee, here making here screen debut, offers a widely-recognized voice with a pretty face and a figure which does much for a revealing gown.

STORY: Danny Thomas returns home from the Korean war to find that his father, Eduard Franz, Cantor in a Jewish synagogue, expects his son to succeed him and continue in the family tradition of being Cantors. Thomas, however, has met Peggy Lee, famous recording and stage star, and wants to go into showbusiness. Franz is disappointed, but Thomas goes anyway. After failing, Thomas returns and promises to take over from his father. But he can't forget showbusiness and finally leaves. His father disowns him. Thomas becomes a star and on his Broadway opening night Franz becomes sick. Thomas goes to him and there is a reconciliation. Franz recovers and comes to watch Thomas perform.

"Confidentially Connie"

(M-G-M) 71 Min.

Cast: Van Johnson, Janet Leigh, Louis Calhern, Walter Slezak, Gene Lockhart, Hayden Rorke, Robert Burton, Marilyn Erskine, Kathleen Lockhart, Arthur Space, Barbara Ruick, June Whitley, Dick Sands.

Credits: Produced by Stephen Ames; Directed by Edward Buzzell; Screen play by Max Shulman; From a story by Herman Wouk and Shulman.

This program farce, concerned with the financial problems of a college instructor and his pregnant wife, will find its best market in family audiences. The story moves along at a moderate pace, slowing down every now and then to deliver a plug for higher salaries for teachers. A good deal of humor, however is spotted between these plugs, and Louis Calhern, playing a wealthy cattle rancher, socks the gags across solidly. Marquee value is present in the star names.

STORY: Janet Leigh, pregnant wife of Van Johnson, a college instructor, is frustrated when her husband's salary prevents her from buying meat prescribed by her doctor. Louis Calhern, Johnson's father and wealthy cattle rancher, learns of her frustration and, on a visit to Johnson, secretly enlists the local butcher in a scheme to sell Johnson meat at half price. Calhern also tries to make Johnson quit teaching and take over the ranch. But Johnson, with a promotion coming up, will not quit. Calhern then manages to prevent Johnson from getting the promotion. Meanwhile, the butcher's low rate causes a price war, enabling Johnson's colleagues to buy meat on their salaries. Calhern, touched by their plight, donates heavily to the college and all the instructors get raises. Johnson breaks with his father, thinking the donation was made for him. But Calhern convinces him otherwise and a reconciliation is effected.

"Taxi"

(20th-Fox) 77 Min.

Cast: Dan Dailey, Constance Smith, Neva Patterson, Blanche Yurka, Kyle MacDonnell, Walter Woolf King, Antnony Ross, Mark Roberts, Harry Clark, Jack Diamond, Stubby Kaye, B. S. Pulley, Bert Thorn.

Credits: Produced by Samuel G. Engel; Directed by Gregory Ratoff; Screen play by D. M. Marshman, Jr., and Daniel Fuchs; Screen story by Hans Jacoby and Fred Brady; From "Sans Laisser D'Adresse" by Alex Joffe and Jean Paul Le Chanoi.

Filmed on location in New York City, this sentimental adventure of a belligerent taxi driver fits the bill where a strong supporting feature is required. Dan Dailey in the co-starring lead adds theatre front value. In telling the simple story of an Irish bride with only a few hours in which to find her husband, the film manages to cram in many of the interesting New York City sights and sites. The plot material, however, is not substantial enough to sustain the viewer's interest throughout. The resoloving of the wife's problems when she discovers her husband is a phony and the intimation of a future with the cab driver are presented with a vagueness which gives the picture an unsatisfying fadeout.

STORY: Cab driver Dan Dailey is known for his belligerent and grouchy attitude. He also has bought his own cab on time and is only concerned about making enough money to keep up the payments. He gets a passenger, Constance Smith, just off a boat from Ireland, who has a few hours in which to find a husband she was married to for only a week in Ireland. If she doesn't find him, she can't stay in this country. Dailey tries to hike Constance's fare, but becomes sympathetic to her cause and helps her run down clues on her husband's whereabouts. When they can't find him, Dailey mortgages his cab to get money to cover Constance's "bail" so she can stay extra time in this country. They finally find the husband, who turns out to be no good. Dailey is waiting for Constance.

(*Continued on page* 12)

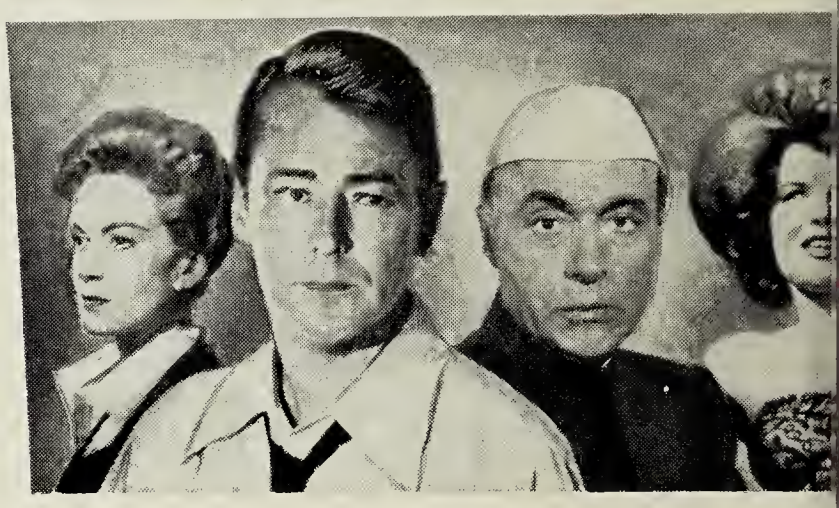
Paramount Pictures

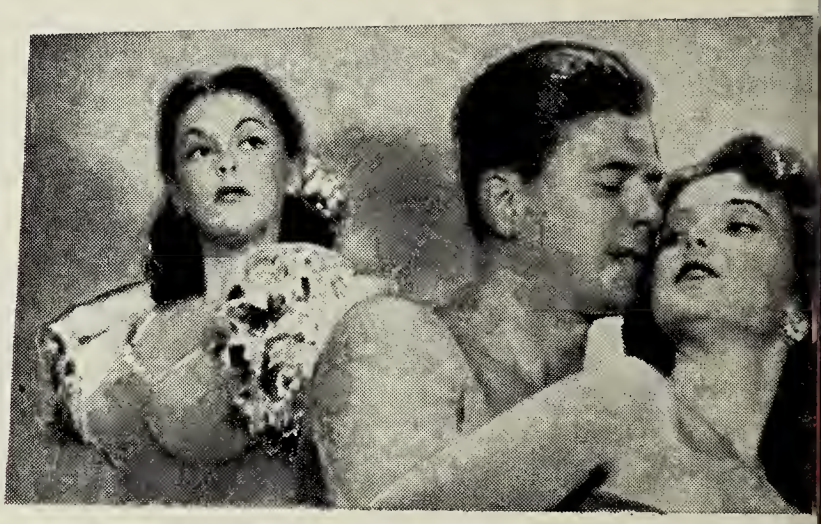
PARAMOUNT IS FIRST IN EVERY ANNUAL POLL BASED ON MONEY-AT-THE-BOXOFFICE

Keep your eye on the '52 polls* and the '53 grosses...

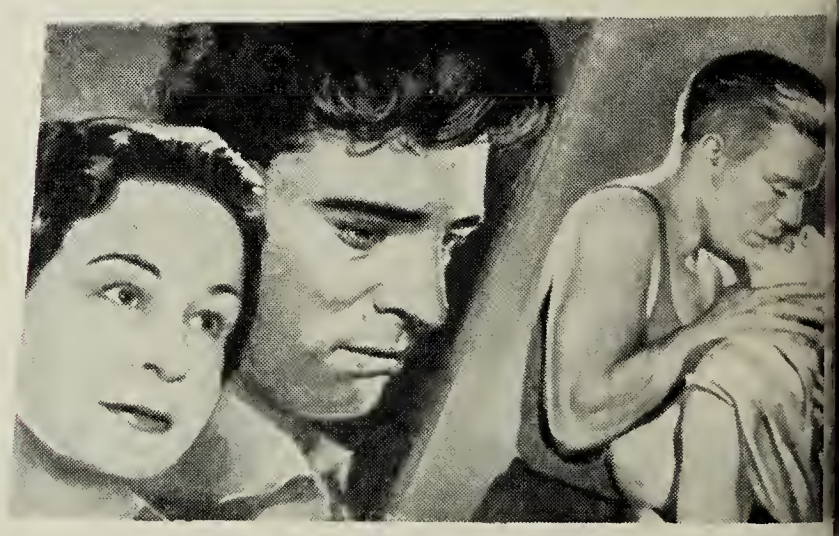
Paramount is leading both...with money product!











* TOP GROSSING FILM OF '52 in Variety . . . Cecil B. DeMille's "The Greatest Show On Earth." TOP GROSSING STARS OF '52 in Motion Picture Herald's Fame . . . Dean Martin and Jerry Lewis.

Brotherhood Week's Silver Anniversary Feb. 15-22, 1953

BING CROSBY · BOB HOPE · DOROTHY LAMOUR

IN

ROAD TO BALI

Color by TECHNICOLOR

Biggest "Road" jam in history at the box-office! "Road To Rio" business or better. Opens this week at New York's Astor Theatre.

ALAN LADD · DEBORAH KERR · CHARLES BOYER · CORINNE CALVET

IN

THUNDER IN THE EAST

Over 500 exciting openings have set this up as the biggest-drawing, modern adventure film Ladd has made in the last two years.

RONALD REAGAN · RHONDA FLEMING · ESTELITA

IN

TROPIC ZONE

Color by TECHNICOLOR

In its first openings—like Cincinnati, Lima, O., San Francisco, its spectacular grosses are blazing hotter than its red-hot romance.

DEAN MARTIN AND JERRY LEWIS

IN HAL WALLIS' PRODUCTION

THE STOOGE

"Best of the Martin & Lewis pix" says Film Daily. "Best of the Martin & Lewis grosses" say 400 previews, anticipating YOUR February profits.

BURT LANCASTER · SHIRLEY BOOTH

IN Hal Wallis' PRODUCTION

Come Back, Little Sheba

Great in N. Y. and L. A.! Other early dates will open up pre-selling markets for you to cash in big when Academy Awards are handed out!

And following these: two beautiful big ones in color by TECHNICOLOR—

"THE STARS ARE SINGING" and "THE GIRLS OF PLEASURE ISLAND"

Staff Reviews

(Continued from page 9)

"She's Back On Broadway"

(Warner Bros.) WarnerColor 95 Min.

Cast: Virginia Mayo, Gene Nelson, Frank Lovejoy, Steve Cochran, Patrice Wymore, Virginia Gibson, Larry Keating, Paul Picerni, Ned Young, Jacqueline de Wit, Condos & Brandow, Douglas Spencer, Mabel Albertson, Lenny Sherman, Cliff Ferre, Ray Kyle, Sy Melano.

Credits: Produced by Henry Blanke; Directed by Gordon Douglas; Written by Orin Jannings; Songs by Bob Hilliard and Carl Sigman.

"She's Back On Broadway" is a solidly constructed musical, in WarnerColor, that should rack up top grosses wherever played. Assets, entertainment-wise, are many, with Virginia Mayo and Gene Nelson topping the list. The picture is additionally graced with a credible Broadway backstage romance between a picture star and a legitimate director who made her famous. Miss Mayo, as the star, is given a number of lively new songs to deliver, and she acquits herself fairly well. Some of the musical interludes, especially those starring Nelson, who dances, are cloaked in sumptuous production trappings. All have a bounce and verve that should delight viewers.

STORY: A picture star with a list of flops behind her, Virginia Mayo decides to return to Broadway to attract critical attention for a subsequent and fresh Hollywood beginning. Virginia is thus signed by producer Frank Lovejoy, who then signs Steve Cochran to direct. Cochran, learning that the show will star Virginia, balks at his assignment since she once ran out on a show he directed. But peace is maintained by Lovejoy until Cochran discerns that Virginia is only taking the part to recapture the attention of Hollywood. Then Cochran quits, but returns upon Virginia's request. A romance, which began years ago between the two, is then renewed. When the show opens out of town, reviews are lukewarm but critics hail Virginia. Her decision to sign an immediate Hollywood contract causes Cochran to quarrel with her and quit. But she returns when Cochran, realizing that he still loves her, confesses his affections.

●

"Treasure Of The Golden Condor"

(20th-Fox) Technicolor 93 Min.

Cast: Cornel Wilde, Constance Smith, Finlay Currie, Walter Hampden, Anne Bancroft, George Macready, Fay Wray, Leo G. Carroll, Konstantin Shayne.

Credits: Produced by Jules Buck; Directed by Delmer Daves; Screen play by Daves; Based on a novel by Edison Marshall.

As an exploitation piece loaded with escapist thrills which alternate between intrigue in 18th century France and adventure in the jungles of Guatemala, "Treasure of the Golden Condor" rates top playing time in most situations. The story, concerned with the exploits of a bonded servant who seeks a hidden treasure with which to purchase his freedom, is filled with many exploitable events. There are first fights, a jungle ambush, an earthquake, and an encounter with a gigantic snake to quench the thirst of the action fan. Technicolor and actual Guatemalan jungle locales help whet the interest. Rounding out the proceedings are a couple of romances involving Cornel Wilde with Constance Smith and Anne Bancroft.

STORY: Brought up as a bonded servant to George Macready, his uncle, Cornel Wilde vows to avenge himself for harsh treatment and deprivation of his rightful inheritance. Forced to flee France after an attack on Macready, Wilde accompanies Finlay Currie, a seaman, on a search for treasure in Guatemala. During the search, Wilde and Constance Smith, Currie's daughter, fall in love. But when the treasure is found, Wilde leaves Constance to return to France and claim his inheritance. He enlists the aid of Leo G. Carroll, a solictor, but runs into trouble with Macready. Wilde, soon sentenced to death, is saved from the gallows when Carroll produces evidence of his rights to the inheritance Wilde, however, gives his estates to his friends and returns to Guatemala to marry Constance.

●

"Jeopardy"

(M-G-M) 69 Min.

Cast: Barbara Stanwyck, Barry Sullivan, Ralph Meeker, Lee Aaker.

Credits: Produced by Sol Baer Fielding; Screen play by Mel Dinelli; Based on a story by Maurice Zimm.

"Jeopardy" rates the best playing time possible for a programmer since it packs a tremendous wallop as a suspenseful and adult thriller. The picture is certain to generate favorable word-of-mouth publicity among adult audiences. It contains an off-beat plot that deals with some nerve wracking events that befall a family of three on a vacation trip to Mexico. With only four characters to keep the plot going, proceedings move along at a terse clip, aided by snappy direction and effective dialogue. Barbara Stanwyck's presence should bring the women. Despite the melodramatic overtones, violence is almost completely absent.

STORY: While on a vacation in Mexico, Barry Sullivan gets his foot caught under a heavy log. Barbara Stanwyck, his wife, leaves Lee Aaker, their young son, with Sullivan and drives off for help. She meets Ralph Meeker, an escaped convict, who, instead of helping her, commandeers her car to elude the police. Barbara finally enlists his aid by offering herself to him in return. Meeker then frees Sullivan, wrecking the car in the attempt. Disappointed when Barbara does not throw herself into his arms, as he had anticipated, Meeker decides to leave alone as the police close in.

●

"Anna"

(IFE) (English Dubbing) 100 Min.

Cast: Silvana Mangano, Gaby Morlay, Raf Vallone, Jacques Dumesnil, Vittorio Gassman, Patrizia Mangano, Natascia Mangano, Dina Romano, Rosita Pissano, Bianca Doria, Rocco D'Assunta, Lilla Rocco, Dina Perbellini, Emilio Petacci, Tina Lattanzi, Mariemma Bardi.

Credits: Directed by Alberto Lattuada; Story and scenario by Ivo Perilli, Franco Brusati, Rodolfo Sonego.

"Anna," a U.S. box office-conscious sequel to the successful "Bitter Rice," is one of the first of the Italian-made pictures which IFE is dubbing in English for release to a wider portion of the American movie market. With the voluptuous Silvana Mangano, whose body and beauty made "Bitter Rice," again on display in a few scenes of high-voltage sex which will make ticket-selling blow-ups for theatre fronts, "Anna" can't miss. Miss Mangano gives evidence of a ripening beauty and a maturing acting ability in the title role, that of a dedicated nurse and nun with a background of nightclubs and passionate desires. The dubbing is excellent technically, but with the overcoming of the language barrier, "Anna," except for the display of sex and a few typically Italian backgrounds, becomes a routine domestic melodrama. Even the voices selected to fit the Italian and French performers are similar to the domestic stereotype of matching heroes and villains. These factors, while assuring success in the general market, will not appeal to the steady trade of foreign and art houses which originally created an audience for imports.

STORY: Silvana Mangano is a nun serving as a nurse in a Milan hospital. She has a reputation for efficiency, hard work and a kind heart. When an emergency case is brought in, Raf Vallone, she recognizes him and recalls how they were in love. She was then a singer in a night club. She wouldn't marry Vallone, a wealthy farmer, because of her affair with Vittorio Gassman, a bartender. She hated Gassman, but couldn't overcome her physical desires for him. She confessed to Vallone and they planned to marry. But Gassman showed up, and caused a fight in which he was killed by Vallone and Silvana was wounded. Taken to a hospital, Silvana decided to stay there and become a nun. Vallone went to jail. Back in the present, Vallone recovers and asks Silvana to marry him. She is undecided although still in love with him, but finally determines that her life is in the hospital helping others.

●

"The Hitch Hiker"

(RKO) 71 Min.

Cast: Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay.

Credits: Produced by Collier Young; Directed by Ida Lupino; Screen play by Young and Miss Lupino.

"The Hitch Hiker" is a well-made, suspense-filled film that could become an important part of any program. Contained herein is an interesting story that holds interest high throughout the short running time. A good pace, better than average performances by the entire cast and fine direction and production are extra assets. Except for a brief glimpse here and there, the film is virtually without a female and depends upon its tight, well-built story to carry it through.

STORY: Frank Lovejoy and Edmond O'Brien, on a fishing trip, pick up hitch hiker, William Talman, an escaped convict wanted for several murders. At the outset, he terrorizes the pair and leaves little doubt that he intends to kill them when they reach their destination, a coastal city in Mexico, where he hopes to take a boat to freedom. He threatens them with immediate annihilation if they are discovered en route. When the car breaks down, he forces them to walk. Meanwhile, the Mexician police, in cooperation with American authorities, close in, helped by several clues the pair are able to leave. At the coastal city, Talman changes clothes with O'Brien as they start for the hired boat. But the police capture Talman before he can kill O'Brien and Lovejoy.

●

"Girls In The Night"

(Universal-International) 82 Min.

Cast: Joyce Holden Glenda Farrell, Harvey Lembeck, Leonard Freeman, Don Gordon, Jaclynne Greene, Anthony Ross, Susan Odin, and introducing Patricia Hardy.

Credits: Produced by Albert J. Cohen Directed by Jack Arnold; Story by Ray Buffum.

This is a well-made exploitation entry that will prove fairly strong box officewise if given a little extra attention and push. It has a catchy, insinuating title which is backed up by pithy dialogue and attention-holding sequences which should keep audiences interested all the way down the line. There are a number of sequences in which a certain class of modern teen-agers is portrayed showing their romancing, battling and entertaining. The film's exciting climax is capped with a lengthy, breath-taking chase which should be well-received by thrill and adventure-seeking audiences. Although the cast as a whole doesn't mean too much from a marquee standpoint, they do turn in good performances and veteran Glenda Farrell once again proves herself a strong performer.

STORY: In the crowded tenement section of New York City Anthony Ross, a longshoreman, his wife Glenda Farrell, waitress, daughter Pat Hardy and son Harvey Lembeck. Pat likes Leonard Freeman, who wants to marry her but she wants to get away from the neighborhood. Lembeck would like to marry Joyce

Holden. Lembeck plans to rob a fake blind beggar. Ex-convict Donald Gordon robs the beggar, kills him. Lembeck and Holden show up, don't see the body, and steal the cash. Lembeck chases Gordon to clear himself. Gordon is accidentally electrocuted as the police catch up with them. Holden and Lembeck are given suspended sentences while Ross is given a check in settlement for an accident. The family moves to a house in the suburbs with the youngsters promising to give thought to a future together.

●

"The Sea Around Us"

(RKO) Technicolor 61 Min.

Credits: Produced by Irwin Allen; Based on the book by Rachel L. Carson; Continuity and Commentary written by Irwin Allen; Commentary spoken by Don Forbes and Theodor Von Eltz.

"The Sea Around Us" is a thrilling undersea masterpiece which is definitely something startlingly unusual in screen entertainment. RKO is with good reason in thinking that this documentary is a strong Academy Award contender. It is an unforgettable experience which audiences will talk about long after they leave the theatre. Irwin Allen deserves great praise for his fine production work on this 61-minute feature and the informative commentary of the picture. It is eye catching spectacle, which constantly drew expressions of awe from onlookers. Allen has taken marine research and data gathered by many deep sea expeditions to help vividly transfer Rachel L. Carson's best selling book to the screen. The picture delves into undersea creatures covering the immense monsters that roam the deep and going on through the tiny microscopic denizens of the deep.

Some of the thrilling sights encompassed in the film are tidal waves, salmon answering the mysterious urges that makes them battle upstream to spawn; the moray eel in action; an octopus fighting with a shark; and a wide variety of other deep sea inhabitants in action. Narration by Theodor von Eltz and Don Forbes is done with great interest, both men possessing compelling speaking voices. The film will probably do best as a supporting feature or in houses that afford special bookings for films of this type.

●

"Prince Of Pirates"

(Columbia) Technicolor 78 Min.

Cast: John Derek, Barbara Rush, Carla Balenda, Whitfield Connor, Edgar Barrier, Robert Shayne, Harry Lauter, Don Harvey, Henry Rowland, Glase Lohman, Gene Roth, Bob Peoples, Sandy Sanders, Joseph F. McGuinn, Al Cantor, Edward Colmans.

Credits: Produced by Sam Katzman; Directed by Sidney Salkow; Screen play by John O'Dea and Samuel Newman; Story by William Copeland and Herbert Kline.

Here is another saga of the bounding main, but this time the adventure has some novel twists that will set it apart from other tales of the briny deep. "The Prince of Pirates" is a solid action entry that will do good business. It has some top performances by John Derek, Barbara Rush, Carla Balenda in the leads, with Mitfield Connor, Edgar Barrier, Robert Shayne, Harry Lauter and Don Harvey all turning in well-tempered performances in support. A tale of how the young Prince of Haagen in the Netherlands battles with the French to stop Spain's move for world conquest, the film is lensed in excellent Technicolor. Picture's script is well written affair with lots of the swashbuckling appeal which motion picture audiences like. The exploitation potential is there with the catchy title, the marquee draw of Derek, and the historical premises of the film.

STORY: Prince John Derek of Haagen is called from battle against Spain with his volunteers, when his father dies and his brother, Whitfield Connor becomes king. Connor along with his prime minister, Robert Shayne are in league with Spain against France and when Derek returns with his men and the Countess Barbara Rush, who was also a member of his band, he is made a prisoner. He is captured again when an escape to his followers fails and the whole group is sent to a Haagen prison, Fort Bleak. A fire guts the prison ship, which Derek and his men take over. From here, they capture Fort Bleak and there waylay Princess Carla Balenda, who is coming to marry Connor. Using the ruse of being his brother, Derek marries Carla. Carla escapes later and runs to Connor, who goes with her to watch Derek and his men take a beating from the Spanish fleet at Fort Bleak. However, Derek's clever plan to fire the fleet with a burning ship works and Carla and Connor are killed in the ensuing battle, leaving Derek and Countess Barbara a romantic duo again.

●

"Winning Of The West"

(Columbia) 60 Min.

Cast: Gene Autry, Smiley Burnette, Gail Davis, Richard Crane, Robert Livingston, House Peters, Jr., Gregg Barton, William Forrest, Ewing Mitchell, Rodd Redwing, George Chesebro, Frank Jacquet, Charles Delaney.

Credits: Produced by Armand Schaefer; Directed by George Archainbaud; Story and Screen play by Norman S. Hall.

"Winning of the West" is an average good Autry oater. It has the singing cowboy in good voice and carrying himself the way a rugged western hero should. The script boasts many familiar sagebrush story patterns, but the story has lots of action and the picture should please all those who like westerns. Gail Davis, the femme lead, again turns in a top job, having become one of the best leading ladies Autry has had. No doubt pert Gail will exentually move on career-wise to bigger and bigger screen vehicles. Smiley Burnette is good comedy relief. Richard Crane also delivers a top-notch performance.

STORY: Ranger Gene Autry loses his job, when he fails to shoot his outlaw brother Richard Crane and his actions cause the death of a newspaper publisher. Not telling anyone, that Crane is his brother, Autry takes a job as stagecoach guard. The bandit gang of which his brother Crane is a member is using Indian raids as a blind for their outlaw activities. Aided by Smiley Burnette, Autry manages to round up the gang, while his brother Crane sees the light at the end and Crane dies defending law and order along with Autry. Autry is happy knowing that his brother lost his life fighting for justice.

●

"Savage Mutiny"

(Columbia) 73 Min.

Cast: Johnny Weissmuller Angela Stevens, Lester Matthews, Nelson Leigh, Charles Stevens, Paul Marion, Gregory Gay, Leonard Penn, Ted Thorpe, George Robotham.

Credits: Produced by Sam Katzman; Directed by Spencer G. Bennet; Screen play by Sol Shor.

This latest Jungle Jim entry is routine fare. The juvenile trade will like it, but the stock footage is not a good match for the other film and the story line has quite an array of loopholes in its plot. The tale of an Anglo-American bomb test conducted in Africa, the film has some scenes of interest and Johnny Weissmuller handles himself in capable fashion. Angela Greene as the femme lead is attractive and handles her acting chores competently.

STORY: Johnny Weissmuller has the job of clearing Tulonga Island of the natives so an Anglo-American atom bomb test can take place there. Espionage agents Leonard Penn and Gregory Gay are out to see that Weissmuller doesn't get the natives off the island. However, when Weissmuller with the aid of Angela Stevens gets the natives off the island, Gay and Penn have the headquarters of the natives sprayed with radio-active dust. The natives become ill and blame Weissmuller. Gay and Penn urge them to go back to the island planning to use the deaths of the natives on the island as an example of how the U.S. and the British use natives as guinea pigs in their A bomb tests. Weissmuller manages to do away with Gay and Penn and the bomb is dropped on the island before the natives can return.

●

"Star Of Texas"

(Allied Artists) 68 Min.

Cast: Wayne Morris, Paul Fix, Frank Ferguson, Rick Vallin, Jack Larson, James, Flavin, William Fawcett, Robert Bice, Mickey Simpson George Wallace John Crawford, Lyle Talbot.

Credits:A Westbound Production; Produced by Vincent M. Fennelly; Directed by Thomas Carr; Written by Dan Ullman.

This is a very well done western, done in a clever documentary style, which adds an air of authenticity to the proceedings. Picture has been scripted with care, the dialogue is fresh and crisp, there is lots of action, and performances by Wayne Morris, Paul Fix, Frank Ferguson, Rick Vallin, Jack Larson and James Flavin are all strong characterizations. Vincent M. Fennelly has produced this feature well and Thomas Carr must take a bow for his tense direction, which gives the film an element of suspense in some portions.

STORY: Ranger Wayne Morris decides to use the same course as a ranger buddy took. Despite the fact, that the other ranger is shot while posing as an outlaw, Morris decides that he will pose as an outlaw to flush out an outlaw gang that is rampaging Texas. Morris poses as an outlaw and is jailed near the base of operations of the gang, which is headed by Paul Fix. A short while later, he is helped to escape by Fix's gang and after the break, Morris is made a member of the band. All this time, his fellow ranger operative, Rick Vallin goes to Sheriff Frank Ferguson to get a posse. Ferguson, who is the big boss behind Fix, kills Vallin. Morris wins outlaw Jack Larson over to his side. Larson goes to Ferguson for help, too, and is killed. However, using quick thinking and with the aid of the Rangers, Morris traps Ferguson and the rest of the band.

●

"Sword of Venus"

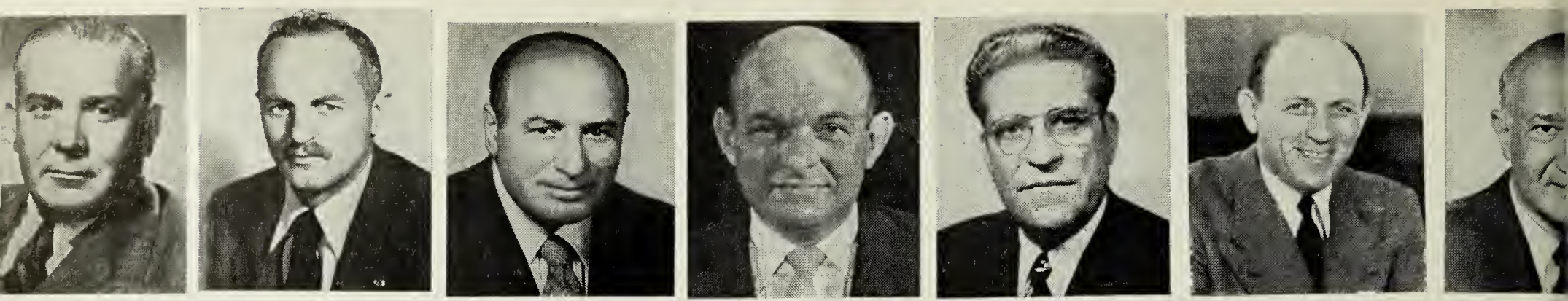
(RKO) 73 Min.

Cast: Robert Clarke, Catherine McLeod, Dan O'Herlihy, William Schallert, Marjorie Stapp, Merritt Stone, Renee de Marco, Eric Colmar, Stuart Randall.

Credits: Written and produced by Aubrey Wisberg and Jack Pollexfen; Directed by Harold Daniels.

The Count of Monte Cristo and his descendants ride again in this minor entry which will find its niche on the lower half of the program. The story is routine as are the cast, direction and production. The picture will serve its purpose used to round out the program.

STORY: Three enemies of Dantes, the Count of Monte Cristo, Catherine McLeod, Dan O'Herlihy and William Schallert, concentrate on ruining the family and the son, Robert Clarke, in particular. They frame him for a phony killing and persuade him to marry Catherine in the belief that he will avoid hanging. He is tried and sentenced to life imprisonment instead of death, whereupon they try to have him killed in prison. He escapes instead. He learns that his father has died and that the trio plan to bilk him of his fortune and then escape the country. He arrives in time to void their scheme and deal justice to O'Herlihy and Schallert and to learn that Catherine really loves him. They then face the future together.



Executives of 20th Century-Fox responsible for the forthcoming diversified product line-up are (l to r): Spyros P. Skouras, president; Darryl F. Zanuck, production vice-president; Al Lichtman, distribution director; Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; William C. Gehring, executive assistant general sales manager; Arthur Silverstone, eastern and Canadian sales manager, and Edwin W. Aaron, western sales manager.

Fox Offers Diversified Product Line-Up In 1953



"Niagara" Technicolor

Demonstrating 20th Century-Fox's constant quest for arresting story properties to film, the company in 1953 will offer the nation's exhibitors and general public one of the most diversified and box officewise product line-ups in many years.

The roster, which will encompass some 35 releases, will be crowned by the filming and September pre-release openings of the Frank Ross production of "The Robe," one of the most outstanding attractions in the history of the film industry. Literally years in the pre-filming preparation and being produced at a budget of several million dollars, "The Robe" is expected to set the high water mark in sweeping screen achievements.

Preceding the release of the filmization of the Douglas novel will be an outstanding roster of important productions, designed to meet the needs of today's market and entertainment preferences.



"The Farmer Takes A Wife" Technicolor

Monroe Starrer Included

Included in the first quarter's slate are Jennifer Jones' latest film, "Ruby Gentry;" Daphne du Maurier's "My Cousin Rachel;" the Technicolor musical, "The I Don't Care Girl," and Marilyn Monroe's latest vehicle, the Technicolor suspense thriller, "Niagara."

"Taxi," an off-the-beaten-path comedy-drama starring Dan Dailey and Constance Smith, will also form a major link in the new year's release schedule. Equally impressive are such productions as "The President's Lady," topcasting Susan Hayward and Charlton Heston in the love story of Rachel and Andrew Jackson; "Nearer My God To Thee," the drama surrounding the sinking of the Titanic, with Clifton Webb heading a stellar cast; "White Witch Doctor," adventure drama starring Susan Hayward and Robert Mitchum; and "Pickup On South Street," starring Richard Widmark and Jean Peters in a gripping story of an ex-convict who becomes involved in a spy ring.

Devotees of contemporary drama with war and post-war settings will receive a quintet of such attractions, including "The Desert Rats," story of the men who defeated General Rommel; "Man On a Tightrope," suspense-tinged narrative of a circus playing its way to freedom from behind the Iron Curtain; "Destination Gobi," World War II drama starring Richard Widmark; and "Baptism of Fire," starring Victor Mature in a drama of the Korean fighting.

Other Features Listed

Among the period dramas and action Western screen plays to be exhibited this year are "Treasure of the Golden Condor," Technicolor tale of derring-do in Guatemala; "The Thief of Venice," Maria Montez's last screen appearance; "The Silver Whip," "Fight Town," "Powder River," and several additional features in this category.

In line with the public's insistence for top-grade musical productions and its continuing high interest in screen treatments of leading showbusiness careers, 20th-Fox will offer during 1953 no less than seven Technicolor musicals and filmusical biographies.

The figure — more than double the total presented during 1952 — reflects the flexibility of production approach guiding the forces at the Fox Hollywood studios.

The upsurge in enthusiasm for Hollywood

(*Continued on page* 18)



"The Girl Next Door"



"Sixty Saddles For Gobi" Technicolor



"Pickup On South Street"

Greater Exhib Role Planned For Pre-Selling

Greater participation by the nation's exhibitors in the merchandising of attractions being offered by 20th Century-Fox in the new year is the pre-selling blueprint drawn up by vice-president Charles Einfeld and members of his combined advertising, publicity, and exploitation staffs.

With 80 percent of the 1953 budget apportioned to regional and point of sale advertising, showmen will be able to join with 20th Century-Fox in fully developing campaigns custom-tailored to fit every type of box office situation.

New Formula Applied

A quartet of films in release this month—"My Cousin Rachel," "The I Don't Care Girl," "Ruby Gentry," and "The Thief of Venice"—have already been recipients of the new merchandising formula, with local newspapers, Sunday supplements being used to greater advantage in conjunction with national advertising.

The fact that a majority of the 1953 product line-up is already completed makes it even more feasible to concentrate on specialized campaign techniques months in advance of openings. A greatly expanded budget has been alloted to capitalize on the box office potentialities of "Taxi," a comedy-drama rich in the tradition of such hits as "Come To The Stable" and "The Miracle On 34th Street."

Also set for impressive ballyhoo are "Niagara," starring Marilyn Monroe, which has one of the most provocative ad treatments of any film in many years; and "Tonight We Sing," which is being supported by a growing campaign built around the world famous music and the important performing personalities featured in the Technicolor musical.

Coordination Scheduled

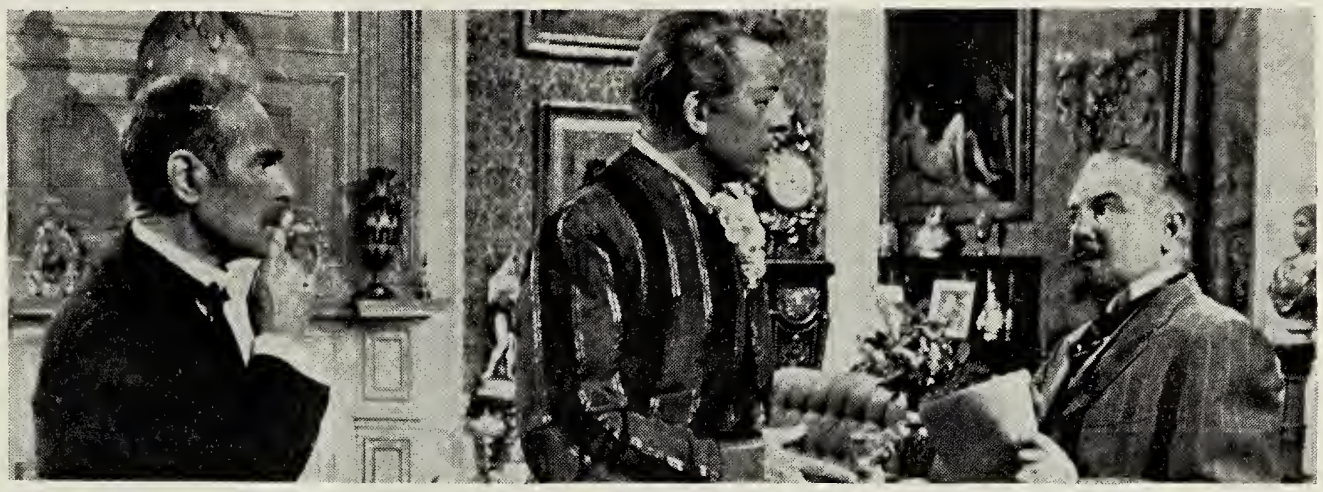
Treatments given upcoming releases as "Treasure of the Golden Condor," for which a series of regional openings is being finalized; "The President's Lady," "Call Me Madam" and "Man On a Tightrope" will be fully coordinated with the industry press, the country's consumer and fan magazines, the leading Sunday supplements, and the television and radio stations of the nation, so that maximum values may be extracted on each picture.

Also, for such productions as "The Robe," "Gentlemen Prefer Blondes," "The Desert

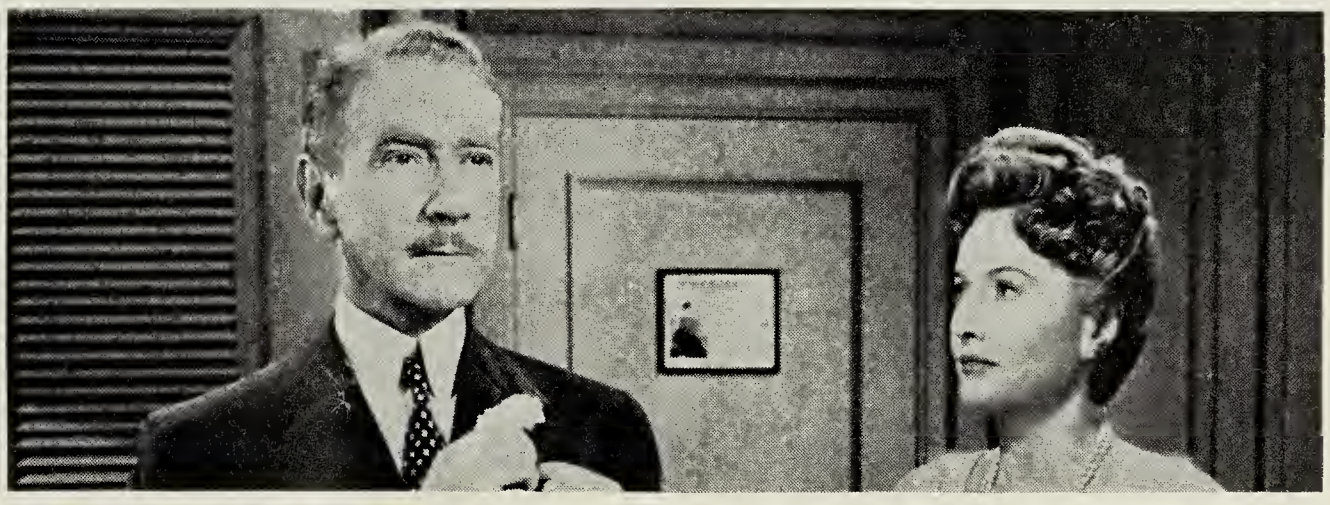
(*Continued on page* 18)



"Call Me Madame" Technicolor



"Tonight We Sing" Technicolor



"Titanic"



"Man On A Tightrope"



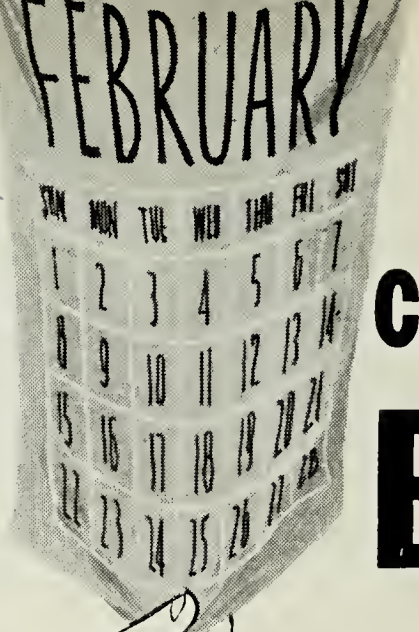
"Taxi"



"The President's Lady"

THE SHORTEST MONTH OF THE YEAR CAN BE S

THE BIGGEST BOX-





Ernest Hemingway's
"THE SNOWS OF KILIMANJARO"
Technicolor

starring
Gregory Peck · Susan Hayward · Ava Gardner
Produced by Darryl F. Zanuck
Directed by Henry King



"TAXI"

starring
Dan Dailey
Constance Smith
Produced by Samuel G. Engel
Directed by Gregory Ratoff



John Philip So
"STARS A STRIPE FOREVE
Technicolor

starring
CLIFTON DEBRA R
WEBB · PAGET · W
Ruth Hussey
Produced by Lamar
Directed by Henry K



—with these gross stretchers from 20th...
CENTURY-FOX

TRETCHED INTO
ICE MONTH OF THE YEAR!



OLIVIA
e HAVILLAND
in Daphne du Maurier's
"MY COUSIN RACHEL"

with
ICHARD BURTON
uced by Nunnally Johnson
irected by Henry Koster



JENNIFER JONES
CHARLTON HESTON
KARL MALDEN in
"RUBY GENTRY"

Directed by King Vidor
A Bernhard-Vidor Presentation
Released by 20th Century-Fax



"NIAGARA"
Technicolor

starring
Marilyn Monroe • Joseph Cotten
Jean Peters
Produced by Charles Brackett
Directed by Henry Hathaway



"THE I DON'T CARE GIRL"
Technicolor

starring
Mitzi Gaynor
David Wayne
Oscar Levant
Produced by George Jessel
Directed by Llayd Bacon



REASURE OF THE GOLDEN CONDOR"
Technicolor

starring
Cornel Wilde
onstance Smith
raduced by Jules Buck
ected by Delmer Daves
d on a Novel by Edisan Marshall



"THE THIEF OF VENICE"

starring
Maria Montez
Paul Christian
A Rabert Haggiag Production
Released by 20th Century-Fax



"THE SILVER WHIP"

starring
Dale Robertson
Rory Calhoun
Robert Wagner
Produced by
Robert Bassler and Michael Abel
Directed by Harman Janes



"TONIGHT WE SING"
Technicolor

starring
EZIO PINZA • ROBERTA PETERS
TAMARA TOUMANOVA
ANNE BANCROFT
ISAAC STERN • BYRON PALMER
DAVID WAYNE
The Voice of JAN PEERCE
Produced by George Jessel
Directed by Mitchell Leisen
World Premiere Soon...
Radio City Music Hall

ere's No Business Like 20th Century-Fox Business!

EXHI-BITS

Berenson, Prat Re-Named

NEW ORLEANS.—Abe Berenson and F. G. Prat, Jr., have been re-elected to respective posts of president and national director, and vice-president, of Allied Theatre Owners of the Gulf States.

Meeting in annual convention last week, the group re-elected also Harold Bailey as secretary, Teddy Solomon, treasurer, and L. C. Montgomery, chairman of the board and alternate national director. New board members are J. V. O'Quinn, W. M. Butterfield and Frank Degraw.

DC Area Represented

RICHMOND.—The entire Washington distribution area will be represented at the May 5-7 annual convention and trade show of the Virginia Motion Picture Theatre Association at the Chamberlin Hotel here. Invititations are being extended to all theatremen in the District and Maryland, as well as Virginia. In addition to the general sessions, separate rooms will be provided for private meetings of Maryland and Washington exhibitors.

Harris Heads Circuit

DALLAS.—Harold Harris, vice-president of H. J. Griffith's Theatre Enterprises, and in business with Griffith for over 30 years, has been made president of the circuit, replacing Griffith. The latter will continue actively as board chairman. R. J. Payne continues as vice-president and general manager.

"Singer" Extension Sought

CHICAGO.—Extended running time for "The Jazz Singer" has been asked by Warner Bros. attornies in Federal Court here. Provision of the Jackson Park decree limits first Chicago runs in RKO and Balaban & Katz theatres to two weeks, unless specific permission is granted by the court in cases of exceptional pictures.

Tax Collections Okayed

PENSACOLA, FLA.—Florida Supreme Court has ruled that the amusement tax collected by the city is valid. Decision was made in connection with the case between Paramount-Gulf Theatres and the city, in which the circuit protested the use of amusement taxes as security for payment of revenue certificates.

Ozoner Meet Slated

KANSAS CITY,—A two-day meeting for drive-in theatre owners will be held under the auspices of the Kansas-Missouri Theatre Association on March 3-4. First day will be devoted entirely to display and viewing of equipment. Second day will be devoted to classes.

Taxes Surmount Profits

DETROIT.—Admission tax collected at some theatres has run to four or five times the net profits of the house, it was disclosed in one part of a survey conducted by Allied Theatres of Michigan among 35 theatres. Survey, conducted to study theatre revenues in relation to taxes, has so far only come forth with preliminary returns.

Diversified Product Line-Up Offered By 20th Century-Fox In New Year

(*Continued from page* 14)

tunefilm spectacles based on Broadway stage successes has cued the company to prodnce two of the most popular shows of recent years — "Call Me Madam" and "Gentlemen Prefer Blondes."

"Call Me Madam" has been transferred to the Technicolored screen with the voluble Ethel Merman starred in the role she created on Broadway, and joined by such favorites as Donald O'Connor, Vera-Ellen, and George Sanders, plus a hit-parade score penned by Irving Berlin.

Viewed by vice-president Charles Einfeld during a recent trip to the 20th Century-Fox West Coast studios, "Call Me Madam" has been tabbed by the industry leader as destined to "rank as one of the all-time top grossers in the history of the industry."

The rollicking "Gentlemen Prefer Blondes" has been embellished with a cast topped by two of the world's most publicized beauties—Marilyn Monroe and Jane Russell.

"Blondes" Boasts Russell

Another musical production of great magnitude and scope is "Tonight We Sing," the career saga of impresario Sol Hnrok. This compendium of the performing arts, coupled with a heart-warming story, stars David Wayne, Ezio Pinza, Roberta Peters, Tamara Toumanova, Anne Bancroft, Isaac Stern, Byron Palmer and the voice of Jan Peerce.

Joining in the carnival of musical presentations will be "The Farmer Takes A Wife," the first Betty Grable picture in two years, in which Betty teams with new romantic lead, Dale Robertson. While "The I Don't Care Girl," the story of the "bad girl of showbusiness," Eva Tanguay, starring Mitzi Gaynor, David Wayne, and Oscar Levant; "The Girl Next Door," topcasting June Haver, Dan Dailey, and Dennis Day; and "Down Among The Sheltering Palms," starring Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne, and Gloria DeHaven.

Parish Sets Sunday Pix

ST. LOUIS.—In a recent bulletin of Our Lady of Sorrows Catholic parish, one of the largest in this area, it was announced that the parish would have Sunday afternoon motion picture shows with admission rates at 15¢ for children and 25¢ for adnlts.

Xhib Pre-Selling Position Fortified

(*Continued from page* 15)

Rats," "Nearer My God To Thee," the home-office personnel of the company will coordinate with field representatives to generate activities in all parts of the country and Canada to win maximum public interest and support at the theatre level.

A group of exciting new screen personalities will be teamed by 20th-Fox with established box office favorites.

The roster of new personalities is headed by the country's publicity queen, Marilyn Monroe, who is starred in "Niagara" and "Gentlemen Prefer Blondes," two Technicolor productions designed to demonstrate her singing, dancing, and dramatic talents.

The continuing talent hunt has resulted in the discovery of Richard Burton, British stage actor who is being introduced to the American filmgoing public in "My Cousin Rachel." Burton, who teams with Olivia de Havilland in the Daphne DuMaurier screen adaptation, follows later in 1953 with "The Desert Rats," dramatic war film.

Gaynor, Paget Star

The distaff side is represented by Mitzi Gaynor, who is starred in "The I Don't Care Girl" and "Down Among The Sheltering Palms." Robert Wagner, who teams romantically with Debra Paget in "Stars and Stripes Forever," appears with Dale Robertson and Rory Calhoun in "The Silver Whip," and with Clifton Webb in "Nearer My God To Thee."

Dale Robertson lands his biggest role to date opposite Betty Grable in the Technicolored "The Farmer Takes a Wife," while Rory Calhoun stars with Corinne Calvert in "Powder River."

Constance Smith will be seen in "Taxi;" Jefffrey Hunter in "Sailor of the King;" Charlton Heston, "Ruby Gentry" and "The President's Lady"; Jean Peters, "Pickup On South Street"; Anne Bancroft, "Tonight We Sing" and "Treasure of the Golden Condor"; and Cameron Mitchell, "Power River" and "Sailor of the King."



Awards of the New York Film Critics were presented by Leo Mishkin (center) to personalities making the best contributions to motion pictures during 1952. Left to right are Stanley Kramer, producer of United Artists' "High Noon," judged the year's best picture; Fred Zinnemann, judged the year's best director for his work on "High Noon;" Shirley Booth, judged the year's best actress for her performance in Paramount's "Come Back, Little Sheba," and Sir Henry Hobson, British consul general in N. Y., who received an award on behalf of Ralph Richardson, judged best actor for his role in UA's "Breaking Through the Sound Barrier."

UA World Gross For 1952 Climbed 50 Percent Above '51 Total: Krim

United Artists had a world gross income during 1952 which was 50 percent above that reported during the previous year—an increase to $30,000,000—it was revealed last week by Arthur Krim, UA president, at a trade press "progress report." Profits, however, did not rise in the same ratio. Krim explained, because "costs have gone up considerably" and "we still have write-offs from the previous management." But, he added, there was an increased net for the past year.

Krim recalled that he had promised in 1951 that UA would attempt to offer a "fertile field" for those creative people in motion picture making who found that they could work best when enjoying the antonomy of the independent field.

Evidence Cited

The UA president cited the following as evidence that his company had succeeded in this objective:

1. The strong representation of UA releases on all the "10 Best" lists for 1952.
2. The outstanding talents "gravitating to the independent field, men such as" Anatole Litvak, Lewis Milestone, John Huston, Carol Reed and Mark Robson.
3. UA supplied the exhibitors of the world with two of the eight top money-making pictures of the year—"African Queen" and "High Noon"—both from the independent field.

Indications for the future are good, the UA head said. "We are starting the year so far ahead of the same time last year." There is every reason to believe, he added, that the company will deliver more than two "big ones" during the coming year.

Factors Cited

Factors which Krim sees as promising an optimistic future are:

1. The success of the independent producers.
2. A growing know-how among the members of the various staffs of UA from worknig together.
3. Greater liquidation of UA releases—running off pictures and getting top returns quickly.
4. Easing of financing, which, in turn, becomes easier as success increases.

Among the 36 features which UA has scheduled for delivery during 1953, Krim pointed to these pictures as future top box office winners: "Melba," "Moulin Rouge," "Return to Paradise," "Via Flaminia," "Gilbert & Sulivan," "Raiders of the Seven Seas," "Moon is Blue" and "Crossed Swords."

"Devil" Deal Pending

UA is finalizing an agreement with Natural Vision and Arch Oboler for an outright purchase of "Bwana Devil." Calls have come in from abroad, Krim stated, asking for "Bwana Devil" as soon as possible.

William Heineman, sales chief for UA, pointed out that in its first three weeks at the Fox Wilshire in Beverly Hills, "Moulin Rouge" had accounted for 30 percent more business than "African Queen."

In addition to the Beverly Hills date, prerelease openings have been set in New York, Boston, Philadelphia, Chicago, Miami and San Francisco. Dates will be Feb. 11 or 19, Heineman said.

Loew's Reports $4,682,806 Net

A net income of $4,682,806, after depreciation, taxes, adjustments of prior years' tax reserves and all other deductions, was disclosed this week by Loew's, Inc., for the fiscal year ended last Aug. 31. Profits are equivalent to 91 cents per share. For the previous fiscal year, the net profit was $7,804,-370, or $1.52 per share.

Theatre receipts, rentals and sales of films, accessories and M-G-M Records for the fiscal year totaled $168,568,389. The figure for the previous year in this category was $165,-858,514.

Operating Expenses Listed

Operating and general expenses, for theatre and office buildings, including film rentals, for the 1952 fiscal year were $43,890,-882. For the previous fiscal year, the figure was $43,364,937.

Current and working assets as of Aug. 31, 1952 totaled $112,611,380, as against $113,-948,402 a year earlier. Current liabilities totaled $28,744,233, as against the previous year's $26,685,286.

The company meanwhile reported that for the 12 weeks ended Nov. 20, 1952, the net operating profit after Federal taxes was $332,206, or six cents per share.

In the corresponding 1951 period, additional realized income from certain foreign countries of approximately $2,000,000, before taxes, and an adjustment for prior years' Federal taxes of $515,276, brought net profits after taxes to $2,089,339, or 41 cents per share.

Amortization Revamped

The company, in a series of notes to its annual report for 1952, revealed that its amortization table was revised last March as to pictures released after that time. The new table is based upon the company's changed film income experience, adjusted to a maximum write-off period of 78 weeks.

It was noted also that under a stock option plan already approved by shareholders, six executives have the right to purchase an aggregate of 250,000 shares.

Greater Ad Co-Operation Urged By Walter Reade

A "marriage" between distribution and exhibition in the realm of advertising and promotion of pictures has been called for by Walter Reade, Jr., president of Walter Reade Theatres. He said that such conjunction would result in a greater exchange of ideas and more knowledge of each other's problems.

Reade, in a speech before the AMPA showmanship class graduation exercises, decried the attitude of many theatremen that distribution personnel know nothing of theatre management and a similar feeling on the part of many distribution executives who think theatremen have little knowledge of the ways of promoting a picture properly.

"Oscars" In March Despite Withdrawals

HOLLYWOOD. — Withdrawal of financial support from the annual awards function of the Academy of Motion Picture Arts and Sciences by three major companies will not prevent the Academy from carrying out its annual "Oscar" presentations this year, except possibly on a lesser scale, it was pointed out this week by the Academy board of directors.

The companies which withdrew support were Columbia, Universal and Warner Bros. None gave reasons. But it was pointed out by the Academy board that due to the withdrawals "it may be found necessary to present the award statuettes in the Library of the Academy."

Meanwhile, nominations ballots for the awards were mailed to the 11,665 members of the industry who will make the selections, it was announced by Charles Brackett, Academy president. Disclosure of nominations will be made Feb. 10.

Walt Disney Productions Cites Profit Of $451,809 For Latest Fiscal Year

LOS ANGELES.—Consolidated net profit of Walt Disney Productions in the fiscal year ended Sept. 27, 1952, was $451,809, equal to 69 cents a share on the 625,840 common shares outstanding, President Roy O. Disney has disclosed in his annual report to shareholders. This compared with a profit of $429,840, equal after preferred dividends to 65 cents a common share in the preceding year. The preferred stock was redeemed on Jan. 1, 1951.

Gross income for the 1952 fiscal year amounted to $7,722,819, compared with $6,287,539 the year before. Disney explained that 1952 gross only slightly reflects returns from "Robin Hood," which was released in June, since returns were initially received in the last month of the fiscal year. Principal sources of feature picture income were "Alice in Wonderland" and the reissues of "Snow White and the Seven Dwarfs."

The report revealed that the company has more product scheduled for issuance in fiscal year 1953 than in any past year. A major feature picture which will be released in 1953 is "Peter Pan."

Another major product which will be released in 1953 is "The Sword and the Rose." In addition to feature pictures now in production, short subjects will continue to be released at approximately three-week intervals through the year.

Tax Status Quo Foreseen

WASHINGTON.—No general tax reduction "in the immediate future" was foreseen this week by the incoming Secretary of the Treasury, George M. Humphrey. Humphrey told Senators that he felt the tax burden was too high, and eventually would have to be reduced, but he added that balancing the budget should have priority.

Washington Closeups

Overseas Problems Aired

WASHINGTON.—Film industry leaders conferred informally last weekend on industry problems abroad and on the impact and influence of motion pictures as an overseas information medium with Sen. Alexander Wiley (R., Wis.), new chairman of the Senate Foreign Relations Committee.

MPAA president Eric Johnston hosted Wiley and the industry executives at a dinner at MPAA headquarters. Later, Sen. Karl E. Mundt (R., S. Dak.) joined the group. Mundt has been one of the leading supporters of expanded propaganda activities overseas, as a committee member, but now has dropped off the committee.

Among those present were, in addition to Wiley and two of his assistants, Julius N. Cahn and Carl Marcy, Paramount president Barney Balaban; Nicholas M. Schenck, president of Loew's; Spyros Skouras, Fox chief; George Weltner, Paramount international manager; John J. O'Connor, vice-president, Universal; Theodore Black, vice-president, Republic; Edward Morey, vice-president, Allied Artists; William Zimmerman, vice-president, RKO and J. Raymond Bell, Columbia studio representative.

MPAA officials included vice-president Ralph Hetzel, general counsel Sidney Schreiber, Edward Cooper and Kenneth Clark.

Wiley stated recently in New York that he plans to invite film leaders to testify before hearings of a special Senate Foreign Relations subcommittee which is reviewing America's overseas information program.

Collections Drop Forecast

WASHINGTON. — Ex-President Truman's budget: forecast a $10,000,000 drop in admissions tax collections during the fiscal year 1954, which begins July 1, 1953. The estimate for receipts in the 1953 fiscal year ending June 30, 1953, was $320,000,000. This, in turn, was far below the estimate of $366,000,000 in the last budget covering Federal admissions tax receipts in the current fiscal year.

Final figures on tax receipts from this source in fiscal 1952, which ended on June 30 of that year, showed that the Government collected only $330,782,072, compared to last year's budget estimate of $357,000,000.

Probe Embers Stirred

WASHINGTON. — Freshman Congressman Kit Clardy (R., Mich.), who has just been named to the House Un-American Activities Committee, thinks there still remains something to be done about communist infiltration into the film industry.

Not so long ago, the new committee chairman, Rep. Harold H. Velde (R., Ill.), voiced the opinion that the committee had devoted perhaps too much time to its probe of Hollywood reds, and that other activities would consume most of its time this session.

Clardy said that, as a newcomer, he isn't going to try to swing a big stick, but that his own observations indicate that there still is some need for a "quiet investigation out there," and that he feels the committee should not relax its vigilance so far as the motion picture industry is concerned.

"I don't want to damn the motion picture industry, but if I find anything remains to be done, I will press for it, even if I am only a freshman," Clardy declared.

Trade Census Underway

WASHINGTON.—The Census Bureau has already completed preliminary work on what it hopes will be the most complete accounting of the film industry in history, with preliminary forms already submitted to MPAA, TOA, Allied and other industry associations, it was learned last week.

There will be separate questionnaires for production and exhibition and questions on both will be far more detailed than previously, with actual mailings set for the end of this year or the beginning of 1954, and with information available about results in fragmentary form by late 1954 and complete information by the end of 1955.

October Collections Low

WASHINGTON.—Admissions tax collections in November, reflecting October box office, took a nose-dive, according to the Treasury Department. Collections, covering the Federal tax on all forms of admissions except to roof gardens, cabarets and certain over-price ticket sales, were the lowest since June at $24,835,819. This figure compared with $31,294,629 collected during the previous month and $31,084,965 collected during November, 1951. Most of admissions tax receipts come from film theatre admissions.

Segregation Contested

WASHINGTON.—Segregation in District of Columbia theatres, schools, and other public places would be ended under terms of a bill introduced by Sen. Wayne Morse, Oregon Independent. Almost all local theatres which admit white people exclude negroes. Morse proposes to set up a commission to attempt to end segregation by "informal" methods, but if that fails the Commission could hold hearings and issue orders.

Joyce O'Hara

WASHINGTON.—Joyce O'Hara "ranks first in my memory as outstanding in every respect" among the leaders of the motion picture industry, Sen. Edwin C. Johnson (D., Colo.) said at the weekend in a eulogy to the late executive vice-president of the MPAA, which he inserted in the Congressional Record.

Johnson, who has been chairman of the Senate Interstate and Foreign Commerce Committee, pointed out that on numerous occasions he has conferred with top film officials, including company presidents and MPAA president Eric Johnston, all of whom, he said, "without exception . . . have proven themselves to be patriotic, conscientious and devoted Americans."

O'Hara, said Johnson, "was an honest, upright and forthright man. He had another quality which so many who deal with public officials do not have—absolute sincerity and the courage to call a spade a spade. He never trimmed. He was the kind of strong man which American industry can ill afford to lose."

Anti-Trust Hints Leveled By JD In Merger Case

WASHINGTON.—The Justice Department has raised questions regarding "certain factors of anti-trust significance" in the American Broadcasting Co.-United Paramount merger case, but the FCC has replied that it cannot legally consider opinions of non-participants in the proceeding.

Meanwhile, Sen. Charles W. Tobey (R., N. H.), incoming chairman of the Senate Interstate Commerce Committee, confirmed to this reporter rumors that he had asked the Commission to defer final action on the proposed meregr.

Tobey said he had raised questions regarding anti-trust aspects of the case, and had told the FCC his committee, following its organization, would hold hearings in the next two weeks on the entire question of integration of motion picture and radio-television interests, with particular emphasis on the legality of the proposed ABC-UPT merger.

McGranery Letter Released

Attorney General James McGranery, in a letter to FCC chairman Paul A. Walker, released by the Commission, pointed to several factors which he said might affect competition and which, he said, should be given "appropriate attention."

Walker's reply, however, pointed out that, although the Justice Department has been kept advised of the merger proceedings since their inception, it had informed the Commission over a year ago—on Dec. 29, 1951—that it was not in a position to take any formal part in the case, and that it has never since requested to intervene or "to participate in the proceedings in any manner."

It was also reliably learned that the FCC voted to approve the merger 6-1, with Commissioner Frieda Hennock dissenting; the vote was 5-2 on certain other aspects of the case, it was reported. Miss Hennock was said

(*Continued on page* 33)

Modern Museum Hosts Film Councils' Delegates During Three-Day Parley

Motion Picture Councils representatives from all parts of the country met at a three-day conference this week in the Museum of Modern Art, New York, with the co-operation of the Motion Picture Asociation of America. Delegates were from more than 70 film councils which have been ardent supporters of movies and the film industry for many years.

Speakers included: Eric Johnston, MPAA president; Elmer G. Rhoden, Fox Midwest Amusement Corp. head; Hulda McGinn, director of Legislation and Public Relations of the California Theatres Association; Daniel Mann, director; Richard Griffith, Museum of Modern Art Film Library director; Arthur DeBra, director of MPAA's Community and Exhibitor Relations department; Gordon S. White, Advertising Code Administrator; and Marjorie G. Dawson, associate director of the Community Relations department.

IFE Rounds Out Distribution Set-Up

National distribution facilities of I.F.E. Releasing Corp., handling Italian-language films in the U.S., were rounded out this week through the announcement by Bernard Jacon, vice-president in charge of sales, of the appointment of five division managers. Named were Seymour Schussel, formerly with Columbia, to the eastern division; Mark Goldman, formerly with Universal, to the central division; Hubert M. Lyons, formerly with RKO, to the southern division; Harry H. Walders, formerly with RKO, to the midwest division, and Alex Cooperman, formerly with M-G-M, to the western division.

Brotherhood Week Fete Scheduled For February

The industry's participation in the annual Brotherhood Week campaign of the National Conference of Christians and Jews will be climaxed by a dinner honoring representatives of all communications industries and the acting profession on Feb. 19 at the Waldorf-Astoria, according to an announcement made by Sol A. Schwartz, RKO Theatres president and chairman for the amusement industry in the drive.

To facilitate the campaign on the customer level, National Screen service began distributing campaign kits to theatres. Kits include a press book, one-sheets for lobby display, pledge and membership cards, etc.

Top Budget For "Moulin"

A starting budget of $500,000 for advertising, publicity and exploitation, the largest ever in the history of a film released through United Artists, has been set for John Huston's Technicolor "Moulin Rouge," it was announced last week by Max E. Youngstein, UA vice-president, following West Coast meetings attended by William J. Heineman, vice-president in charge of distribution, and Harold Mirisch, Ralph Brantin and David "Skip" Weshner, representing the Romulus production.

Drive-In Unit Sets Meet

BOSTON.—New England Drive-In Theatre Association will hold its first 1953 session Jan. 27, with all area ozoner owners and managers invited.

Trade's Future Plans Feature 3-D's Importance

(*Continued from page 6*)

aroused the interest of Cecil B. deMille who is contemplating a re-make of his historical saga, "Ten Commandments." The veteran producer-director has indicated that if by the time he is ready to begin shooting, next Fall, there is a satisfactory process available, he will use it for his production.

DeMille acknowledged familiarity with the 3-D process Paramount Pictures has been working on and which was revealed by Adolph Zukor, chairman of the Para Board, in a speech at a recent dinner honoring his years of service to the industry.

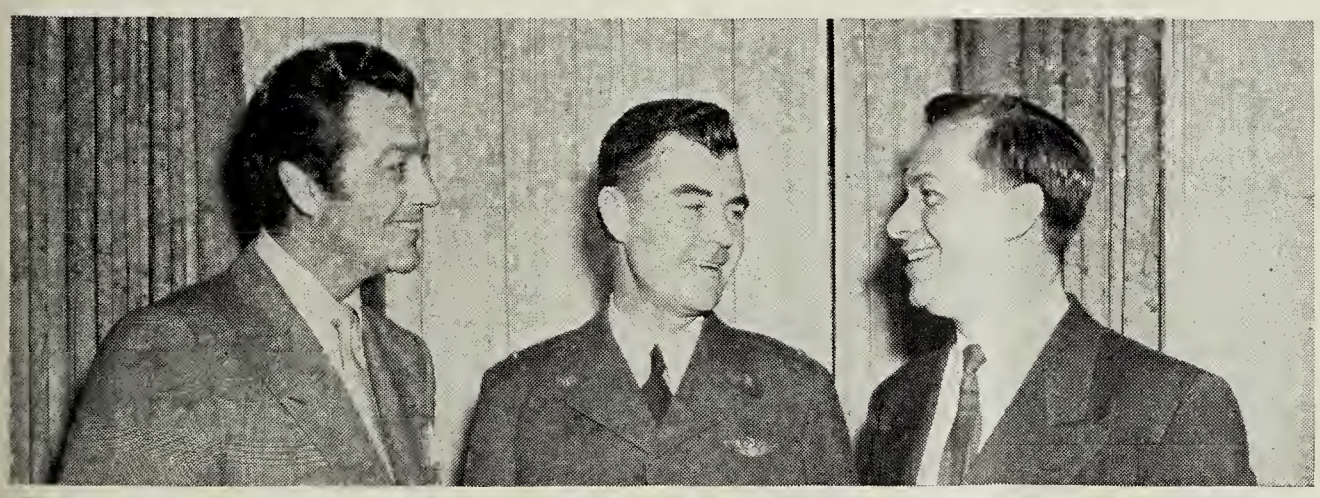
A bidding battle between United Artists and Edward L. Alperson, indie producer, for the outright purchase of Arch Oboler's "Bwana Devil," the first feature film produced in Natural Vision, seemed headed for a final decision this week. Oboler has 20 partners in the production and approval of all of them is required before the deal can be completed.

New Company Created

Meanwhile, to meet the demand for theatre installations and to assure a constant high standard of quality projection, Natural Vision Corp. has created Natural Vision Theatre Equipment Corp. The new company, which will operate on "virtually a non-profit basis," expects regular equipment concerns to take over its functions eventually. For the present, NVTEC will supply complete equipment kits suitable for all theatres. Kits come in three types, with directions for installation and operation by the projectionist.

Work has begun also on converting Detroit's 1800-seat Music Hall to a showcase for "This is Cinerama." The Music Hall, which will be one of the first of the 25 theatres in which Cinerama is expected to open in 1953, is supposed to be ready early in April. Zeb Epstein, formerly managing director of Warner Bros. theatres, will go to Detroit to manage the engagement of Cinerama, under the direction of Joseph Kaufman, director of exhibition for the company.

To keep up with the activity involving 3-D, National Theatre Supply held a two-day Central district sales conference last week to instruct its salesmen and branch managers on how to modify existing theatre equipment for the new processes.



Enhancing the company's first important television tie-up to publicize a film, M-G-M had Robert Taylor (left) journey to New York to put in an appearance on Ed Sullivan's "Toast of the Town" video show, which featured also several sequences from "Above and Beyond." Co-operating in the promotion was the Air Force, with Col. Tibbets (center) represented. Taylor, who portrays Col. Tibbets in the film, was given an award by the Air Force. At right is Dan S. Terrell, in charge of promotional activities for M-G-M.

NEW APPOINTMENTS

David Prince, southeastern district manager for RKO Radio Pictures, was appointed field division sales manager for the entire south in a reorganization of the company's field distribution setup. New post was created by the abolition of the company's north-south division, which formerly was headed by Charles Boasberg, RKO Pictures general sales manager. Boasberg will continue to supervise personally the metropolitan district of that now defunct division, with the southern portion going to Prince and the northern part, Canada, to Walter Branson, assistant general sales manager and western division head. Prince's new territory will include the following branches: Atlanta, Charlotte, New Orleans, Dallas, Memphis, Oklahoma City and Jacksonville, which will be opened shortly.



DAVID PRINCE

Emery Austin was named assistant to Dan S. Terrell, M-G-M publicity manager. Austin has been with the firm since 1941, and for the past 10 years in Atlanta. He will be in charge of exploitation under the new appointment. He was most recently press representative for the southern division with six division with six branches under his supervision.

Lester B. Isaac becames assistant general manager of theatre operations in charge of technical services for Cinerama Production Corp., working with Joseph Kaufman, general manager, on plans to extend the new medium to at least 25 cities during the coming year. Isaac had been director of visual and sound projection for Loew's, Inc., which he joined in 1926.

Edward C. Corbett of Chicago and Franklin P. Gibbs of Detroit have been made assistants to the president of Alexander Film Co., Colorado Springs, Colo. Both men formerly were special representatives in their respective home areas for the film advertising firm.

William Broun was named managing director for India with Universal International Films, Inc. Broun joined Universal in Sydney, Australia, in 1946. He has been assistant manager in Bombay since March 1952. He replaces James MacFarlane, who resigned.

Jose Del Amo was named United Artists branch manager for Cuba. Del Amo has been with the company for 25 years, joining UA in 1928 as a clerk. In Columbia, it was learned that Ernesto Santana became assistant manager for the UA office.

John Joseph was appointed a field exploitation and publicity director for Cinerama Productions Corp. His initial responsibilities will be playdates in the midwest.

Legal Action Against Major Distribs Mulled By Allied To Check Abuses

(*Continued from page 7*)

economic recovery and future welfare of the motion picture business."

The board was of the opinion that the current condition surrounding exhibition "is aggravated by the fact that during the negoitations looking to the establishment of an arbitration system the participating distributors not only continued to exact higher film rentals . . . on all classes of product, but designated for special treatment as roadshows or pre-releases during that period more pictures than has been marketed by that method in the five preceding years. . . ."

In New York this week, Snaper noted that if distribution really wanted an arbitration system, the companies would "express themselves accordingly."

Snaper added that in his opinion a force greater than exhibition is needed at present to force a decision with distribution over the current price picture.

He implied that action would be taken by National Allied in the form of a protest to be filed with the Justice Department under the Eisenhower administration.

Earlier Action Prevented

Action was not taken earlier due to the state of flux surrounding the Justice Department since the termination of the Truman administration in November.

Also at the mid-winter meeting, Col. H. A. Cole appealed to board member to help make a strong effort to recapture the glamor allegedly lost by the industry because it has "not had the capital to maintain (itself) in competition with others who have stolen (its) thunder."

Col. Cole said that "motion pictures definitely must sell excitement, emotion and adventure; and how can that be done unless the setting, the theatre itself, is glamorous?"

The board, in an authorized statement, scored the sale by Republic Pictures of 104 feature films to WCBS-TV. The board maintained that the action was taken "in contemptuous disregard of the known attitude of its exhibitor customers and if that policy is continued by it in the future, and is adopted by other film companies, it will be disastrous for the theatres and probbaly for the entire motion picture industry."

Allied Artists, Banks Sign Credit Agreement

Monogram Pictures Corp. and Allied Artists Productions have signed a new credit agreement with the Bankers Trust Company of New York City and the Security-First National Bank of Los Angeles. Announcement of the event was made last week by Steve Broidy, president of the film company, and George D. Burrows, executive vice-president and treasurer.

Agreement provides for a one year revolving loan of a maximum of $1,000,000 and also permits guarantees up to $500,000 covering bank loans to producers releasing their pictures through Allied Artists.

Prior Loans Liquidated

Prior to this signing, the previous loans participated in by four banks—the Security-First National Bank and the California Bank, both of Los Angeles, and the Guaranty Trust Company and Bank of the Manhattan Company, both of New York City—had been fully liquidated.

Since the issuance of its report for its first quarter ended Sept. 27, 1952, which showed net profits of $125,897, the company's income and profits have continued at about the same average rate, it was reported by the two executives.

FurtherHouseDivestiture Okayed By WB, Fabian

WASHINGTON. — Further divestiture of theatres under the Warners consent decree was agreed to by Warners and S. H. Fabian, who recently purchased the Warner Theatre interests, the Justice Department has announced. Fabian and Warners have agreed to an amendment to the decree under which three additional theatres would be sold in three towns in which both chains have large interests.

One additional Warner Theatre would be sold in Johnstown, Pa., and one in Troy, N. Y. Another additional theatre, probably a Fabian House, would be sold in Albany, N. Y.

Distributor Selling Policy BlastedAsDiscriminatory

(*Continued from page 7*)

"Salome," Snaper took pains to point out that Columbia was not the target of his message. He said that other distributors have followed similar policies with top product in the past.

Regarding the "Salome" policy, Snaper noted that in his opinion it marked the first time that a major picture was outfitted with a sales policy before it was trade shown to its potential customers.

Clapp Leaves D. of J.

WASHINGTON.—Newell A. Clapp has resigned as head of the Department of Justice anti-trust division. His resignation become effective on Jan. 17.

Columbia Slates 38 Films

HOLLYWOOD.—Columbia Pictures will produce a total of 38 features during 1953, with 30 scheduled for Technicolor, it was announced over the weekend by Harry Cohn, president and head of production.

London News

Open warfare has broken out between the American film companies in England and the powerful Beaverbrook group of newspapers. Objecting to the tone of film criticism, especially in the Evening Standard, the American film companies have withdrawn display advertising from the Beaverbrook papers.

Though the film trade press is also critical of the anti-film campaigns recently conducted by several newspapers, the lay press as a whole is backing the stand of the Beaverbrook group, regarding it as a defense of the freedom of the press to say whatever it considers to be in the public ilnterest. The J. Arthur Rank Organization, which has also withdrawn display advertising, maintains that its action preceded the American companies' withdrawal and was due to economy and an expansion of local press advertising.

* * *

British cinema equipment makers have decided to back the exhibitors in their new campaign for a lower Entertainment Tax. The Association of Kinematograph Manufacturers has written to the Chancellor of the Exchequer pointing out that high tax rates force exhibitors to postpone necessary repairs and replacements. This seriously effects equipment manufacturers.

* * *

Meanwhile, the Cinematograph Exhibitors' Association has expressed its satisfaction at the support it is receiving in its lower-tax campaign from the trade and the press. A deputation is to be sent to the Chancellor of the Exchequer shortly to plead the exhibitors' case.

TOA Counters Militance Of Allied: Calls Meeting

(*Continued from page 7*)

agreed upon, and that an attempt thereafter be made to place the system in operation as quickly as possible."

Levy added that "the conditioning of the acceptance of a 'plus point' (Allied) system of arbitration on the inclusion of certain other matters not now in the system is, in my opinion, a luxury that no segment of the industry can afford."

Levy posed the question: "Why should exhibitors be deprived of avenues of relief, recognized by all segments of the Arbitration Conference to be new and good, because the plan does not contain all the sources of relief that all segments of the conference want included?"

Lippert To Release 12 In 5 Months

CHICAGO.—Robert L. Lippert has announced that Lippert Pictures, of which he is president, will release 12 features during the first five months of this year to his 28 franchise holders. He said all product has been completed, and either ready for release or in various editing stages.

Heading the roster are "The Tall Texan," starring Lloyd Bridges, Lee J. Cobb, Marie Windsor and Luther Adler, and "I'll Get You," starring George Raft. Two science-fiction "exploitation" films were also named: "Spaceways," starring Howard Duff and "Project X," story of an underseas civilization.

Also "Bad Blonde," starring Barbara Payton; "Bachelor in Paris," with Dennis Price, Anne Vernon and Mischa Auer; "Park Plaza 605," starring Tom Conway; Clyde Beatty in "Perils of the Jungle"; "Chu Chin Chow," oriental musical spectacles; two Romulus Productions, "Twilight Women" and "The Little Big Shot"; and a full-length cartoon in Technicolor, "Johnny, the Giant Killer."

M-G-M Readies Rings, Balloons, Masks, Streamers For Exploiting "The Clown" Runs

M-G-M is pivoting its promotion activities on a number of inexpensive tie-ups for exhibitors to go all-out in the exploitation and publicizing of "The Clown."

Particular emphasis on "The Clown" is given to such available items as a special ring which proved a success with "Ivanhoe," balloons with "The Clown" in print and room for theatre listing, a four-color plastic stick-on for glass doors, counters and windows.

Also ready for order are such novelties as an animated flasher pictorial button similar to the ones used recently in the national elections, "smarty pants" patches that glow in the dark, particularly designed for teen-agers and made available in blue, orange, white, and luminous yellow.

There are also fluorescent satin auto bumper strips, fluorescent satin usher badges, flags and pennants, a 7-piece fluorescent satin streamer 15 ft. long, special flag wall banners, special masks and hats, and numerous other clown accourterments, such as top hats, canes, extra size shoes, red nose, etc.

Pre-Selling:

U-I Ties Up "Mississippi Gambler" In Series Of 13 National Promotions

A series of 13 national promotions has been arranged by Universal-International for "The Mississippi Gambler." Among the firms co-operating are Camel Cigarettes, shoe manufacturers, makers of women's clothing and a baker. Figuring in the tie-ups are Tyrone Power, Piper Laurie and Julia Adams, all of whom star in the film.

The companies tied in with the various promotions are featuring "The Mississippi Gambler" in their national advertising and have created special displays in connection with the picture.

The tie-up with Camel Cigarettes, featuring Power, is being backed by national magazine and newspaper advertising, radio and television commercials and promotional displays.

Co-Stars Featured

Miss Laurie and Miss Adams are featured in the nine different tie-ups built around "Mississippi Gambler" fashions, Cotton Week observance and other clothing apparel.

The Penobscot Shoe Company is featuring a special "Mississippi Gambler" line of shoes; and Pandora Originals are featuring a Pandora Bridal Gown adapted from Miss Laurie's in the picture.

Lartogs are featuring a Piper Laurie Blouse; Terris Brothers are promoting a line of negligees, bed jackets and pajamas featuring Piper Laurie; Emma Domb, Inc., Junior Miss of California, Lucinda, W. J. Schminke and Associates and De De Johnson have combined for a Cotton Week promotion.

Hollywood Bread has a national promotional tie-up featuring Miss Laurie; Autolite is featuring Power in a special campaign and Sofskin Hand Cream is featuring Jackie Loughery.

'Hiawatha' Contest Set

Allied Artists has completed a national tie-up with Gamble-Skogmo, Inc., of Minneapolis, under which winners of essay contests to be held in connection with the showing of "Hiawatha" in all key cities will be awarded "Hiawatha" bicycles provided by the Minneapolis firm. Company also is making available to exhibitors lobby displays and is providing free thousands of "Hiawatha" headdresses.

Lobby Stunt For "Thief"

Houston, Tex.—Loew's State Theatre invited patrons to become safecrackers as a build-up for United Artists' "The Thief." Patrons were given an opportunity to turn the knob of a safe, conveniently located in the outer lobby of the theatre. If they hit the number and opened the safe door, they found cash or theatre tickets waiting for them. Twenty-seven persons hit the secret number on the dial the first day.

Four Lux Soap Contests Publicize "Tropic Zone" On Large Display Cards

Paramount's "Tropic Zone" is receiving national mention in advertising for four weekly Lux Toilet Soap contests now underway and running well into February. The contests have 20 mink coats, 40 mink stoles and 300 mink scarves as prizes. Modeling the coats on display posters is Rhonda Fleming, co-star of the film.

Contest rules require completion of the statement "I use Lux Toilet Soap because . . ." in 25 words or less. Each entry must be accompanied by two wrappers from any size cake of Lux Toilet Soap, and post marked on or before Feb. 15, when the contest closes.

Advertising Support

The theme of the contest will be "This Mink Coat Can Be Yours!" and much advertising support is being extended through national magazines, Sunday newspaper supplements, as well as radio and television on Lux Radio Theatre and Lux Video Theatre.

Display material includes four-color theme posters, cut case cards, take-one pads, and floor merchandisers. Entry blanks will be available in all grocery and drug stores. J. Walter Thompson is the advertising agency.

The special posters plugging the contest are of extra large size and have been prepared especially for placing on walls of stores selling Lever Brothers products.

Tri-Way Tie-Up Contests Ballyhoo "Bali" Playdates

Los Angeles.—An unusual three-way tie-up between Paramount Pictures, Von's Markets and Star Kist Tuna was utilized for the seven-theatre opening in this area of "Road to Bali." Theatres and their respective managers are: The Orpheum, Howard Williams; Hollywood Paramount, Jack Gageby; Picwood, Santa Monica, Jim Haines; Manchester, Inglewood, Rube Wolf; Gage Drive-In, Huntington Park, William Ktasky; El Monte Drive-In, Pasadena, Jack Carver; and Van Nuys Drive-In, Glendale, Eugene Charlotte.

Although it was staged in Hollywood's backyard, the interesting feature of this stunt is that it was accomplished without the use of movie stars or personalities and can be duplicated in every city across the country. Equally important, the cost was negligible to all concerned since it was split three ways.

Models Hired

Highlight of the eye-catching stunt was a simple contest sponsored by Star Kist Tuna in each of Von's 19 huge supermarkets in the Los Angeles area. Shoppers who purchased a can of Star Kist Tuna during the 12-day period of the contest were invited to write their name and address on the label and deposit it in a special box at the display counter.

Each store selected three winners, prizes including an authentic replica of one of Dorothy Lamour's sarongs, dinner for two at Hollywood's famed Brown Derby restaurant and a pair of tickets to the opening of "Road to Bali."

The displays consisted of large blowups of a photo of Miss Lamour from the comedy and 19 live models, non-picture girls who were hired by Paramount for the event. Huge streamers outside the stores ballyhooll the contest and the displays were stationed in a central part of each market.

In addition to the store displays, "Road to Bali" was plugged heavily in several full-page ads taken out by the 19 markets. Von's advertised in all of the leading metropolitan newspapers and 15 suburban dailies.



For the seven-theatre Los Angeles area opening of Paramount's "Road to Bali," displays for a contest were set up in outlets of a grocery store chain, with a "sarong girl" visiting each store.

REGIONEWS

ALBANY

Sale of the Delaware by Sharine Trading Corp., headed by Louis R. Golding and Joseph D. Eagan, to a local group headed by Samuel Jafe of Sherry's Store, has been announced. Two stores and a plot of land are included. Warners, who have a lease until 1961, will continue to operate the 650-seat neighborhouse which is now presenting art films. . . . Mrs. Hazel Smith Smalley, widow of Wm. C. Smalley, is conducting the circuit affairs with Bob Johnson, chief booker.

Albany TOA members will discuss state legislation and the establishment of a drive-in section at its Jan. 26 meeting, according to announcement of Lewis A. Sumberg, exec. dir. . . . Dr. Carlyle Adams, religious editor of the Times-Union, addressed the Variety Club dinner on "Brotherhood," as a preliminary to this district's observance of Brotherhood Week, Feb. 15-21. Charles A. Smakwitz and Harry Lamont are exhibitor co-chairmen and Jack Goldberg of Metro is serving as distributor chairman.

Mayor Alton B. Anderson of Saranac Lake and James Lafarr of Malone, N. Y., both theatre managers, were taken into custody by state police after patrons of their theatres had finished games of "Lucky," described as being of the bingo type and played with numbered cards.

BOSTON

All drive-in owners and managers are invited to attend the first 1953 meeting of New England Drive-In Theatre Ass'n on Jan. 27 at 10:30, at 36 Melrose St. Plans for cooperative buying, concession management and territory-wise advertising will be discussed and a slate of officers elected. This is the first in a series of similar monthly get-togethers planned. . . . I.F.E. (Italian Films Export) Releasing Corp. has opened a Boston office at 14 Piedmont St., with Ellis Gordon as sales representative. . . . The Tri-Opticon three-dimensional film at the Pilgrim Theatre, another "first" for Samuel Pinanski, pres. of American Theatres, opened to record-breaking crowds. . . . Sympathy to Charles Tobey, Strand Theatre, Westboro, in the death of his wife.

Ralph Banghart, Walt Disney Productions, was in town for advance exploitation on "Peter Pan," booked for its New England premiere at the Keith Memorial Theatre on Feb. 11. . . . Jerry Crowleys, head booker at Daytz Ents., has a new daughter named Jean Alice. . . . Mrs. Lilliam Couture closed the Gem and Strand Theatres in Fitchburg and has placed the Gem on the market for sale. . . . Jesse Bridgham, 76, father of exhibitor Lloyd Bridgham and also a partner in several of his theatrical enterprises, passed away. . . . Ralph Iannuzzi, Warner branch mgr., announces that the Norman Ayers Cleanup Week of Jan. 11-17 resulted in some Warner product playing each of the 460 theatres in the New England area.

At the Jan. board meeting of Independent Exhibitors, an Allied affiliate, pres. Norman Glassman was elected gen. chairman of the National Allied convention, to be held in Boston at the Sheraton Plaza Oct. 3-7. . . . Representatives of the Office Employees Union, IATSE, and the major exchanges of this area met to negotiate a new contract. Home office representatives came on for the meeting and local representatives were Harry Smith, RKO, pres. of Local F-3; Nate Oberman, M-G-M, trustee; Harry Spingler, Warners, and Catherine Breen, 20th-Fox. . . . Samuel Pinanski, pres. of ATC, has been named to the board of directors of the newly formed Boston University Human Relations Center.

BUFFALO

A big newspaper and radio campaign heralded the coming of "Bwana Devil," three dimensional film, at the Center, resulting in large crowds at the box office before the doors opened. . . . Mail and telephone requests prompted the independent Mercury Theatre to bring back "The Quiet Man." . . . At Basil's Lafayette, where "Invasion U.S.A." was playing, the lobby had information booths for the Red Cross and Civilian Defense volunteers and Capt. Kallett of the local Air Force Filter Center spoke from the stage three times a day in an effort to recruit more volunteers. . . .

"The Hoaxers," a documentary depicting the evils of communism, will be shown in local houses next month. At its preview were representatives of the clergy, educational institutions, American Legion, V.F.W., FBI and the local police. . . . Newly elected officers of Variety Club were installed at a dinner meeting in the Statler Hotel by Jack Beresin of Philadelphia, who is chief barker of Variety International. Dewey Michaels is the local chief barker. . . . Area motion picture personnel will participate in Brotherhood Week Feb. 15-22. Arthur Krolick of Paramount Theatres is exhibitor chairman; Manuel Brown, UA branch mgr., dist. chairman, and Edward Meade, publicist for Shea Theatre, publicity chairman. . . . "Kind Hearts and Coronets" has been selected by the Mothers Council of the Park School for its annual benefit night at the Cinema Theatre, owned and managed by Philip Cohen. . . . Frank Wyckoff, owner of Economy Lobby Display and long associated with National Screen, died suddenly of a heart atack.



Industry pioneers pay tribute to Adolph Zukor at the West Coast Golden Jubilee celebration to commemorate his 50 years of service to the industry. Shown (l to r): Samuel Goldwyn, Cecil B. deMille, E. V. Richards of New Orleans, Zukor and Jesse L. Lasky.

CHARLOTTE

Akers Motor Lines is building a shopping center with indoor theatre on Wilks Blvd., between Gastonia and Charlotte, N. C. . . . Carolina Theatre on Firestone Square, Gastonia, has reopened. Ralph Simpson is the owner. . . . Charlotte Theatre at 200 W. Trade St., reopened.

CHICAGO

Ralph McCoy, former Warner sales executive, named sales mgr. here to succeed Ted Levy, retired. . . . Chicago theatre tax collections for Dec. came to $95,987.64, some $905 ahead of same period last year. Yearly total was about $8,500 behind 1951 collections. . . . Republican Secretary of State Charles Carpentier, E. Moline theatre owner, will be guest of honor at Variety Club installation of officers, Feb. 18, at Congress Hotel. . . . Arthur Wirtz, associated with Stadium, Palace and other amusement operations, has been elected pres. and treas. of Wirtz, Haynie and Ehrat Co., real estate managers at 3180 Sheridan Rd. . . . Reported Chicago Operators Union asking $200 weekly for each operator employed on Cinerama cameras. A crew of 16 will be required for the various shifts.

B&K's Chicago Theatre is being completely repainted. Modernization of the companys' Varsity and Coronet in Evanston and the Nortown in Chicago were recently completed. The Hanns Teichart organization did the jobs. . . . Great States presented a gold watch to John Dromey, veteran booking mgr., who was honored at a luncheon following completion of a successful business drive. . . . B&K's Palace Theatre, South Bend, Ind., damaged by smoke from a nearby fire, was closed for repairs. . . . Will Carroll, amusement mgr. of the Herald American, reports 3100 replies to their

(*Continued on page* 26)

Congratulations and Best Wishes to

MR. ADOLPH ZUKOR

on the occasion of

His Fiftieth Anniversary

in the Motion Picture Industry

EASTMAN KODAK COMPANY

and

W. J. German, Inc.

Agent for the sale and distribution of

Eastman Professional Motion Picture Films

CHICAGO (cont'd.)

jingle contest, with 31 winners receiving passes to various theatres. Theatre owners gave full cooperation.

Studebaker Corp. will premiere its new film, "The Story of Studebaker," celebrating the company's 100th anniversary, at B&K's Granada Theatre the last week in Feb. . . . James Chrissis circuit sold its Rex Theatre to the Church of Christ, to be used for church purposes after modernization. . . . Hal E. Chester, Hollywood producer, recently in town in confer with Harold Minsky of Rialto Theatre management. Chester plans to produce a film based on burlesque.

CINCINNATI

Dewey C. Vanscoy, for 38 years projectionist in Brent R. McCoy's LaMax Theatre, Wilmington, Ohio, has been upped to mgr. of the house. . . . Following world premiere of her first picture, "The Stars are Singing" in Maysville, Ky., Rosemary Clooney will make a personal appearance on the RKO Albee stage on Jan. 29, when the film opens here. . . . Ross Williams, U-I city salesman, is taking over for branch mgr. Jack Finberg while he is recuperating in Florida from his recent illness. . . . George Fetick, local booking and buying service operator, is still confined to the hospital. Fetick's wife died of a heart attack while he was being treated at the hospital. . . . The Realart office is handling accessories on "Rage of Burlesque," which has been booked into a number of spots in this area. . . . Gene Burke, in addition to managing the Lyric Theatre, Beckley, W. Va., is serving as delegate from Raleigh County to the W. Va. State Legislature.





Seen at the annual convention of Allied Theatre Owners of the Gulf States, held in New Orleans, (l to r): Exhibitor L. C. Montgomery, Abram F. Myers, Nat'l Allied gen. counsel; Abe Berenson, pres. of the local unit, and H. M. Richey, M-G-M sales promotion mgr., also (standing) J. Rogers Lamantia, RKO branch mgr.; F. G. Prat, Jr., Thibodaux, La.; Harold Bailey, New Orleans; Kenneth Giddens, Mobile, Ala.; Joel Bluestone, New Orleans; (seated) W. W. Page, Robeline, La., and Leon J. Bamberger, RKO sales promotion mgr.

CLEVELAND

James J. Barton, Middleburg, was given a court okay to build a drive-in in the Greater Cleveland area, thus winning a three-year fight against village zoning law. . . . Louis Lutz continues as mgr. for the New Castle Theatre, recently purchased by Norbert and Ernest Stern. . . . Dave Leff, who only recently became UA branch mgr., resigned. Until a successor is named, dist. mgr. Moe Dudelson is taking over. . . . "Bwana Devil," three-dimensional film, made its bow in Ohio at the local Allen Theatre at upped admissions. . . . Smith & Beidler closed the Park Theatre in Toledo permanently.

DALLAS

The Eastwood Theatre, one of the first nabes built by Interstate, has been completely renovated. It has a new marquee and canopy, new box office, maroon sidewalk in front and glass entry doors. Lobby and main auditorium were re-carpeted and the stage got new drapes, curtains and screen. New seats were also installed plus a new concession stand in the lobby. . . . The Houston Post joined with Interstate's Metropolitan Theatre downtown in promoting a nickname contest in connection with "Montana Belle." First prize was $100, and 10 pairs of passes to the show were also given away. . . . Sponsors of the Adolph Zukor Golden Jubilee Dinner at the Adolphus Hotel, Dallas, on Feb. 6 are Variety Club of Texas, Texas COMPO and Variety International. Raymond Willie, gen. mgr. of Interstate, is gen. chairman, and Interstate veep R. J. O'Donnell is chairman for Variety International. . . . Don Darden has been named mgr. of the Starlite Drive-In at Tyler, Tex.

FILMACK

SPEED! QUALITY! SHOWMANSHIP!

SPECIAL TRAILERS

CAN'T BE BEAT!

630 NINTH AVENUE NEW YORK 36, N.Y.

1327 S. WABASH CHICAGO 5, ILL.

DENVER

Willard Ebeling, has been upped from asst. to laboratory manager of Alexander Film Co., Colorado Springs. . . . Hanns Teichert, Chicago theatre decorator, reports work will soon get underway for complete decoration job on the Mesa Theatre in Grand Jct., which is operated by Westland Circuit. . . . The Ballantyne Co. opened a sales office at 929—21st St., with Carl F. Knudson in charge.

Variety Tent 37 installed its new officers and made its first Humanitarian award at a dinner dance. New chief barker is Alex Murphree, drama editor of the Denver Post; Don Hammer and Wm. Hastings, 1st and 2nd assts.; Victor Love, property master, and Bernie Hynes, dough guy. These and past chief barkers constitute the crew, along with Fred Brown, Geo. (Scotty) Allan, Henry Friedel, James Micheletti and Joe Stone. The humanitarian award was given to John Godec, Jr., Alexander Film Co., who was instrumental in establishing a school in Denver for backward children.

The Tabor is now showing films with the new Tri-Opticon method of projection. Initial bill includes a number by the Saddler's Wells Ballet Co., travel shorts and cartoon, with regular films completing the program. The theatre is charging 75¢ for the glasses, with refunds being made for those returned. The Orpheum is being readied for another three-dimensional film, "Bwana Devil," slated to open in Feb. . . . Mrs. Abel Davis is selling the Roxy in order to settle the estate of her late husband. . . . Clarence Olson, formerly UA branch mgr. in Salt Lake City, San Fran. and Denver, has been named sales mgr. for Preferred Pictures, with headquarters at the Lakewood Theatre, Lakewood, Colo.

Dave Warnock sold the Lake, Johnstown, Colo., to Merf Evans, former mgr. at Craig, Colo. for Gibraltar Theatres. . . . Wayne Ball, who managed the Columbia branch here, is now in a similar job in Los Angeles. . . . Westinghouse used the Tabor for a Sunday afternoon performance of its stage show, "It's All For You," attended by some 2,000 dealers and salesmen. Use of the theatre cost Westinghouse $1,000. . . . Edward Anderson, retired theatre owner, who had houses in Denver, Pueblo and Greeley, Colo., and in Salt Lake City, passed away. . . . Don Sanders, mgr. of the Santa Fe, prevented a robbery by claiming ignorance of the combination to the safe. . . . Frank H. Ricketson, Jr. has been named to the YMCA board of directors.

DETROIT

Hugh Hogan announced plans for the Cinerama installation to open about April 6 at the Music Hall. . . . Vasile Mihain, under the part time operating policy at the Hazel Park Theatre, put in some of his spare time at the Casino Theatre. . . . Richard Wren, who used to manage the Victory and the Fenkell, has gone into the food freezer business. . . . Merrill (Frenchy) Hanna, former mgr. of the Hollywood, is still confined to his home, unable to walk following a fracture received backstage at the Michigan Theatre in Oct. . . . Rufus Shepherd, mgr. of the Palms-State, fixed up a big "birthday party" for Randolph Scott. . . . Dave Idzal of the Fox used an all-text newspaper ad to repeat virtually the entire reviews of the three local critics on "Ruby Gntry." . . . Boshoven Theatres have closed the Crown at Marne.

Ted Rose, formerly of the Apollo, has been named mgr. of the Rogers, which Harry Balk has just reopened. . . . Frank Berry, who was seriously ill, returned to his post as mgr. of the Madison. . . . Boris Bernardi of Midwest Theatres is trying out his hand at scripting. . . . Morris Brodsky, former ad mgr. of the Adams and Downtown theatres and now in Hollywood as a TV producer, was in town visiting his family. . . . Eddie Heiber, who has been pinch hitting at the Universal manager's desk, returned to his old stand in Cleveland. . . . Leonard Soskin sold the marquee of his former Keno Theatre to Dan Whyte

for the State at Pinconning. . . . Joel Levy is now assisting Edward J. Bonnville in managing the Dexter.

INDIANAPOLIS

Mare Wolf was elected chief barker of Variety Tent 10, succeeding Claude McKean, who was eleeted to the board of directors. Others elected were Trueman Rembusch, 1st asst.; Wm. A. Carroll, 2nd asst.; Burdette Peterson, dough guy, and Barney Brager, property master. . . . Mildred Trefs replaces Gretehen Foreman as Caravan secy at Allied Theatres of Indiana. . . . Mr. and Mrs. James Heliotes of the Rialto, Fort Wayne, are in Florida for a three-week holiday. . . . Earl Sehoen Bachler, mgr. of the Ohio Theatre, was stabbed in the baek by a thief who tried to steal the March of Dimes iron lung collection box in the lobby.

The Sheridan Theatre here, formerly operated by Abe Baker of the Baker Book, ing Agency, has closed. . . . Warner's had 401 pietures on Indiana sereens during the week of Jan. 5. . . . Claude Nihiser has acquired the Palace, Fairmount, from Ralph Marcueitti. . . . The Star at Fremont has been taken over by Juanita C. Harris of Defense, O. . . . Mrs. Jane Crenshon of the Princess at Newburg is down with a severe ease of influenza. . . . Carl Heinbrook of the Starlette Drive-In, Shelburn, is recuperating at home from sugery. He plans some improvements to his drive-in before reopening. . . . Jerry Kramer from Milwaukee, Wis., is replacing Marty Grassgreen at Columbia. Grassgreen was transferred to Cleveland, O. as office mgr.

LOS ANGELES

Charles P. Skouras, pres. of National Theatres, presented a diamond-studded, engraved gold pass, good at any of the 450 theatres in the circuit, to Gus A. Metzger, pres. of Metzger-Srere Theatres, on the oceasion of his 75th birthday. . . . Henry Balk, who retired from his sales position with Monogram a few years ago, returned to the fold by joining Allied Artists sales dept. . . . Saul Levin, brother of Irving Levin, Realart franchise holder, passed away.

Alex Cooperman, I.F.E. Releasing Corp. mgr., has been upped to the post of division mgr. . . . Bob Kronenberg, Manhattan Films, was injured in a fall and is recuperating at home. . . . Bill Walsh, UA salesman, is reeovering from an appendectomy. . . . Warner booker Joe Zangrelli, while enroute to San Jose by train, was relieved of his wallet which contained considerable cash and return trip tickets. . . . Most of the Fox West Coast Theatres will soon be equipped with the new enlarged Polorama screen, which eliminates eye-strain and gives greater depth to photography. . . . George Tripp, Warner salesman, checked out for Arizona on company business.

LOUISVILLE

Starting the latter part of Feb., Switow's first-run Kentucky Theatre will show a three-dimensional film at prices upped about one-third of the usual admission. . . . November tax revenue on combined amusements was $27,049.36 less than Nov. of last year. A drop of $23,816.61 is reported for July through Nov. 1952 as against same period last year. . . . Date of the annual KATO convention has been set for March 25-26 and will be held in the roof garden of the Brown Hotel. It will again include manufacturers' displays. . . . Sam Thompson, mgr. of the Lyric Theatre, Guthrie, Ky., has a new baby daughter. . . . Clarence Young was reelected pres. of Local 163, IATSE. Other officers are A. A. Ansbach, Sr., v.p.; Chester Demares, business agent.

MILWAUKEE

At a reported $150,000, the historical Al Ringling Theatre and its companion Juliar Theatre at Baraboo, Wis., were sold by Henry E. Ringling to Baraboo Theatres, Inc., a newly formed corporation whose principal figure is Jacob Eskin, head of Eskin Theatre Mgmt. Co. Sale did not include the circus mementos which had been stored in the theatres and a condition of the sale is that the new owners may not redecorate the foyers and general auditorium of the Al Ringling, which seats about 850. The Juliar seats about 400. Eskin said the theatres would be operated at the same high standards set by the Ringlings and it was indicated that a survey would be made to determine if the population will support an outdoor theatre near the Baraboo city limits.

R. C. Peck, publicity chairman for the approaching National Drive-In Theatre convention, March 24-26, at the Schroeder Hotel, reports that booth space and year book ads are now being accepted at Convention headquarters, 1027 W. Wells St. . . . Bill Bralich of the Myra Theatre, Palmyra, has taken over the Lake at Lake Mills, which had been operated by Tommy Lees and his family for many years. . . . S&M's Capitol Theatre here will be opened and operated week-ends only. . . . The local Hollywood Theatre, operated by Barney Sherman, is now closed two nights during the week. . . . Howard Krueger is back with National Screen after two years with the Armed Forces.

Reel Fellows Club of Milwaukee elected the following for 1953: Pres., L. J. Sedelman, Republic; v.p., Mort Kramer, Columbia; secy.-treas., George Edgerton, 20th-Fox; sgt.-at-arms, Bill Schwartz, Universal; trnstees, Bob Baker and Morey Anderson, both of RKO. . . . David Beznor, gen. counsel for the Colosseum of M.P. Salesmen of Am., is on the industry's committee as vice-chairman for "National Brotherhood Week" participation. . . . Carl Willinghanz took over the Keil Theatre in Keil. He also has the Plainfield at Plainfield. . . . William Charboneau purchased two acres of land at Lancaster for a drive-in. . . . John O'Conner, Platteville, is planning to open his new ozoner in the late spring.



Leading industry execs joined in a tribute to Wm. C. Gehring, 20th-Fox asst. gen. sales mgr., on the occasion of his 35th anniversary with the company. Shown (l to r): Gehring; Glenn Norris, Atlantic div. mgr., and Spyros P. Skouras, company pres.

Watch These Dates!

Jan. 26: Washington — FCC hearings on theatre television channels.

Jan. 26-27: New York City—TOA board of directors sessions—Hotel Pierre.

Jan. 27: New York City—Variety Club, Tent 35, luncheon marking official opening of new quarters—Piccadilly Hotel.

Jan. 27: Fort Wayne—Associated Theatre Owners of Indiana regional meeting.

Jan. 27: Boston — New England Drive-In Theatre Assn. meeting — 36 Melrose St.

Feb. 6: Dallas — Adolph Zukor Golden Jubilee banquet—Adolphus Hotel.

Feb. 23-25: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 4: New York City—Adolph Zukor Golden Jubilee Dinner—Waldorf-Astoria.

March 4: Kansas City—Missouri Theatre Assoeiation Drive-In Operators meeting.

March 24-26: Milwaukee — Allied Independent Theatre Owners of Wisconsin and National Drive-In eonvention—Sehroeder Hotel.

March 25: Hollywood — Aeademy of M.P. Arts and Sciences "Oscar" awards.

March 25-26: Louisville — Kentucky Assoeiation of Theatre Owners eonvention — Brown Hotel.

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Pieture Theatre Owners Association eonvention.

May 18 23: Mexieo City—Variety Clubs, International eonvention.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Liek Hotel.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 31-Nov. 4: Chieago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

MINNEAPOLIS

Orville Saewert, opened his new Cogswell, Cogswell, N. D., last week. House, a remodeled store, has all new equipment. . . . 17 Minneapolis independent and suburban theatres have joined in a two-for-one admission plan. Newspaper ads offered a "privilege book" for $2, containing 68 tickets. Each ticket, when accompanied by one paid admission, admits two for the price of one. . . . Harold J. Engler, son of Abe Engler, operator of the Hopkins and Star, Hopkins, Minn., is engaged to Elaine Blustin. . . . Fire recently interrupted the show at the Grand, Sheffield, Ia., during showing of film "Smoky." . . . The neighborhood Princess, which closed recently, will be dis-

MINNEAPOLIS (cont'd.)

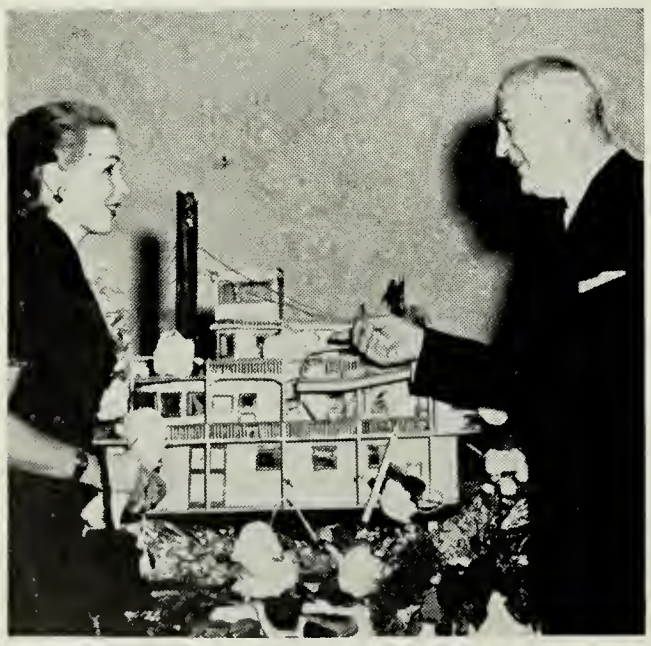
mantled. . . . Ben Berger, pres. of Berger Amuse. Co. and NCA, is on a West Indies cruise with Mrs. Berger. . . . Oscar Henriksen, owner of the Strand, Grafton, N. D., passed away. His son operated the house during his long illness.

The lobby of the RKO Orpheum, Sioux City, Ia., has been redecorated. . . . C. H. Peterson is new asst. mgr. of the RKO Orpheum, Davenport, Ia., replacing James Gillespie. . . . George Hueser is new asst. mgr. of the RKO Orpheum here. . . . The three dimensional "Bwana Devil" has been set for the State, Minneapolis, beginning Feb. 12. . . . Don Palmquist, Monogram, was bruised in a head-on collision near Gary, S. D., when he skidded on icy pavement. . . . Lou Hummel, former operator of the Pine at Pine Is., Minn., and now with an outdoor advertising firm at Mankato, was a recent Film Row visitor.

NEW HAVEN

The 750-car drive-in being erected in Manchester by Manchester Drive-In Theatre Corp. is expected to be ready for operation late in April. Officers of the new $60,000 corporation are Bernard Menschell and John Calvocoressci, who operate theatres in Plainfield and Hartford under the Community Amusement Corp. banner, and Mrs. John Calvocoressci. . . . George H. Wilkinson, Jr., has a new price scale at his Wilkinson Theatre, Wallingford, with matinees at 40¢; evenings, Sundays and holidays, orchestra and loges 55¢, balcony 40¢; children 20¢ at all times. . . . Installation of a 10¢ apple vending machine at the Allyn, Hartford, is believed to be the first in this area. Machine is owned by Rogers Orchards, Southington, Conn. . . . Phil Gravitz, branch mgr. for M-G-M, is observing his 23rd year with Loew's, Inc. and 16 years in New Haven. . . . Arnold Van Lear, Paramount exploiteer, was busy on "Road to Bali" promotion in New Haven and Hartford.

George E. Landers, Hartford div. mgr. for E. M. Loew's, announced shift of Hector Frascadore from Farmington, Conn. Drive-In to house mgr. of E. M. Loew's Hartford, replacing Jay Finn, transferred to mgr. of the Winchester, Mass. theatre. Both will resume drive-in posts next summer. . . . American Theatre Circuit's Capitol Theatre in New London, has been chosen for the New England premiere of "Torpedo Alley" on Nov. 12. Much of the film's footage was shot at the U. S. Naval Base in Groton, Conn. Harry Goldstein and Blake McVeigh of the N. Y. exploitation dept. of Monogram-AA are due in New London for promotion conferences. . . . Atty Herman M. Levy, gen. counsel of TOA and exec. secy. of MPTO of Conn., has been named to the executive committee of the March of Dimes campaign, and Harry F. Shaw, Loew's Poli divfl mgr., named chairman of the amusement division. . . . Robert Nelson has been named asst. mgr. of the Warner Strand, Hartford. He was formerly with M&P Theatres.



U-I's Piper Laurie, participating in the world premiere of "The Mississippi Gambler," is welcomed to Memphis by M. A. Lightman, pres. of Malco Theatres, at a Better Films Council Luncheon, preparatory to launching more than 350 pre-release openings of the film in the Mississippi River Valley.

NEW ORLEANS

The Rex Theatre of Pritchard, Ala, a Broggi account, will be open Friday and Saturday only until March. . . . The Mitchel Drive-In at Hammond, La. will be closed until March. . . . Philip Salles opens his new ozoner in Covington, La. on March 8. . . . Mrs. E. A Robinson announced plans to close her Ren Drive-In at McComb, Miss. for the winter. . . . The Gulf Theatre of Pensacola, Fla. changed hands as of Dec. 30. L. Hendley and Mrs. O. Stuart are the new owners. . . . It's reported that Bill Lighter sold his Center Theatre in Franklin, La. and the Townhall in Baldwin to the Center Amusement Corp. of Franklin. . . . Broggi announced three new affiliates: Gulf and Belmont Theatres, Pensacola, and the Warrington Drive-In at Warrington, Fla. . . . New charter reported for Gallo Theatre, Inc., 2122 S. Claiborne Ave., with directors August Gallo, Louis Gallo and Joseph A. DiMaggio. . . . Lloyd T. Binford, Memphis movie censor and a native of Duck Hill, Miss., was reported in serious condition with a virus infection.

Work has started on a new processing plant and retail outlet for the Fox Company, Inc. film distributing center on Tulane Ave. Patrick M. Allison and Associates are the architects. Officers from the company's headquarters in San Antonio, Tex. are expected to occupy some of the offices. . . . World premiere of "The Mississippi Gambler" was held at the Joy Theatre, with Piper Laurie and Julia Adams on hand at the gala event. The two stars arrived ahead of schedule to help at the March of Dimes booth in front of the D. H. Holmes store, creating much favorable publicity. . . . "Bwana Devil" is scheduled to open at the Saenger Theatre on or about Feb. 24. . . . More than 100 prints on freedom of enterprise in America are now available for public use at the N. O. International House's Thomas F. Cunningham Reference Library.

NEW YORK

Operators of the Tribune Theatre have filed suit for damages totaling $7,050,000 against Warner's, 20th-Fox, Universal and Skouras Theatres, operators of the Academy of Music, alleging unfair clearance in favor of the Academy, although it is charged the two theatres are not in competition. Two actions are involved in the case, one for $1,050,000 against the four defendants, and one for $6,000,000 against the three distributors. . . . Paramount's "Road to Bali" opens at the Astor Theatre on Jan. 29. . . . The Samuel Rosens are grandparents for the first time via their daughter, Mrs. Jacob Yellin. Infant has been named Rachel. Grandfather is Fabian Theatres exec. . . . Albert A. Hovell, who succeded A. H. Schwartz in 1938 as pres. of Century Circuit and was associated with the company since its founding, 35 years ago, as general counsel, passed away at 75.



At premiere performance of Warner's "The Jazz Singer" at the N. Y. Paramount for benefit of the National Foundation for Infantile Paralysis, United Paramount v.p. Bob Weitman (2nd from left) presents columnist Earl Wilson with a check as stars Danny Thomas and Peggy Lee look on.

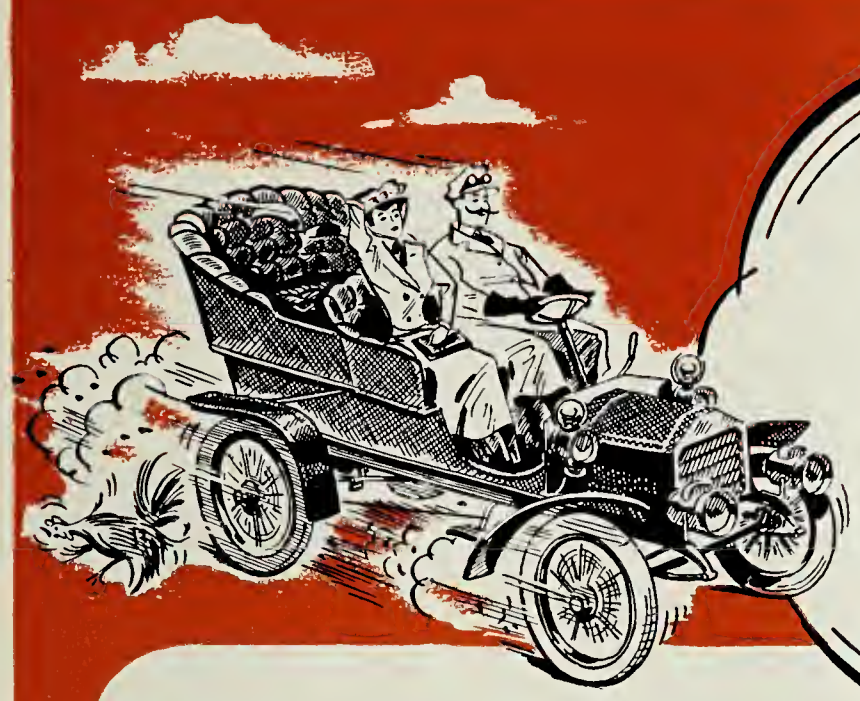
"Moulin Rouge" will premiere at the Capitol Theatre on Feb. 10, under sponsorship of the Damon Runyon Memorial for Cancer Research. . . . Feb. 11 has been set by the Roxy Theatre for opening of Walt Disney's "Peter Pan." . . . Variety Tent No. 35 has opened an intensive drive for 300 new members by March 1 and has reduced the usual initiation fee of $15 to $5. As its first activity of the season, Variety is taking over the Palace Theatre the night of Feb. 25, for the performance of Danny Kaye and his International of Variety Acts.

Cinema Lodge is inviting members and friends to an open meeting at the Hotel Astor on Jan. 27. Topping the features of the evening will be the appearance of Dr. Frank Kingdon; Elias Kagan, who heads B'nai B'rith's Vocational Service program in N. Y., and the showing of "The Magnetic Tide," Dorothy Silverstone's Cinecolor film about Israel. . . . Louis Wolff of the Brandt Theatres was re-elected pres. of the Motion Picture Bookers Club for 1953. Other officers elected were Sam Einhorn, 1st v.p.; Louis Solkoff, 2nd v.p.; Myron Starr, treas.; Harvey Reinstein, fin. secy.; Shirley Levy, recording secy.; Ben Levine, sgt.-at-arms; Fred Mayer and Kitty Flyn, trustees. Formal installation will be held Feb. 2 in the South Village Room of the Hotel Taft.

Times Square will become a special parade ground for units of the U. S. Air Forces the evening of Jan. 29, when the M-G-M's "Above and Beyond" premieres at the Mayfair Theatre. A televised program will come from the theatre lobby and among prominent Air Force officials expected are Gen. H. Doolittle, Gen. Hoyt S. Vandenberg and Gen. George C. Kenney. . . . Phil Hodes is

(*Continued on page* 32)

QUICK SERVICE!
Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 800, 723 7th Ave., N. Y. C. CI 5-6439



GET A HORSE!

In 1907 this automobile was the very *best* money could buy! . . . despite the derisive cries of "Get a Horse" and a new popular song "Get Out and Get Under." But . . .

TODAY THERE IS A BETTER WAY!



Today, imagination, productive genius and modernization have made good products even better. Have you, Mr. Exhibitor, made this changeover to 'Modern Times'? Have you been introduced to the leader in the sound and projection field — SIMPLEX X-L? Surely, your patrons deserve the very best! And for over 30 years there has been none finer, none more dependable, none more in tune with the times than SIMPLEX! Yes, today there *is* a better way — SIMPLEX X-L sound and projection systems.

Simplex
T.M. REG. U. S. PAT. OFF.

X • L

PROJECTION and SOUND SYSTEMS

Better Projection PAYS!

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION • DISTRIBUTED BY NATIONAL THEATRE SUPPLY

Advice To TOA Members Promised By Concessions Unit Head Levenson

BOSTON. — The 1953 concessions committee of Theatre Owners of America will have as its aims: service to TOA members in an advisory capacity; the exchange of information and merchandising ideas for mutual benefit, and the service as a contact group for the manufacturers of candy, syrup, equipment, etc., in order to facilitate the discussion of mutual problems.

The aims of the committee, as stated above, were delineated here by Leon Levenson, new head of the committee. Levenson is chief of the concessions department for American Theatres Corp. here. His committee numbers 21 members.

Unit Meets Regularly

According to the new head, the committee will meet at various times with representatives of the candy, popcorn, equipment and drink industries in efforts to discover the best methods for increasing the concession business at theatres and drive-ins.

The committee is made up of Abe Bloom, Balaban & Katz Corp., Chicago; Harry Botwick, Florida State Theatres, Oklahoma City; Charles Duncan, Alhambra Theatres, Decatur, Ill.; Ray Elkins, Rowley United Theatres, Inc., Dallas; J. J. Fitzgibbons, Jr,. Theatre Confections, Ltd., Toronto, and Marie Frye, Central States Theatres, Des Moines.

Hahn Elected

Also Herbert Hahn, United Paramount Theatres, New York; James G. Hoover, Martin Theatres, Columbus, Ga., Joe Keifer, Malco Theatres, Memphis; Andrew Krappman, National Theatres Amusement Co., Los Angeles; Nathaniel Lapkin, Fabian Theatres, New York; George Larison, Skouras Theatres Corp., New York, and James Loeb, Walter Reade Theatres, Inc., New York.

Also, Clifford Lorbeck, Fox-Wisconsin Amusement Corp., Milwaukee; Edward Metzger, Kerasotes Theatres, Springfield, Ill.; Van Myers, Wometco Theatres, Miami; Harold Newman, Century Theatres, New York; Manning Stern, Bijou Amusement Co., Nashville; Morton Thalhimer, Jr., Neighborhood Theatres, Inc., Richmond, Va., and Kendall Way, Interstate Circuit, Inc., Dallas, Texas.

24 RCA Synchro-Screens Installed By Abbott Firm

CHICAGO.—New installations of the RCA Synchro-Screen and other theatre equipment have been reported by Spero L. Kontos of Abbott Theatre Equipment Co., RCA theatre supply dealer for the area. Latest screen installations made by the company were in the Jeffrey and Gold Theatres here and the Orpheum, Elkhart, Ind., bringing the total of Synchro-Screens in the area to about two dozen as installed by the Abbott concern.

It was noted also by Kontos that the Olympic Theatre, Cicero, Ill., the Rockne and Manor Theatres, both Chicago, and the Park Theatre, North Chicago, all were surveyed recently for Synchro-Screen installations.

Kontos pointed out additionally that the new RCA Enarc Lamphouses with the new 9mm. carbon have been installed in the Mount Claire Theatre here.

Transcenic Screen Used

CAMBRIDGE, MASS.—The University Theatre here has been installed with a Transcenic Screen Surround, device offering wide angle or panoramic vision that approaches normal viewing conditions, thus making for greater viewing comfort, according to claims of the manufacturer, Raytone Screen Corp., New York. Installation for the first time in New York is expected shortly by Leonard Satz, secretary-treasurer of the company.

29 Branches Now Ready to Quote and Supervise Installation

Truly the leader in march away from black masking.

NATIONAL THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

The trend is on. Black masking is out.

— • —



Be the first in your community to give your patrons something new.

Tried and tested in four major cities.

Patrons like this screen—Tests prove.

Audience reaction terrifically favorable.

Constant intensity does not detract.

CALDWELL SCREEN HALO

No Eye Strain — Tremendous Depth of Vision

New BO Device Counts Patrons

A new box office counting device, called an electronics admissions control system and designed to provide both a visual and recorded vehicle and patron tally, has been developed for drive-in theatres by the Electronic Signal Co., Inc., Williston Park, N. Y. The device is said to be both accurate and tamper-proof. The manufacturer claims that its employment at the open air theatre eliminates the necessity of ticket machines or ticket takers.

The checker consists of a detector installed in the vehicle lane and a recorder in the box office. As the patron drives up to the booth his car is automatically counted and the count recorded on a tape.

Manager Benefits Cited

Provision has been made for the box office employe to enter the number of passengers in the car and to enter the "pass" vehicles. Visual signals show these transactions for both the patron and manager to check.

All transaction details are printed on a tape that is "locked in" the equipment. Cash turned in may be quickly and easily checked against the record on the tape in a few minutes at the end of each day's operation.

Screen Brightener Signed For National Distribution

BUFFALO.—The Caldwell Screen Halo, a new maskless screen device, will be distributed in the U. S. exclusively by National Theatre Supply Co., according to a joint disclosure by J. W. Servies, National Theatre Supply vice-president, and Ken Caldwell, National Theatre Screen Refinishing Co. here, manufacturers of the Caldwell product.

The Caldwell product, a new development, "has been tested . . . in four of the nation's leading cities, its audience reaction recorded, and exhibitor opinion studied and upon the basis of these findings, which were all extremely favorable, we felt that we had an excellent product to offer," it was pointed out by Servies.

The product is available in all sizes from 12 feet up to 28, it was noted. It comes in a package deal unassembled, but can easily be put together, the manufacturer claims.

Door Opener Introduced

CHICAGO.—Now being produced by the Dor-O-Matic Division of Republic Industries, Inc., is a new automatic door opener, called "Invisible Dor-Man," which allegedly can be used with most theatre lobby doors. According to the manufacturer, the new product opens the door automatically as soon as a person approaches and steps on a control mechanism situated under the carpet leading to the door.

Combs In New Position

GRAND RAPIDS, MICH. — Theodore R. Combs has been named national sales services manager in charge of installation of seating for theatres, schools and other similar structures for the American Seating Co Combs succeeds Earl VandePoel.

They do it with Mirrors...

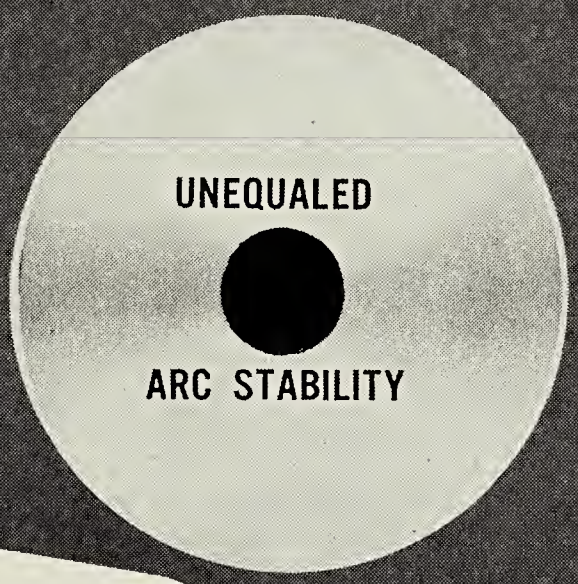
and NEW NATIONAL 9 mm "SUPREX" CARBONS!

TRADE-MARK









Throughout the country, there's no trick to the greatly improved screen light in theatres using "Suprex" carbons. It's simply that they have switched to NATIONAL CARBON'S NEW 9 mm "SUPREX" positive carbon . . . either as a replacement for previous 9 mm carbons or as a conversion trim from former 8 mm carbons in the same lamp.

Yes, projectionists know what they want and they're quick to see that the new 9 mm "Suprex" carbon has it. For example, look at these recent comments following comparative tests in theatres of every size, both indoor and drive-in:

HAVE YOU TRIED THEM?

if not, ask your dealer for the new 9 mm "Suprex" carbon.

★ ***"MORE LIGHT...BETTER PICTURE..."***

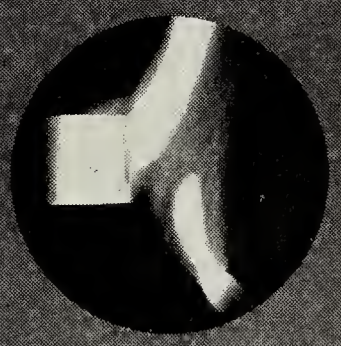
★ ***"NOTICEABLY MORE STABLE, BETTER COLOR..."***

★ ***"EXCELLENT RESULTS..."***

★ ***"CONVERTING FROM 8-7 TRIM IN SIX HOUSES...VERY PLEASED..."***

★ ***"BETTER SIDE-TO-CENTER DISTRIBUTION...OUR NEXT ORDER IN FOR THE NEW 'SUPREX' CARBON..."***

BUY WISE—
DEMAND TO
SEE
THE DIFFERENCE!



The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited—Montreal, Toronto, Winnipeg

FILMS TELEVISED JAN. 10 to JAN. 23

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously listed. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Adventures Of Don Coyle	Marc Cramer	
The Bachelors Daughters	Gail Russell	UA 9-9-46
Block Busters	East Side Kids	Monog. 8-15-44
Boot Hill Brigade	Johnny Mack Brown	Rep. 8-11-37
Convicts At Large	Paula Stone	Principal 2-23-38
Dangerous Years	Ann Todd	Fox 12-19-47
Dominant Sex		
Fabulous Suzanne	Rudy Vallee	Rep. 12-19-46
Glamorous Night	Otto Krueger	Rep. 2-1-37
Hitch Hike to Heaven	Anita Page	Invincible Pic. 3-13-36
Invitation To The Waltz		Hoffberg Prod.7-9-38
A Law Is Born	Johnny Mack Brown	
Operation Space		
The Outcast		
Outer Gate	Ralph Morgan	
Over Garden Wall		
Paul Temple's Triumph	John Bentley	
Pleasure	Conway Tearle	Artclass Pic. 3-6-32
Sheer Luck	Bruce Bennett	Big Four Pic. 1-10-31
Stork Bites Man	Jackie Cooper	UA 8-15-47
Strange People		Chesterfield Pic. 6-17-33
There Is No Escape	Stanley Thurston	Screen Guild 6-1-49
The Warren Case	Richard Bird	
Wings of Adventure	Rex Lease	Tiffany Pic. 8-10-30

NEW YORK (Cont'd)

distributor chairman for this area's "Brotherhood Week" observance, Feb. 15-22. . . . Research, including the latest developments in third dimension, will occupy a top spot on the agenda of the annual TOA board meeting of Jan. 25-27 at the Hotel Pierre. A definitive plan of action on the position of TOA in regard to the government's 16mm antitrust suit will also be outlined at these sessions.

PHILADELPHIA

Friends of Jay Emanuel, publisher of The Exhibitor and well-known theatre owner here, will be happy to learn that he is recuperating at Palm Beach, Fla. and will soon be back on the job. . . . Sale of the Wayne Theatre to Uhr's Restaurant, seems to be definite. The theatre closed Jan. 5. . . . Cinerama is looking for a local theatre. The Locust and Erlanger have been mentioned as possibilities. . . . The first week's gross, $37,000, on the three-dimensional "Bwana Devil" broke every existing record for the Aldine. . . . Local show business was shocked at the death of Paul Lewis. Only the night before he had acted as emcee at the Variety Club banquet, which saw the installation of Ralph Pries as new chief barker, and at which Jack Beresin, International chief Barker and head of Berlo Vending, made a personal gift of $10,000 to build a new recreation hall at the Variety-sponsored summer camp.

Earle Theatre is said to be closing for good in April. . . . Bob Ruskin, Paramount's student salesman, just completed a tour of Scranton with Bob Shisler, Scranton salesman. . . . The staff at Columbia concerned about Eleanor DiSchullio, who has been seriously ill with pleurisy. . . . Joey Walsh, kid star of "Hans Christian Andersen," was in town to meet the movie reviewers.

PITTSBURGH

The City Council of Clairton, Pa. has bowed to the urging of exhibitors and dropped the 10% tax on admissions. . . . When two bandits pushed a gun into the cashier's cage at the Victor Theatre, McKeesport, Mary Gurskin pushed a button on the floor which brought an usher on the run and frightened them away, leaving Mary still in possession of the day's receipts.

All exhibitors in the Pittsburgh exchange area, members and non-members, are urged to atend an open luncheon meeting on Jan. 27 of Allied MPTO, of which Richard P. Morgan is the new exec. secy. . . . Through the calm action of projectionist John Stanton, tragedy was averted in the Louisa Theatre fire in Carnegie, Pa. and 200 matinee patrons departed safely. Damage to the building, owned by Mrs. Louise B. Herman, was estimated at over $150,000. . . . John D. Walsh, mgr. of the Fulton, recovering from an operation, is expected back on the job shortly. The new giant RCA Synero-Screen was installed in his absence.

PORTLAND-SEATTLE

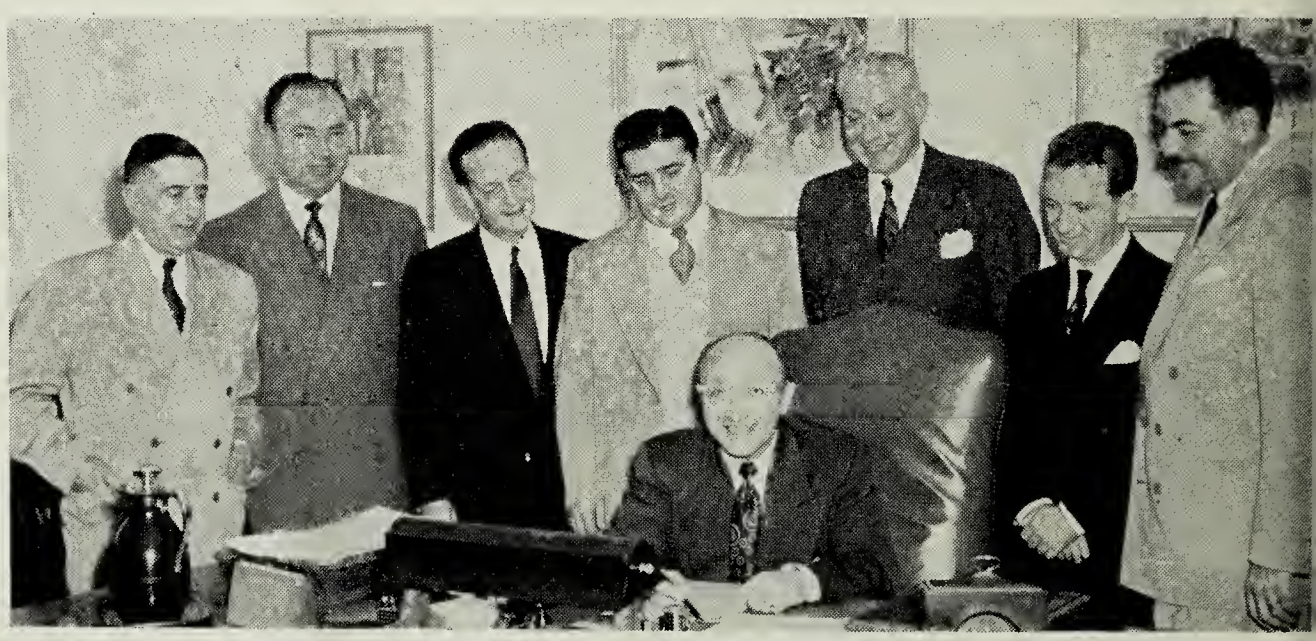
Federal admissions tax repeal, discussed by Col. H. A. Cole of Texas, and election of officers wound up the 1952 season of ITO of Washington, Northern Idaho, Alaska. J. M. Hone was re-elected executive secretary; H. B. Sabottka, treas. Board consists of Mildred Wall, Mike Barovic, L. A. Gillespie, Fer. Nessel, W. B. McDonald, F. M. Higgins, Erwin Fey, Joe Rosenfield, Chet Nielson, Will J. Connor, L. O. Lukan, B. F. Shearer, Fred Danz and Wm. Thedford. . . . Theatre managers have instructed house personnel to use more than usual safeguards against theatre robbers since holdup of Music Box, Seattle, and the Guild Theatre in Portland. . . . Harry Wall, mgr. of Liberty Co., Lewistown, Idaho, asked for continuance of lease on his drive-in for five years though land rental was raised from $10 to $50 annually. . . . Joe Danz, owner of the Embassy, Seattle, is still at Mayo Clinic.

Russ Brown, Oregon gen. mgr. of Evergreen Theatres, placed 3100 tickets on sale for personal appearance of Betty Hutton at the Paramount Feb. 20. . . . John Matlock, representing Matlock Theatres, advises he has purchased the Motor-In Theatre in Pendleton, Ore., from R. E. Stevenson. . . . Capt. Robert Anderson is again a civilian and will rejoin the John Hamrick organization. . . . A new $80,000 drive-in will serve the Duncan, B. C. area early in April and will be operated by Sunset Auto Theatres, Ltd. It will accommodate 400 cars and have a daylite screen. . . . City mgr. Marvin Fox advises that wiring for big screen TV programs is now being installed at John Hamrick's Liberty Theatre, Portland.

Evergreen's Paramount, Orpheum, Mayfair, Oriental and Hollywood in Portland expect to have Natural Vision and possibly a new Eidophor in at least one house during 1953. . . . J. J. Parker Theatres making plans to remodel its United Artists Theatre for a sound thriller early in March.

ST. LOUIS

Everett E. Maxfield, operator of the 150-seat Winona Theatre, Winona, Mo., announces plans for a new 200-seater to serve that community and to offset competition from the 500-car ozoner in the vicinity of Eminence and Bartlett, Mo. . . . Work on the Collins Drive-In, located two miles north of DeSsoto, Mo., is continuing despite the handicap of finding heavy rock some five feet below the surface. Lucas Construction Co. is handling the excavation. . . . Kerasotes Theatres purchased an eight acre site west of Rantoul, Ill., for construction of a 400-car drive-in, expected to be ready by May 15. . . . The Mississippi Gambler, which had a Hollwood style premiere at F&M's 5200-seat Fox Theatre and which included personal appearances of film actresses Piper Laurie and Julia Adams and three beauty contest winners, has been dated for early engagements in 22 cities served by the local exchange. . . . Rani Pedruccie, feature booker



Republic sales executives meet at the Studio in the first of four regional product sales meetings. With Hy J. Glick, secy-treas. (seated), those attending were (l to r): Gene Gerbase, Denver; Jack Dowd, Los Angeles; Paul McElhinney, Seattle, Jack C. Partin, Portland; Francis A. Bateman, Western sales mgr.; Thomas McMahon, Salt Lake City, and George Mitchell, San Francisco.

ST. LOUIS (cont'd.)

for Frisina, was hospitalized for correction of a nasal obstruction. . . . Joe Lyman, Whitehall, Ill. exhibitor, is still a hospital patient in Jerseyville, Ill.

Everette J. Pierce is a new booker at United Artists. . . . Gene Autry, Western screen star, and his horses head the presentation of "Hit Show of 1953" at the Arena. . . . Norman Ferguson is making a nice recovery from the serious injuries he sustained in an auto accident. . . . Warren V. Snider, owner of the Dixon and New Dixon theatres in Dixon, Mo., left for Los Angeles to spend some time with his sister, who is seriously ill. . . . The local Variety Club pledged itself to pay off a loan of from $35,000 to $50,000 to make possible erection of a new South St. Louis Day Nursery to provide needed facilities for the poor. . . . John A. Walsh, co-owner of Flo-Mar Productions, passed away.

Construction was started on the 750-car Skyview Drive-In at Cape Girardeau, Mo., for Howard Bates and Carl Milne, who also have the Cape Drive-In on Hyway 61. . . . Mr. and Mrs. Roy Lingenfelten have sold the 425-seat Royal Theatre, Royalton, Ill., to Clifton King, who is considering leasing the theatre for operation. . . . The 200-seat Court Theatre at Vienna, Mo., has been sold by Louise O. Chambers to C. Crum, who takes over operation immediately. . . . At convention of the American Ass'n for the Advancement of Science, held here, Prof. Harold Schlossberg of Brown University discussed a device which measures the intensity of audience reaction at motion picture shows. . . . W. G. Milwain has returned to Bardwell, Ky., to assume management of the Milwain Theatre, owned by his mother. He suceeds his brother, C. B. Milwain.

Kathryn DeLee Odorizzi, daughter of Louis C. Odorizzi who operates the Mount Olive Drive-In near Mount Olive, Ill., was recently married to Robert John McEnery. . . . Frisina Amuse. Co. denied reports that they had made arrangements for Sydney Pfeiffer to handle the theatre concession departments. . . . The Roxy Theatre, St. Louis, has installed complete new booth equipment. . . . John Dugan resigned as salesman for 20th-Fox to accept a sales post with Warner's in Pittsburgh, Pa. . . . Joe Lyman, Whitehall, Ill. exhibitor, is a patient in a Jacksonville, Ill., hospital. His wife passed away several weeks ago. . . . The American Theatre, local stage show house, ended its policy of segregation by admitting Negroes to all parts of the theatre.

SAN FRANCISCO

Confidence in the future of drive-ins led Guy Meek of Meek Theatres to purchase the old studio grounds at San Mateo, on which stands one of the most elaborate ozoners in this part of country. It was started by Lester Park, who died two years ago, and will be completed by Meek for opening March 10. The 500-car project, just three blocks from downtown Burlingame, has two auditoriums with loges holding 300 rocking chairs, and was purchased for $97,000. . . . Charles Holtz, owner of the Sequoia, Sacramento, and co-owner of the Burbank, San Jose, closed a deal with United-California for purchase of the 850-seat Colonial, Sacramento, for an estimated $250,000. J. Leslie Jacobs, theatre broker, handled the transaction. House will be completely renovated, with performances continuing during remodeling.



Charles Boasberg (seated), RKO gen. sales mgr., discusses plans with sales execs for the company's 25th anniversary drive, to be launched on March 6 for 16 weeks. Standing (l. to r.): Michael G. Poller, asst. to Boasberg; Milton Platt, asst. to Nat Levy, Eastern sales mgr.; Walter Branson, asst. gen. sales mgr.; Frank Mooney, asst. North-South div.; A. A. Schubart, mgr. of exchange operations; Bob Levy, Eastern sales mgr., and Harry Gittleson, asst. Western div.

E. M. Graybill opened a new 490-seat Graybill Theatre at San Miguel, with Robert Clark Agency handling the booking. . . . Graham Kislingbury, North Coast dist. mgr., announced the 975-seat Esquire on Market St. has gone grind, with daytine prices cut to 35¢ and evening prices 50¢. . . . John Parsons, dist. mgr. for Telenews of Northern Calif., has had Telenews projection equipment altered to accommodate third-dimensional films. Two AA motiograph projectors for running regular programs were supplied by B. F. Shearer Co. . . . After two weeks at the 4651-seat Fox, "Snows of Kilimanjaro" moved to the 326-seat Cinema where it remained nine weeks. Both houses advanced prices to 90¢ and $1.20. . . . Anne Belfer, Nort Coast publicist, was paid off in extra publicity when she staged a theatre party during run of "The Pathfinder" for the newsboys.

Northern Calif. Theatre Owners abolished the office of president and changed the format of its meetings. The new plan calls for the group to be guided by a board of directors, headed by a chairman of the board. Rotus Harvey, who resigned the presidency, was elected a director, along with David Bolton, Lee Dibble, Gerard Hardy, All Laurice, Ben Levin, August Fanero, Ed Rowden, Ray Syufy, Homer Tegtmeier and Harry J. Weaverling. It was resolved at a recent meeting that theatre owners become more militant, association-wise, in their attitude towards the problems confronting them. . . . The Orpheum Theatre here will benefit by Columbia's hand painted billboard on "Salome" at the downtown intersection of 6th & Market, where it will remain until the film opens at Easter time. . . . Westland Theatres appointed Virgil Potts of L.A. as asst. mgr. of the Laurel, San Carlos. . . . Milton Weisman, Telenews v.p., left for a trip designed to speed up newsreel coverage from Honolulu, New Zealand, Fiji, Australia, Africa, France and London. He plans to be in London for the coronation.

WASHINGTON

The first world premiere to be staged here under the new Republican administration will be "Never Wave at a WAC," to be presented at the Keith Theatre the night of Jan. 28.

Anti-Trust Hints Leveled By JD

(*Continued from page* 20)

to have asked for a "couple of weeks" to prepare her dissent.

The Department meanwhile disclosed that an amendment to the Paramount consent decree had been adopted, easing conditions under which holders of UPT stock can get it out of trust, despite holdings of Paramount pictures stock.

The decree now provides that holders of fewer than 500 shares of UPT stock, who also hold Paramount Pictures stock, need not have their UPT stock in trust.

The new amendment would raise the maximum UPT shares to 2,000, and a stockholder who makes an affidavit to the effect that his total stock in trust plus open market purchases amount to fewer than 2,000 shares can take his UPT stock out of trust.

A further liberalization is in the amendment, under which anyone owning 2,000 or more shares of UPT could get the stock out of trust if he can offer satisfactory proof that his Paramount Pictures stock ownership gives him no control over operations of that company.

Results Predicted

Merger, McGranery said, "may encourage a general integration of the motion picture exhibition industry with the radio and telecasting industries" which could well lead to the "serious competitive problems" as a result of "the control of such important segments of the visual entertainment field by a few dominant companies."

Furthermore, he added, the integration of exhibitor and broadcasting interests "would impede the entry of new business enterprises into any phase of these industries," and the integrated company might gain advantages in bidding for attractions that would not be available to a non-integrated firm.

Finally, McGranery stated, "as a result of this merger and those that may follow, the development of the television industry might be subordinated to the interests of the motion picture exhibition industry.

"Motion picture exhibition interests placed in a position to do so might well resort to various trade restraining devices to insulate their investment against the adverse effects of competition from television. . . ."



Bob Hope (left), on the set of "Here Come the Girls" at Paramount, accepts the "Editors Award" presented by THE INDEPENDENT from Richard Bernstein, the magazine's Hollywood editor. Hope currently is appearing in Para's "Road To Bali."

Hunt Comedians, Screen Material

Once again the hunt is on in Hollywood for comedy teams and good comedy scripts. It seems that comedy teams and screen comedies make money at the box office, but there is a big scarcity of screen originals that are comedies.

At present, studio talent scouts are prowling the night clubs around the country trying to dig up a good single comedian who has film possibilities. Thus far, no rival to Danny Kaye has been unearthed for filmland.

There are hopes that the current Broadway season might provide Hollywood with a comedian, a comedienne or a comedy team, but some quarters feel that this is just wishful thinking.

Variety Shows on TV

Variety shows on TV also are being studied by Hollywood with an eye unearthing some comic talent on the video tube. Thus far, there has been little success.

On the literary end, the hunt for screen comedies has stretched from screen originals to plays, humorous pieces in magazines, funny articles in magazines, books and even the rewriting of old comedies of the past, streamlining them and changing their settings.

Several months ago, a screen writer when asked why he didn't write a comedy script, replied: "No demand." Now it's different; the demand is terrific and the merchandise on hand is very little—R. B.

Helen Westcott At U-I

Helen Westcott was signed by U-I for the femme lead in "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," which stars Boris Karloff with the comedy team.

Price, Lovejoy Co-Star

Frank Lovejoy and Vincent Price co-star in Warner Bros.' "The Wax Works," the studio's first film in the new Natural Vision third dimensional process and WarnerColor.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Bernard Girard and Richard Dorso, preparing their first independent production, "Jennifer," are negotiating with M. L. Gunzburg's Natural Vision Corporation to shoot the Ida Lupino-Howard Duff starrer in the three dimension process. If negotiations are satisfactorily concluded, the Natural Vision prints will be made available to the theatres equipped to screen the process, while a regular two-dimension negative will be automatically obtained and supplied to the theatre without the special equipment. Girard and Dorso will put "Jennifer" into production in Santa Barbaa, California, locationing in the city, Montecito and the Santa Barbara Mission with a Feb. 4th starting date on the film.

* * *

Richard Jaeckel, who attracted so much attention in ''Come Back Little Sheba,'' Hal Wallis' production, was signed for a major role in M-G-M's ''The Big Leaguer,'' which stars Edward G. Robinson. The film, which Matthew Rapf produces, will go before the cameras next month at the training farm of the N. Y. Giants in Melbourne, Florida. Robert Aldrich will direct. . . . Michael Curtiz will direct Will Rogers, Jr. in ''The Boy From Oklahoma'' at Warner Brothers. Curtiz recently directed "The Jazz Singer,'' starring Danny Thomas and Peggy Lee, and his most recent assignment was "Trouble Along The Way,'' starring John Wayne. . . . Arthur Hunnicutt has been given a new long term contract by RKO Radio Studios. He will begin his new contract by playing a starring role in the Edmund Grainger production, "Arizona Outpost,'' with Robert Ryan, when that film goes before the cameras the first week in February. . . . Santana Productions' ''Beat The Devil'' is schedule to go before the cameras at Amalfi, Italy, Feb. John Huston, who will direct, is now doing the screen play. Jennifer Jones co-stars in the feature with Bogart.

* * *

Allied Artists executive producer Walter Mirisch announced an original screen play,'' The Forty-Niners,'' will go before the color cameras in early summer as the company's most ambitious outdoor film. At the same time, heannounced that he has asigned William Calihan to produce the picture for which a name star will be sought. To be filmed in California's famed Mother Lode region, the story will deal with the struggle for statehood and the opposition to it by an operator of a freight line between San Francisco and the mining camps. The screen play currently is being written by Sue Bradford and Vi Russell. Calihan has two other properties in preparation, ''Fighter Command'' and ''The Rockets' Red Glare.''

* * *

Warner Bros. has set a Mar. 29 release date on Alex Gottlieb's first production for release through that company, "The Blue Gardenia.'' Orignially scheduled for release later in the spring, producer Gottlieb has been meeting with WB ad topper Mort Blumenstock on plans for ad and promotion campaign on the new date. The film stars Anne Baxter, Richard Conte and Ann Sothern.

* * *

Burt Lancaster will team with Montgomery Clift in Columbia's picturization of James Jones' best selling novel, "From Here To Eternity.'' The film will be produced by Buddy Adler and directed by Fred Zinnemann. Zinnemann was named "director of the year'' by the New York Critics Circle for his work on ''High Noon.''

* * *

Producer Raymond Stross has opened negotiations in London with director-writer Frank Tashlin for the purchase of ''Featherbrain,'' Tashlin's original screen play satirizing murder mysteries plus the author's services as director. Stross will arrive in Hollywood in February for on-the-spot talks with Tashlin, who recently wound up his Paramount contact with Bob Hope's ''Son of Paleface,'' which he directed and wrote. Stross will bring with him a print of "The Man Who Watched The Trains Go By,'' to be released in this country by United Artists. The producer's most recent film is the just completed Joel McCrea-Evelyn Keyes co-starrer, ''Rough Shoot,'' which Robert Parrish directed.

* * *

Edward Small has signed Tab Hunter to a three picture deal, following his co-starring appearance for Small with George Montgomery and Helen Westcott in the recently completed "Tombstone Trail.'' Hunter, who was starred in his first screen role in ''Island of Desire,'' which was filmed in Jamaica, has been set for ''Steel Lady,'' which goes into production at the Samuel Goldwyn studio in February. He will be co-starred with Rod Cameron in this story of six passengers in a downed airplane, who fight their way out of a trap in the Arabian desert using an abandoned Rommel tank. Chances are, the producer said, he will go from that into ''Screamin' Eagles,'' the Virginia Kellogg original of the 105th Airborne Infantry now in preparation for Small's 1953 schedule. His third assignment will be announced later, but will be made during the current year.

* * *

Sam Katzman will have four feature films and a serial before the cameras at Columbia during the month of February. ''Prisoners of the Casbah,'' in Technicolor, is slated to begin this week and run through February. Two ''Jungle Jim'' pictures starring Johnny Weissmuller, ''Killer Ape'' and ''Valley of the Headhunters,' will go before the cameras Feb. 3 and Feb. 23, respectively. An untitled western in Technicolor is charted to start Feb. 15. The serial, ''Adventures of Captain Kidd,'' begins Feb. 2. . . . Frank Ferrin has signed Boris Karloff to star in a new version of ''The Hindu,

(*Continued on next page*)

Producer Nat Holt Claims His Films Entertain Rather Than Educate Fans

By Richard Bernstein

"I compare motion pictures to baseball," explained Producer Nat Holt, head of Nat Holt Productions, which releases through Paramount. "The public has a rooting interest. They feel that they own an interest in the club."

Holt, who has a consistent record of money-making films, stated simply in regard to the type of films he produces: "People want to be entertained. I don't want to educate or uplift anyone.

A self-made showman, Holt knows what "entertainment" is. He made his start in show business as an usher at the nickelodeon in Stockton, Calif., named the Novelty. He also ran the projection machine. Then he became a theatre manager at the Garrick Theatre in the same city.

This was followed by a career as a division manager of the Fox Midwest circuit with Holt leaving there to become head of the RKO circuit in Ohio.

Journeyed to Coast

His thoughts turned to motion pictures when his friend, the late Charles Koerner, then head of RKO studios, brought him to Hollywood in the early 1940's to handle studio liaison with the company's distribution chain.

In 1944, Holt became a film producer on the company staff. Some of his credits at that time were "George White's Scandals," "Riverboat Rhythm," "Badmen's Territory," "The Amazing Mrs. Hammer" and "Trail Street."

It was his first independent production, "Canadian Pacific,"—extremely successful—that convinced Holt that railroading sagas could make money, if told in epic style.

The producer explained his production schedule with, "I plan my program to make three pictures a year. We are primarily interested in adventure and action films that can be sold. Action and adventure pictures are still the 'bread and butter' product, they always have been."

Holt stated, "I'm one fellow who believes that outside of about two men in the business, no one cares who the producer is as long as its a good picture." However, Holt's name is already becoming synonymous with good entertainment.

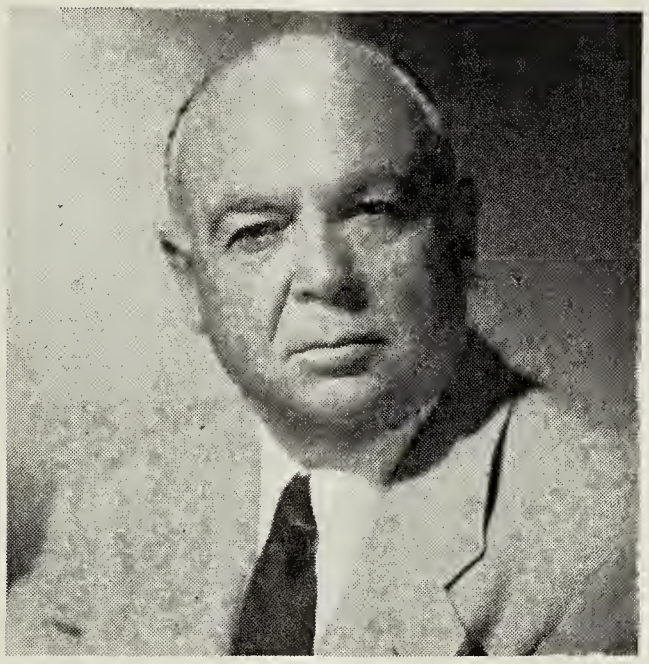
Completed "Arrowhead"

Holt has just completed "Arrowhead," which was lensed in color by Technicolor, starring Charlton Heston, Jack Palance and Katy Jurado. This is the film version of W. R. Burnett's novel, "Adobe Walls."

In making this film without a train in the whole film, Holt obliterated a legend, that had grown in Hollywood, that you could always find a locomotive sequence or a train of some sort in a Nat Holt picture.

The producer also has another action adventure film in the Charlton Heston starrer, 'Pony Express," in which Heston co-stars with Jan Sterling. "Pony Express" is a historical adventure story dealing with the exploits of the men who carried the mail in the days of the old West. It was also filmed in Technicolor, and will be released in May.

He recently purchased a story, "King Copper," dealing with open pit copper mining, which Frank Gruber, who did the screen play on Holt's Hurricane Smith," will also do the screen play. The producer plans to have three or four top stars in the film.



NAT HOLT

He also is preparing "Airport, Tangier," a suspense story taking place on and around the International Airport at Tangier. This film will be directed by Charles Marquis Warren, who just completed directing "Arrowhead."

After a bit of information seeking, Holt discovered that western stories are outselling mysteries, and he is working on an epic large scale western titled "Seven Bad Men."

"We do a lot of research for our films, but I am sure that everyone understands that we need to take some fiction to round out a film," Holt explained.

Producer Nat Holt is an ardent believer in personal appearances by motion picture stars. He thinks that a tour should have a good reason and members who can entertain between speeches.

Para Finances Kaye Film

Paramount has concluded a deal to finance and distribute on a participation basis the new Danny Kaye independent production, "Knock on Wood," in collaboration with Norman Panama and Melvin Frank. Kaye will star in the Technicolor musical to be filmed in England this Spring.

"Knock on Wood" will be produced and directed for Kaye and Paramount by Panama and Frank from their original screen play.

Title Changes

Universal-International: **Take Me To Town**'' is the new title for ''Flame of the Timberline.'' (Stars Ann Sheridan and Sterling Hayden).

RKO-Radio: ''**The Hitchhiker**'' is the new eitle for ''The Persuader.'' (Stars Frank Lovejoy and Edmond O'Brien; Ida Lupino directed).

Lippert: "**The Little Big Shot**'' has been selected as the new title for "The Slasher,'' Romulus production acquired by Lippert Pictures for U. S. release.

HOLLYWOOD

(Continued from preceding page)

the feature in color he produced in India last year. Karloff has arrived in Hollywood to begin shooting the new story that Ferrin has written, and will be worked into the India footage via process screen photography. Supporting Karloff in the cast are Victor Jory, Reginald Denny, Nino Parcel, Peter Coe, Jay Novello, Lisa Howard, June Foray and Paul Marion. . . . Warners is still looking for a 13-year-old to play the young Eddie Cantor. He must look like both Cantor and Keefe Brasselle and be able to act, dance, sing an droll his brown eyes.

* * *

Producer Edmund Grainger completed arrangements with the Mexican Government for the filming in Mexico of the forthcoming RKO Radio production, "Secod Chance,'' which Sam Wiesenthal will produce under Grainger's supervision. . . . Over at Republic, R. Dale Butts, Composer, was re-optioned by the studio musie dedpartment. The studio also set a starting date for "Champ From Brooklyn'' for Mar. 3 with William A. Seiter producing and directing. Rex Allen's next starrer, "Iron Mountain Trail'' rolls Feb. 2 under the direction of William Witney with ''El Paso Stampede,'' starring Rocky Lane, teeing off Feb. 11 under the direction of Harry Keller. . . . The Arthur Jacobs office has been appointed the national promotional and advertising representatives of Jesse L. Lasky Productions and for the Lasky production, ''The Big Brass Band.''

* * *

M-G-M has purchased ''Forgotten Heroes of Korea'' by James Michener and "The Case of the Blind Pilot'' by Commander Harry A. Burns to be filmed with Henry Berman producing. Both of the stories ran during the past year in the Saturday Evening Post. The latter will be incorporated in the former story.

Forrest Plays Ziegfeld For Third Time In Row In WB's "Cantor Story"

For the third time in eighteen months, character actor William Forrest is portraying the late Florenz Ziegfeld, currently in "The Eddie Cantor Story," Warner Bros.' Technicolor production starring Keefe Brasselle.

Last year Forrest, who bears a remarkable resemblance to the late Broadway producer, played Ziegfeld in "The Story of Will Rogers," and in 1951 he did the same depiction in "I'll See You In My Dreams," starring Danny Thomas in the life of Songwriter Gus Kahn.

Alfred Green is directing "The Eddie Cantor Story" and Sidney Skolsky is producing for the studio.

Free Appearances Rise

More Hollywood film and radio entertainers made nine percent more free personal appearances for patriotic and public service events here and overseas in 1952 than during the previous year. A total of 853 performers gave 3,157 gratis appearances in 680 programs last year.

THE "Babes" MEANT BUSINE$$

AND HOW!!!

First 3 engagements....SOCKO!

SHREVEPORT-Strand
PENSACOLA-Saenger
BATON ROUGE-Hart

Watch San Francisco and Denver dates coming up...and it's only the beginning!





PAULETTE GODDARD · GYPSY ROSE LEE in

Babes in Baghdad

All Its Spectacle Captured In EXOTIC COLOR

starring RICHARD NEY·JOHN BOLES

Screenplay by FELIX FEIST and JOE ANSEN · Directed by EDGAR G. ULMER
Produced by THE DANZIGERS, EDWARD J. DANZIGER and HARRY LEE DANZIGER

Date the "Babes

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

UNIFORM 3-D CITED

METRO USING CINEMASCOPE

BATTLE PICTURE CONFUSES TRADE

...EY'S THEATRE TV ...ON LABELED "INCON-...STENT" BY FCC

...APERS RAP LEGION ...G OF CHAPLIN FILM

...AITS ALLIED NOD ON ... DISCUSS ARBITRATION

...C MERGER EXPECTED ... SENATORIAL SNIPING

...RSAL PROFIT TAKES 1952 CLIMB

REVIEWS
pages 11, 12

...o. 2 February 7, 1953

...econd class matter October 25, 1946, at the ... at New York, N. Y., under the act of March ... Published Biweekly by The ITOA Independent, ... Broadway, New York 36, New York. Sub-...ice $2.00 a Year, Single copy 10 cents.

BIG NEWS

PERHAPS the most far reaching trade news in more than a decade was the joint announcement in Hollywood last week-end by Spyros P. Skouras and Darryl F. Zanuck, president and vice-president in charge of production, respectively, that 20th-Fox will immediately convert its entire production output to the extra-dimensional photographic and stereophonic sound system, to be known as Cinemascope.

This historic revelation was quickly followed by an equally important statement by Nicholas M. Schenck, president of Loew's, that it was the intention of his company to join with 20th-Fox in the use of Cinemascope in order to arrive at a uniform system of third-dimensional production and exhibition.

(See Page 3)

M-G-M's BIG 55-CITY PREMIERE FOR THE GREAT TECHNICOLOR ADVENTURE DRAMA!

"THE NAKED SPUR"

Launching a Big Technicolor Attraction with nationwide publicity where the picture was filmed. Gala Denver premiere night of Feb. 6th. Stars of the production in Person! Civic events in Tri-State (Colorado, Wyoming, New Mexico) promotion. State officials cooperate in memorable celebration as bands, parades, press and public acclaim a new hit!



alive gets t
blonde wil
(James Stewart and Janet Leigh)

YOU'LL AGREE WITH TRADE PRESS!

"The exhibitor who can't make money with this picture should seek other means of a livelihood. Chills, thrills and suspense. High octane acting." —*SHOWMEN'S TRADE REVIEW*

"It's a money picture for just about anywhere. Excellent." —*MOTION PICTURE HERALD*

"Entertainment ingredients, action, suspense, Technicolor." —*MOTION PICTURE DAILY*

"A taut, rough, tough outdoor melodrama made to order for the western action addict...Technicolor and a group of stars headed by James Stewart insure ticket sale." —*VARIETY*

"Absorbing tale. Performances outstanding. Should attract lusty grosses."—*HOLLYWOOD REPORTER*

"Drama topped with action, intrigue, and suspense." —*EXHIBITOR*

"Actionful, suspense laden on every count. Super western. Substantial grosses wherever booked." —*BOXOFFICE*

"Absorbing manhunt in the wilds of Colorado. Outdoor scenery spectacular." —*FILM DAILY*

"Hefty money-getter in all spots. A lulu for action houses. All-star picture in every sense of the word." —*FILM BULLETIN*

M-G-M presents
JAMES STEWA
JANET LEIG
ROBERT RYA
RALPH MEEK
in
"THE NAKED SPUR"
with
MILLARD MITCH
Color by TECHNICOL
Written by SAM ROLF and HAROLD JACK BL
Directed by ANTHONY M
Produced by WILLIAM H. W

★

(A date to remember, Brotherhood Week's Silver Anniversary Feb. 15-22)

Vol. 31 No. 2
February 7, 1953

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

With all the excitement and confusion of the third-imensional hubbub, there may be a failure to grasp ıe full significance and implications of these an-ouncements. In the first place, 20th-Fox has come up ith something big . . . big enough to warrant their ıll production for the future in the new process . . . ıd big enough to prompt endorsement of its use by ıother important film company in order to set up ıiform standards for the future presentation of mo-on pictures in theatres throughout the world. This eralds a period of tremendous change in production ıd exhibition.

Both Skouras and Zanuck are convinced "that next ctober 1st the motion picture industry will enter a ew era, as far-reaching as the transfer from silent ictures to sound in 1927."

It is known that M-G-M technicians have been orking on a system similar to Cinemascope. Other lm companies are also busily engaged in three-dimen-ional experimentation. It is reasonable to assume that lms utilizing different systems would require different quipment, both at the studios and in the theatres. This ck of uniformity and standardization would inevit-bly lead to chaotic conditions. If the use of third imension is to be more than a flash-in-the-pan and ecome a permanent addition to the production of ıotion pictures generally, the industry must work ogether unselfishly. In this connection, 20th-Fox is to e congratulated for making its process available to all roducers and theatres. And that is why the M-G-M ction was a step in the right direction.

Cinemascope is a perfection of the French Anam-rphoscope system, to which development rights were cquired by Skouras on his most recent trip abroad. Vithout becoming technical, the Cinemascope process s reported to boast many advantages over presently nown extra-dimensional systems. It utilizes the same ameras and projectors now standard in all studios and heatres. As far as theatrical exhibition is concerned, he film is shown through one projector on a curved, ectangular screen two-and-a-half times the size of an ordinary screen. Patrons are not required to use glasses to create the desired effect. Use of this system will ease installation and operating costs while setting up superior exhibition standards.

Cinemascope boasts no distortion of images from any seat in a theatre and simulates third dimension to the extent that actors and objects seem to be part of the audience, while its stereophonic sound imparts additional life-like quality as it moves across the screen with the action.

Exhibitor demonstrations of the system are being rushed. First trade demonstration, using sequences from "The Robe," the first of eleven color Cinemascope features, will take place sometime in March. This is a very important day in exhibitor history and we are most anxious to be present and report to you. We are confident that it will live up to expectations.

The industry is once again indebted to Spyros Skouras for his unending search for technological improvements. Just like Eidophor, which he brought back from Switzerland and which should be ready for marketing this year, the potential of Cinemascope is unlimited.

* * *

In the meantime, the industry is in a state of transition, similar to its position when sound created a furore and exhibitors were in a hurry to get sound films on their screens. At that time, there was a tremendous assortment of expensive equipment on the market and many costly mistakes were made.

Today, many exhibitors are experiencing the same uncertainty. There is a great deal of confusion with respect to the equipment necessary for third-dimensional exhibitions, with conditions varying according to the process and the theatre installation itself. While these costs do not appear to be prohibitive, it is quite possible that the installation must be considered of an expendable nature in the event that different standards are finally reached. A "proceed with caution" attitude is recommended.

HE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. elephone Circle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast ureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Vashington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Need For Uniform 3-D Cited; Fox, Metro Using Cinemascope

Large-scale plans by at least two major Hollywood film companies for the production of motion pictures that create an illusion of the third dimension shaped up this week as big news but despite the sensational value of 3-D, exhibition began to demand technical uniformity so that equipment necessary for the projection of these pictures could be standardized.

Some efforts at achieving standardization were started by Metro-Goldwyn-Mayor, according to a disclosure by Nicholas M. Schenck, Loew's, Inc., president. He said his company is seeking to arrive at a uniform system of 3-D production and exhibition. He said that Loew's intends to work with 20th Century-Fox toward that end.

Schenck's disclosure was made on the heels of a joint revelation by Spyros P. Skouras and Darryl F. Zanuck, president and vice-president in charge of production, respectively, at 20th-Fox that all of the company's forthcoming productions would utilize "a new photographic and sound system . . . known as Cinemascope."

"New Era" Foreseen

The Skouras-Zanuck statement pointed out in the way of a prediction that by Oct. 1 the industry "will enter a new era, as far-reaching as the transfer from silent pictures to sound in 1927." On that date, the company's production of its first Cinemascope feature will be premiered.

The Loew's disclosure indicated that M-G-M technicians have been working on "a system similar to Cinemascope." The latter was described as a device that requires special photography, projection and the use of a wide, concave screen two and one-half times larger than flat screens in current use.

Standardization was the keynote also of a release from Harry Cohn, president and head of production at Columbia Pictures. He gave warning that "there would be havoc in the industry, particularly in the exhibition field, if the several (producing) companies came out with varied (3-D) processes requiring different equipment and theatre screens of different kinds and sizes."

Columbia Experiments

The Cohn release, made immediately after the Skouras-Zanuck disclosure and just prior to the Schenck statement, noted also that Columbia was engaged in experiments along three-dimensional lines.

Cohn added that his company therefore was "very much interested" in the 20th-Fox announcement. He said that the "problem of three-dimensional depth and width, of special screens, concerns all producers and exhibitors."

Taking cognizance of the rapid growth in the 3-D field, the Society of Motion Picture and Television Engineers meanwhile gave indication that the setting up of equipment and technical standards is being considered as imperative.

Earlier, Mitchell Wolfson offered a resolution at a Theatre Owners of America executive board meeting to appoint a committee which would meet with the SMPTE to institute production and exhibition standards.

Cinemascope, the process which will be utilized for 3-D work by 20th-Fox and M-G-M, does not require the use of glasses on the part of the spectator. As such, Cinemascope, according to a 20th-Fox announcement, "creates the same feeling of audience participation as attendance at a performance by living players on the speaking stage."

The first New York showing of Cinemascope will be made by 20th-Fox about Feb. 20 when a one-reel excerpt from the forthcoming production of "The Robe" will be shown in that process at the home office to an invited trade press and newspaper audience.

"The Robe," when completed, will be the first of 11 contemplated 20th-Fox color productions in Cinemascope. Oct. 1 was the date given by 20th-Fox for the premiere.

"In order that there will be no disruption of theatre operations during the period of transition, exhibitors will be supplied meanwhile with the 20th-Fox product already completed or in production," the company pointed out.

Same Projectors Used

It was noted additionally by 20th-Fox that Cinemascope will be made available to all studios, producers and theatres in the U.S., "as well as the producer and theatres in . . . other nations . . . as soon as additional equipment can be manufactured."

One of the chief advantages of Cinemascope, 20th-Fox pointed out, is that the process utilizes the same cameras and projectors now standard in all studios and theatres. It requires only one camera for filming and one machine for projection on the screen, the company added.

The company indicated that "of great importance to the viewer, there is no distortion of images from any seat in a theatre—front, middle, side or rear—making one seat . . . as good as another." Neither is extra manpower required in the projection booth for the process, the company added.

Cinemascope is said to work in the following manner: Use of a special lens on the

(*Continued on page* 14)

Exhib Queries Swamp Fox On Cinemascope

More than 3,000 telegrams and telephone calls were received at 20th-Fox exchanges on Monday and Tuesday of this week, according to W. C. Gehring, executive assistant general sales manager, including several hundred calls at the New York offices—all registering immediate and positive reaction to the announcement that the company is entering into production of films utilizing the Cinemascope process. Exhibitors inquired as to when negotiations for the purchase of equipment to exhibit Cinemascoped pictures can begin.

Third Dimension Battle Picture Confuses Trade

A battle within the three-dimensional fiel flared up this week over which system is th "true 3-D." Taking opposing sides wer systems that give the 3-D effect via th wearing of Polaroid spectacles and thos which do likewise without glasses.

In the "without glasses" camp are Cine rama and Cinemascope, processes whic utilize gigantic curved screens to achiev their effects. In the "with glasses" categor are the Natural Vision ("Bwana Devil" process, the Stereo-Techniques or Tri-Opt con system and the Bolex Stereo proce called Triorama.

Cinerama Cited

A statement this week by Dudley Robert Jr., president of Cinerama Productio Corp., took into account Hollywood's recen announcements "concerning 'three dimen sional' pictures, including the plans of on of the major studios to concentrate on film of this type."

According to Roberts, Jr., "imitation the sincerest form of flattery. But we ar convinced that no hastily thrown togethe process can possibly even approach th dramatic power of Cinerama, which is th result of 15 years painstaking work an the expenditure of more than $8,500,000."

Roberts, Jr., added that "since Cinerama was introduced, so-called 'three-dimensiona movies have opened—and closed—in thre weeks time in major American cities." Th Cinerama prexy disclosed that since h firm's attraction opened in New York la last September "there has never been an un sold seat."

One Way Affirmed

Cinerama's exhibition program will be e panded in Detroit's Music Hall March 2 when the new film process will have its fir regular exhibition outside of New Yor The work of converting the $3,000,000 th atre for the showing of Cinerama bega under the direction of Joseph Kaufma head of the company's theatre operations

Arch Oboler, producer-director-writer "Bwana Devil," which utilizes a "wi glasses" system, said that only "throug two eyes" and in no other way can 3-D b achieved. He said that big, curved, twiste screens, involuted lenses or clever ad cam paigns" do not constitute 3-D.

Oboler predicted that "once an audien has seen true 3-D, they won't accept tho substitute babies — they just won't." H added that "substitutes may satisfy for a little while but they are not quite the re thing."

The maker of "Bwana Devil" told th

(*Continued on page* 14)

Industry's Theatre TV Position Labeled "Inconsistent" By FCC

WASHINGTON. — FCC theatre television earings halted this week with completion f direct testimony on engineering and ac-ounting, but are slated to resume on Monday ith the film interests replying to the Com-ission's eight questions to clear up "appar-nt inconsistencies."

FCC charges the NETTC and MPAA have uggested that theatre TV service should be stablished on a special common carrier asis at certain points in the proceedings nd on a private, non-common carrier basis t another time.

Also, that the film groups have suggested at ne time that frequencies presently allocated common carrier fixed services (5975 to 285 mc) should be allocated for exclusive se of theatre TV or on a primary use basis, ith use by other common carriers on a on-interfering basis.

New Classification Proposed

However, at another point they suggested heatre TV might be classified as an indus-ial radio service and share frequencies with he operating services.

Vincent Welch, MPAA attorney, and Marcus Cohn, NETTC attorney, have indi-ated they are ready to supply the requested nformation and that the order is of no pecial significance.

After the presentation of exact industry iews it is expected FCC will probably ecide whether or not to go on with the earings and on what to concentrate the estimony.

Should the hearings continue at a two-day er-week rate it was estimated it would ontinue at least eight weeks.

George L. Beers, RCA engineer, testified hat RCA would be able to provide a satis-actory theatre TV service in color using n eight mc channel.

Earlier, cost expert Manfred K. Toeppen estified a theatre TV transmission service ould be operated at a cost of less than three ents per seat and that average capital nvestment per theatre for installation of a ystem would be $36.56 per seat.

Toeppen Testimony Cited

Welch emphasized the operating cost per eat remained the same no matter how many imes a day the seat was used.

Toeppen based these figures on a six-rogram system transmitting to 1,398 thea-res in nine cities on a New York to Wash-gton, D. C. network.

His three-cent figure was based on 233 heatres in the cities using one out of the hree programs offered them for three hours f daily operation and representing a five ear amortization period.

The industry witness estimated the most xpensive per seat operating cost would be lightly more than eight cents. This would esult if only 10 theatres were using the ame service on the same terms. Annual perating costs and capital costs would de-rease with more theatres and programs, but ould increase with less.

The total capital investment of $58,272,500 ould be required to set up the system of ,398 theatres offering six competitive pro-rams. The per-theatre average would be 41,683.

Welch was challenged as to the relevency of Toeppen's testimony by FCC general counsel Benedict Cottone. Welch stated prior A. T. & T. cost figure testimony was too high to make theatre TV "economically feasible" and that industry figures proved the service is feasible.

The FCC's eight questions are: why can't a theatre TV common carrier operate on frequencies already allocated for common carriers; why does theatre TV require frequencies on an exclusive or primary use basis, what justifies displacing other present users of these frequencies, and what is the "special common carrier" status requested.

Also, why is it deemed feasible to share frequencies in the industrial services but not in the common carrier services; how would theatre TV be established as an industrial service, what standards of licensee eligibility would apply to applicants, and what limitations would apply to persons or customers to whom such a service would be supplied.

Assignees Asked

Also, whether the industry can tell which of the frequencies that might be assigned would be applied for, by whom, and when; what the production costs might be so as to determine the ultimate admission cost to a patron.

Also, what percentage of time would be used on a day-by-day basis; and whether only live events would be provided on the programs rather than events that could be placed on film.

During hearings last October the industry proposed three alternate spectrum locations for theatre TV service. Some of these locations were allocated to common carriers and some to industrial carriers such as oil companies.

A. T. & T. and Western Union declared they could provide a theatre TV service which would meet the industry specifications.



Jeanne Crain, 20th-Fox star, holds the official poster that will be used for Brotherhood Week, Feb. 15-22, when the nation's motion picture theatres will co-operate with the National Conference of Christians and Jews on its 25th anniversary to help promote harmony among all citizens. Movie-goers will be able to sign honor rolls in theatres and become members.

Newspapers Rap Legion Picketing Of Chaplin Film

American Legion pressure against showings of Charles Chaplin's "Limelight" resulted this week in cancellations at some eastern theatres where the United Artists release was booked. The Legion's campaign, however, came in for strong editorial attack in both "The New York Times" and "Herald Tribune," with both dailies criticizing the wisdom of the organization's stand.

In Los Angeles, Howard Hughes, board chairman of RKO Pictures Corp., notified the American Legion that he is making an effort to persuade the management of RKO Theatres Corp. to take the necessary legal measures to cancel all bookings of "Limelight."

Hughes, in a letter to John D. Home, chairman of the AL Hollywood Post's Un-American Activities Committee, said that he is not responsible for the operation of RKO Theatres Corp.

60 Bookings Begin

Picture opened, as scheduled, in 60 metropolitan area situations this week: 30 RKO theatres; 12 Skouras houses; eight Randforce spots; seven Century theatres; three on the Brandt circuit; two each on the Interboro, J. J. and Combine-Bronx circuits and at one Rugoff & Becker house.

"The Times" editorial, in commenting on the AL action, noted that "if this whole business of prejudgment, pressures and, what is worse, knuckling under to these pressures doesn't smack of un-Americanism, we would like to know what does."

The "Tribune" advised that "the Legion has made the cardinal error of attacking the art in place of the artist, or confusing one with the other. . . . Chaplin's political activities, if any, can be dealt with at the proper place and time, but to drag his movie into the indictment is oppressive and ill-advised."

Industry Swings Behind Brotherhood Week Drive

Support for the amusement industry's participation in Brotherhood Week, Feb. 15-22, on behalf of the silver anniversary of the National Conference of Christians and Jews, has been coming in from all parts of the industry.

Heads of the nation's top circuits have pledged their co-operation in letters to Sol A. Schwartz, national chairman, and Walter Reade, Jr., national exhibitor chairman. Schwartz appointed Thomas O'Conner, treasurer of RKO Theatres, as home office chairman for the drive.

A short trailer for inclusion in newsreel releases of Feb. 6 and 13 were made under the personal supervision of Dore Schary at M-G-M. A 20-foot clip trailer urging patrons to sign the honor roll in the participating theatre's lobby was prepared and is to be available gratis through National Screen Service.

TOA Awaits Allied Nod On Meeting To Discuss Stymied Arbitration Plan

Theatre Owners of America this week awaited response from National Allied leaders on its suggested meeting for a thorough discussion of the entire matter of arbitration as it affects the exhibitor.

Proposal for a meeting came about at TOA's mid-winter board of directors session last week at which Alfred Starr, president, stressed his organization's belief that the problem of film rentals in distress cases can be handled through conciliation.

It was established, however, that no move would be made towards formulating a plan without Allied participation, unless Allied's board chairman and general counsel, Abram F. Myers, and president, Wilbur Snaper, definitely refused the invitation.

Rights Protected

Emphasizing TOA's faith in the principle of arbitration, Starr claimed that no exhibitor rights would be waived. He pointed out that the system would be available only to exhibitors and that they would not have to use it unless they so desired.

Distributors would not be able to use the system for relief of any of their problems and exhibitors preferring to resort to litigation could still do so, he added.

"Because of all this," Starr said, "and because the proposed plan is for the limited time of 18 months, we are prepared to sit down with Allied and other exhibitor groups for private discussion of the problems standing in the way of acceptance of the proposed plan."

Starr said it was not TOA's policy "to run for the cops" to settle intra-industry problems. "We have no feud with Allied," he said. "Allied leaders are our friends and we all have common problems. Allied is composed of intelligent men and we see eye-to-eye with them on many objectionable trade practices."

Pre-Releases Discussed

Among the trade abuses referred to was the issue of pre-releases, discussed in an open forum session between TOA board members and sales heads of the various film companies.

National sales policies were also examined. While no decisions were reached, some chiefs expressed a desire to meet with exhibitors to set criteria as to what constitutes a pre-release pieture.

Among exhibitor opinions expressed was that branch managers should have more latitude in determining terms and license fees.

Pre-Release Probe Demanded By Allied

Trenton. — Following the lead recently taken by its parent body, Allied Theatre Owners of New Jersey called upon the Justice Department "to make a thorough investigation" of the existing practice of pre-releasing and "to obtain an injunction against this discriminatory and destructive sales policy."

The resolution, adopted unanimously at a meeting here last week, called the pre-releasing system "a deliberate violation of the decree of the. . . . Supreme Court and constitutes criminal contempt thereof."

M-G-M's "Ivanhoe" and Columbia's "Salome" were sited as examples of pre-released films in the resolution.

Merger Okay Expected Despite Senators' Bids To Restrict TV Licenses

FCC approval of the ABC-UPT merger was expected momentarily despite opposition filed by Sen. Charles W. Tobey, chairman of the Senate Interstate and Foreign Commerce Committee, and Senators Kilgore and Langer.

In addition to the actual merger, all related phases of the case were to be decided in accordance with the opinion of the hearing examiner. This included clearance for Paramount Pictures as a qualified television licensee and a ruling that DuMont is not controlled by Paramount, as well as approval of the sale of WBKB, Chicago, from Balaban & Katz-UPT to CBS.

Sen. Tobey's bill was aimed at excluding major film companies form TV licensing.

Bill Described

The bill would prohibit granting of a license to "any person engaged in the business of producing, distributing or exhibiting entertainment for the public other than as a broadcast station licensee" if that person or persons connected with him had been convicted of anti-trust violations in suits brought by the government.

Meanwhile, William P. Rogers was unanimously confirmed as Deputy Attorney General by the Senate Judiciary Committee after he denied ever having any connection with the ABC-UPT merger. Sen. Kilgore had asked about the merger "because of some serious anti-trust considerations" and Sen. Langer informed the FCC about his misgivings concerning the merger.

Rogers informed the committee he had severed connections with his law firm.

Production Payrolls Rose During First Half Of '52

WASHINGTON.—Distribution and production payrolls were up sharply in the first half of 1952 compared to the same period in 1951 while payrolls of theatres, including vaudeville, were down slightly, according to Labor Department statistics on payrolls subject to unemployment insurance taxes.

Distribution and production payrolls in 1952 totaled $277,394,000, compared to $260,903,000 for the same six-month period in 1951. Wages in exhibition were $1,079,931,000 in the first half of 1952 compared to $1,041,485,000 for the 1951 period.

Labor Wins Concession

HOLLYWOOD. — Organized labor received a concession from the major companies regarding the control of foreign production when the labor committee of the majors agreed this week to keep unions informed "in detail" about their intentions to produce films outside the U.S.

More Tax Repealers Entered In Congress

WASHINGTON.—Removal of the 20 perce Federal admissions tax "may well be the di ference between survival and collapse f many motion picture exhibitors," Rep. Ha Boggs (D., La.) told the House at the wee end.

His message was followed by the introdu tion of five more bills aimed at eliminati the tax. One was entered by the second ran ing Republican on the Senate Finance Co mittee, Sen. Hugh Butler of Nebraska. T others were introduced by Reps. Clark T Thompson, Carl Elliott, Cecil King a James C. Davis, all Democrats.

Another Congressman, Rep. Roy W. Wi (D., Minn.), disclosed contents of a lett from Charles W. Perrine of the Minneso Amusement Co. in which Perrine likened t admissions levy to a gross-income tax, whi he termed illegal.

Action Hoped For

Meanwhile, Rep. John J. Dempsey (I N. M.), in a newsletter issued for new papers in his district, said that he hop Congress when it gets around to tax redu tions, would give high priority to ending t admissions tax.

Boggs, who introduced a tax-removal b some time ago, pointed out that "studios ca not maintain the quality and number of th productions if their customers, the theatr continue to close; a drop in quality or t number of new films will inevitably be r flected in the business of existing theatres."

Boggs argued that TV, which is the moti picture industry's greatest competitor, is n taxed either in the telecasting or on rece tion in the home. He cited instances fr all around the nation in which theatres l money on their operations.

Richard Condon Resign As RKO Ad-Pub Topper Lieber Assumes Duties

In a move greeted with some surprise trade circles this week, Richard Condon su mitted his resignation, effective immediate as director of advertising, publicity and e ploitation for RKO Radio Pictures. Cond had joined the company last October.

According to an RKO announcement, Co don's decision was prompted by the rec transferrance of the direction of all adv tising, publicity and exploitation to Hol wood, with Perry Lieber in charge.

Following the Lieber appointment, Ell ton Vinson, in charge of the RKO acco for the Foote, Cone and Belding advertisi agency, became the company's advertisi department head.

Yates Statement Issued

Earlier, Herbert J. Yates, president Republic Pictures, issued a laudatory sta ment about the allowance of James Grainger to leave Republic to join RKO its president under a three year contract.

Meanwhile three RKO Pictures minor stockholders who recently filed suit agai the company signed a stipulation calling the withdrawal of the application for ceivership without prejudice. The compla for damages against Howard Hughes, cha man of RKO's board of directors, slated to continue.

Universal Profit Takes '52 Climb; $2,307,701 Net

Universal Pictures Co., Inc., has reported consolidated net earnings for the fiscal year ended Nov. 1, 1952 of $2,307,701, which represents an increase of $39,917 over the 1951 total of $2,267,784.

The net profit was reached after provision of $4,290,000 for Federal income and excess profits taxes and after $500,000 for contingent liabilities. The net was equivalent to $15 per share on the 961,698 shares of common stock outstanding on Nov. 1, 1952, after deducting dividends on the preferred stock.

Comparable figures for the 1951 fiscal year were a provision of $3,125,000 for Federal income taxes and excess profits taxes and also after a provision for $500,000 for contingent liabilities. The net then was equivalent to $10 per share on the 960,498 shares of common stock then outstanding.

According to the company's report, mailed earlier to stockholders, film rentals and sales were $62,128,719 as compared with $65,172,-50 for the previous fiscal year.

Practice Continued

It was noted that the company continues its practice of reflecting in its acounts the operating results of subsidiaries in foreign countries having exchange restricitons only to the extent that net earnings resulting therefrom have been or can be realized in U. S. dollars, regardless of the period in which such revenue may have been accrued.

Universal's annual stockholders meeting will be held in New York on March 11 to elect 10 directors, and approve the modification of board chairman N. J. Blumberg's contract.

A proxy statement that accompanied the annual report revealed that four top executives received remuneration increases of from $,750 to $11,750 in 1952.

Vice-President Edward Muhl's annual income was increased from $51,650 to $63,400. Alfred Daff, vice-president and director, received a yearly increase of $11,500: from $1,500 to $63,000.

John J. O'Connor, also a vice-president and director, received a raise from $45,050 to $50,800 and Leon Goldberg, treasurer, vice-president and director, was increased from $39,750 to $50,000.

Notes Newsreels Desired

Eighty-six per cent of theatre patrons interviewed by the Sindlinger Co., national research analysits, in a 1,000,000 population section of the Philadelphia exchange area that included all types of theatres, demand newsreels in theatres. The survey was of the any-question type with the newsreel query sandwiched in and the conclusion is that reels are desired regardless of television news.

Circuit Seeks Extension

A three-year extension for the disposition of RKO Theatres' stock interest in Metropolitan Playhouses, Inc., in accordance with consent decree provisions, has been requested of the New York Statutory Court, by George Alger, trustee of the stock. His report cited the lack of acceptable bids for the 56,488—5/5 shares of class A stock.

NEW APPOINTMENTS

Edward Muhl, vice-president and former studio general manager of Universal-International, was advanced to the post of general production executive in a realignment of the studio executive production committee headed by William Goetz. Muhl retains responsibility for overall studio operation but also assumes additional production authority under Goetz.

James Pratt, former production manager, became the executive manager, thus assuming some of the previous functions of Muhl. Gilbert Kurland replaces Pratt as production manager with George Golitzen as his assistant. Ernest Nims, former head of the editorial department, is the new editorial executive who pre-edits all screen plays. Richard Cahoom was made editorial department manager.

Louis Lober, formerly United Artists continental manager in Paris, became general manager of the U-A foreign department. Before joining the company in 1951. Lober assisted the vice-president of Warner Bros. International in Paris.



RYLANDER



LOBER

Harry K. McWilliams, Columbia Pictures exploitation manager for the past eight years, became director of advertising and public relations for Screen Gems, the company subsidiary that produces entertainment and commercial films for television. McWilliams entered the motion picture field in 1930. He is replaced by Al Rylander, director of special events for the past seven years. Rylander joined Columbia in 1941. He is supervising the activities of the company's entire field exploitation staff in his new post.

Ed Williamson became the southwestern district manager for Warner Brothers. The former Dallas branch manager will have his headquarters in Dallas. H. C. "Cotton" Vogelpohl, former Dallas local sales manager, was promoted to fill Williamson's former position. James C. McCrary, salesman, replaced Vogelpohl.

Charlie Mohler of Coffeyvile, Kan., will head the booking and print control department of Hallmark Productions, Inc.

Manny Reiner joined Samuel Goldwyn Productions as foreign manager. Reiner entered the film field in 1933 with Warner Bros.

S. J. Gardner, formerly assistant to M-G-M west coast sales manager George A. Hichkey, assumed management of M-G-M's San Francisco office. Gardner was at his last position for the past five years.

Herbert Barnett, one of the motion picture industry's best known projection and equipment engineers, becomes executive vice-president of Cinerama, Inc., of which Hazard Reeves is President. Cinerama, Inc., is the company holding the license to manufacture equipment for use in the exhibition expansion program of Cinerama Productions Corp. Barnett resigns as assistant to the president of General Precision Equipment Corp. to assume his new post.

C. V. Whitney, recently elected a member of the Board of Directors of Cinerama Productions Corp., was appointed special assistant to the president and will work in temporary Hollywood headquarters in developing a program of new films. Whitney was a co-founder and director of Selznick International Pictures.

Cliff Giesseman joined Cinerama Productions Corp. in an executive managerial capacity handling regional exhibition plans and working under Joseph Kaufman, director of exhibition. Giesseman's most recent association was with Blumenfeld Theatres in Oakland, Calif.

Leo Pillot was promoted to the post of special events director of 20th Century-Fox. Pillot, who joined the company 21 months ago, following his nation-wide tour handling of the "David and Bathsheba" Goliath, Walter Talun, served initially as wire syndicate representative. Last year he was elevated to assistant exploitation manager.

John Norcop was named assistant exploitation manager at 20th-Fox, succeeding Pillot. Norcop, who assumes his new duties immediately, was formerly a member of Herman Wobber's western division exploitation staff.

Alan Jackson, story editor of Paramount also assumed the the duties of play editor following the resignation of John Byram to enter the theatrical producing field. Jackson has been Paramount's story editor for nine years.

Harold C. Burke, former director of radio and television operations for the Hearst newspaper organization, became co-ordinating director for the new TV station on Channel 58, operated by the Atlantic Video Corp. in Asbury Park, N. J.

Philip Lepinsky joined Filmack as director of their new animation department. Lepinsky is a veteran in film animation, having started in 1925 with the Van Buren Co.

Vote Cannes Participation

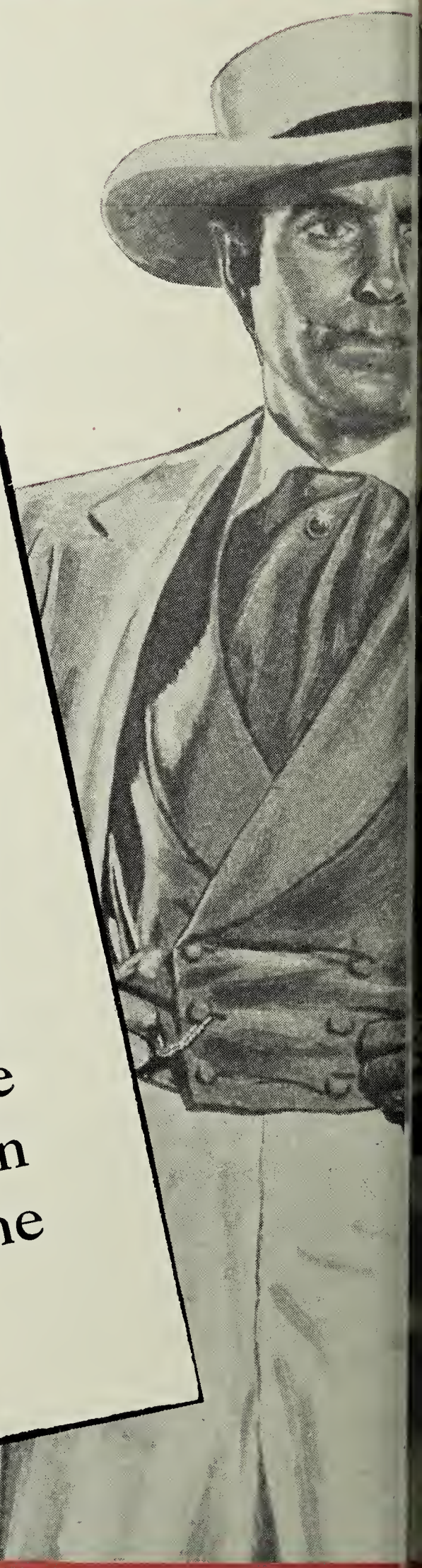
Participation in the Cannes Film Festival as a unit by the member companies of the MPAA has been decided upon by vote of presidents of the companies. There had been prior consideration to individual participation.

New Rate Boost Sought

WASHINGTON.—Another boost in express rates averaging about 25 per cent has been asked for by the Railway Express Agency from the Interstate Commerce Commission.

THE MISSISSIPP





Mr. Exhibitor

350 pre-release engagements of THE MISSISSIPPI GAMBLER are playing during these two weeks. Among your exhibitor friends there must be some who will have had experience with the picture. Call them on the telephone and get their opinion. Then set the picture in when you can give it all the playing time it deserves!

Universal International

TYRONE POWER · PIPER LAURIE · JULIA AD

with JOHN McINTIRE · PAUL CAVANAGH · Directed by RUDOLPH M

Brotherhood Week's
Silver Anniversary February 15-22

GAMBLER is outgrossing every U-I picture in the 41 year history of this company in more than half of its first 40 engagements; topping THE EGG AND I in 23 out of these 40 situations; topping BEND OF THE RIVER in 33 out of the 40 situations!



BREAKING ALL-TIME
OPENING DAY HOUSE RECORDS
IN DOZENS OF THEATRES,
ALL SIZES OF TOWNS!

THIRD PICTURE IN
2 YEARS TO HOLD OVER
AT MAMMOTH 5000-SEAT
FOX THEATRE, ST. LOUIS!





MISSISSIPPI GAMBLER

COLOR BY Technicolor

y SETON I. MILLER • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

London News

The Board of Trade will not allow special dollar allocation for the large royalties demanded for the Cinerama process in addition to rentals. Sir Alexander Korda, who is interest in Cinerama and has been negotiating for British rights, told this to the CEA (Cinematograph Exhibitors Association). He said that print costs for a one-hour Cinerama show were 3,000 pounds $8,400, which he considered "exorbitant"; this cost is in addition to installation and extra staff expenses.

* * *

Stalemate persists in the industry's financial issues: Eady Scheme and Entertainment Tax. No settlement seems likely before the Budget is introduced early in April. The CEA has gone on record that it will support an extension of the Eady Scheme providing its "break" figure dispute wth the KRS (Kinematograph Renters Society) is settled and that the budget contains some concessions. Meanwhile, the issue of discriminatory tax in favor of British films is being kept alive in Parliament and the CEA is to campaign for a tax of this type in 1954; but the renters are cautious..

* * *

Latest entertainment tax figures released by Customs and Excise show that admissions are still falling. Between August and November 1952 entertainment tax receipts amounted to 13,406,000 pounds, compared with 13,817,000 pounds in the came period of 1951. November figures also show a heavy drop over the previous year, 3,037,000 pounds, compared with 3,482,000 pounds. Eady Levy figures for the year ending August 5, 1952 have also been released. Total collected was 2,969,149 pounds, total distributed 2,723,561 pounds. Of this total, 2,472,185 pounds was paid to 54 recipients in respect of 507 films of over 3,500 feet.

Anti-Censorship Measure Introduced In Legislature

TOPEKA.— A measure sponsored by Rep. Milo Sutton of Emporia that would abolish the Kansas State Censor Board was introduced here last week and is the first of a number of bills to eliminate film censorship the motion picture industry indicated would be filed during the 1953 sessions of state legislatures.

Noted last year it would seek repeal of the state censorship statutes or abolition of censor bodies here, and in Ohio, Maryland, Massachusetts, Virginia, Pennsylvania, and perhaps elsewhere. The Sutton bill calls for abolition by May 1 by transferring its funds to the state general fund, and its equipment to the state reformatory.

Burstyn Acquires Film

Joseph Burstyn has acquired American distribution rights to "Justice Is Done" (Justice Est Fait), the only Venice Grand Prix film as yet unreleased in this country. A French made drama, "Justice Is Done" was directed by Andree Cayottee. Burstyn said that the American premiere of the film will take place shortly.

TELEVIEWS

Exhibs Join New Unit

A group of exhibitors and financial interests, including Sam Pinanski, president of American Theatres Corp. of New England, is forming a new company to finance the production of plays to be telecast to motion picure theatres. Definite plans are not yet completed but it is expected the group will include several who were associated with Pinanski in the financing of "Main Street To Broadway." In the latter project were Si Fabian, M. A. Lightman and Fred Schwartz.

Late Jottings

The committee to survey subscription TV, appointed by the Radio-Television Manufacturers Association, held its first meeting this week in conjuncion with the RTMA mid-winter conference. . . . Rocky Marciano's heavyweight title match, set for the Chicago Stadium, April 10, may go to home video rather than theatre TV. . . . Actors Equity's proposed pay scale for theatre television, based on a percentage of the actor's salary multiplied by the number of theatres in the TV net, was termed economically unfeasible at this time by theatre TV interests.

New Bill Proposed

Televising of House of Represenatives sessions and House committee hearings in accordance with the discretion of the Speaker and the committee chairman or by committee majority vote was proposed in recent bills by Rep. Jacob K. Javits (R., N. Y.). His bill on committee hearings would include a code of rules to assure reasonable safeguards for witnesses.

Hearings Held

State house hearings were held in Boston on the feasibility of the Commonwealth of Massachusetts acquiring a TV channel for educational purposes as outlined in a new Senate bill. A commission would be established to study TV usage and telecasts would be for eight hours per day. There was no opposition to the measure and support came from film industry representatives Ray Feeley, executive secretary of the New England Independent Exhibitors, and Frank Lydon, executive secretary of the New England Allied Theatres. Their amendment, provides that the commission make certain no entertainment is used of a nature "exhibited in public buildings or theatres subject to local taxation." The legislators were warned they must act before June 2 or lose the opportunity to establish the station.

Deadline Data

A series of half-hour TV movies in English, to be co-produced in Rome, titled "Theatre Of The Doomed" was contracted for by producer Marion Gering of GL Enterprises with Dr. Sandro Pallavicini. American Aubrey Wisberg will script the series that will have a continental background. . . . Material progress was made towards a collective bargaining contract agreement through intensive negotiations by the Screen Actors Guild and representativ of the Film Producers Association. T contract concerns rates and conditions f actors in TV film commercials and agre ment would end the strike that has been effect since last Dec. 1. . . . G. Ralph Bra ton, president of Interstate Television Co poration, announced contracts have be signed with KEM Pictures for an addition 13 films in "The Amazing Tales of Ha Christian Andersen" series of hlaf-ho shows. Production will be launched befo April, according to Branton.

Station Highlights

Clayton Bond, Jr. was appointed nation TV sales representative for 20th-Fox. Bon formerly a salesman in the Indianapol branch office, replaces Phil Williams, wh resigned to join Ziv Television Productio in Texas. . . . Negotiations were under wa by the WGN-TV film department of Ch cago to acquire a block of 20 films fro the Lippert T.V. subsidiary. . . . America Broadcasting Co. acquired the rights fo the "Life of Riley" from NBC, for th Chicago territory. . . . ABC also bough "The Lilli Palmer Show" and "Dange ous Assignment" for various areas. . . RKO-Walt Disney's "Peter Pan" is sched uled for an hour-long video plug on to morrow's Ed Sullivan "Toast Of Th Town" show on CBS-TV.

Random Notes

Despite a slump in television set sales i the first eight months, manufacturing of re ceivers during the last four months was a such high levels that production for the fu year, was well over the 1951 mark, accord ing to the Radio-Television Manufacturer Association at the weekend. . . . Universal International will utilize TV advertising i addition to radio and newspapers in back ing "City Beneath The Sea" dates thi month in several cities. . . . Gloria Swanso will be featured as mistress of ceremonie of and act in some of a series of TV film which Bing Crosby Enterprises will produc for CBS TV Film Sales handling.

New Station News

Twenty new television licenses wer granted by the FCC. Included was a licens for Cheyenne, Wyoming, the state's first Others were granted to Northmapton Mass.; St. Cloud, Minn.; Kansas City, Mo. Santa Fe, New Mexico; Jamestown, N. Y. Kingston, N. Y.; Sandusky, Ohio; Green ville, S. C.; Wichita Falls, Texas; Belling ham, Wash. and Madison, Wisc. . . . In com bined number of operating stations and new licenses, Texas has 29, Pennsylvania and New York each have 28, Ohio has 23 and California, 19. The three educational li censes were for Bridgeport, Hartford and Norwich, Conn. Other commercial licenses went to Fort Dodge, Iowa; Roswell, N. M. Salem, Oregon; Johnson City, Tenn. Memphis, Tenn.; Temple, Tex.; Tyler, Tex. and Charlottesville, Va.

Film Concern Organized

C-I Production has been newly-formed as a film producing firm. Its first full-length feature will concern a biblical catastrophe.

Staff Reviews

"Tonight We Sing"

(20th-Fox) Technicolor 109 Min.

Cast: David Wayne, Ezio Pinza, Roberta Peters, Tamara Toumanova, Anne Bancroft, Isaac Stern, Byron Palmer, the voice of Jan Peerce, Oscar Karlweis, Mikhail Rasmuny, Steven Geray, Walter Woolf King.

Credits: Produced by George Jessel; Directed by Mitchell Leisen; Harry Kurnitz and George Oppenheimer; Based on a book by Sol Hurok and Ruth Goode.

In "Tonight We Sing," 20th Century-Fox is again offering the type of entertainment which raises the artistic level of the screen and gives exhibitors an opportunity to make money. This Technicolor biography of the internationally known concert impressario S. Hurok, is likely to meet a mediocre reception in the general market, but if sold to special groups by using such glittering names as Pinza, Roberta Peters, Toumanova, Isaac Stern and Jan Peerce, ticket sales should be brisk. And, of course, there is outstanding music by the greats—Schubert, Saint-Saens, Leoncavello, Puccini, Moussorgsky, Verdi and Gounod. The story of the Russian hardware store keeper who used his wits to get to America and then gradually became the leading handler of concert and operatic artists runs a fairly routine course, stopping more often than not for poorly-diversified but extremely talented exhibitions of ballet, opera and violin. Pinza, as opera star Chaliapin, by all odds is the outstanding actor in the film; he steals every scene.

STORY: Sol Hurok as a young boy in Russia discovers he has no musical talent. But as a young man, David Wayne, his interest in music continues although he work's in a hardware store. By going backstage to congratulate Chapliapin, Ezio Pinza, at the right time, he is named by the opera star as his American manager. With nothing but enthusiasm, Wayne goes to America. He never hears from Pinza and gets a job as a trolley conductor. He sends for his fiancee, Anne Bancroft, and they marry. Wayne gets his first opportunity when violinist Isaac Stern agrees to appear under his management in the Hippodrome at popular prices. Wayne becomes a success, but it is not complete until the revolution in Russia convince Pinza he should come to America. Wayne's close attention and care for his performers forces him to neglect his wife and she leaves him. Brokenhearted, he runs after her, forgetting about his work. After they are reconciled, Wayne discovers that his opera troupe, with Pinza in the lead, is bankrupt. When it looks as if he must close down, Pinza offers him all the money he has. The opera continues and Wayne and his wife are happy.

●

"I Love Melvin"

(M-G-M) Technicolor 77 Min.

Cast: Donald O'Connor, Debbie Reynolds, Una Merkel, Richard Anderson, Allyn Joslyn, Les Tremayne, Noreen Corcoran, Jim Backus, Barbara Ruick, Robert Taylor.

Credits: Produced by George Wells; Directed by Don Weis; Screen play by Wells; Additional dialogue by Ruth Brooks Flippen; Story by Laslo Vadnay; Songs by Mack Gordon and Joseph Myrow; Dances staged and directed by Robert Alton.

Charming and light-hearted, and wrapped in appealing Technicolor, "I Love Melvin" registers as a highly entertaining musical comedy with more over-all bounce and verve than has been seen in these parts for quite a time. The distinguished marks of this fast-moving frolic are some top-flight dance numbers, a racy plot and a set of first-rate songs. The performing of Donald O'Connor has never been better while Debbie Reynolds, a relative newcomer, comes across in song and dance as a real trouper. Story, interspersed with a few comic dream sequences, casts O'Connor as a menial on a national picture magazine who poses as an ace photographer in order to win the affections of Miss Reynolds, an aspiring showgirl. Much of the footage was shot in New York's Central Park, thereby lending a note of authenticity to the proceedings.

STORY: Debbie Reynolds, an aspiring showgirl, meets Donald O'Connor an assistant to an ace national magazine photographer, and becomes fascinated with what he says he will do for her. O'Connor, while fooling her into believing that he is an ace photographer, offers to snap and print a pin-up layout of her in the magazine. In this way, O'Connor and Debbie get to know each other and fall in love But when Debbie's father applies pressure on her to marry Richard Anderson, a wealthy business man, O'Connor has his boss reproduce a phoney cover of the magazine to carry a picture of Debbie. Her marriage to Anderson is postponed since her father foresees success for her, but news gets out of the phoney cover and O'Connor disappears. An appeal to the magazine's publisher by Debbie is printed, a photo of her is used on the cover, and O'Connor is located and cleared. He and Debbie clinch.

●

"I Confess"

(Warner Bros.) 95 Min.

Cast: Montgomery Clift, Anne Baxter, Karl Malden, Brian Aherne, Roger Dann, Dolly Haas, Charles Andre, O. E. Hasse, Judson Pratt, Oliva Legare, Gilles Pelletier.

Credits: Produced and directed by Alfred Hitchock; Screen play by George Tabori and William Archibald; Based on the play by Paul Anthelme.

Alfred Hitchock's mastery in generating suspense is evident in this compelling drama starring Montgomery Clift that has exciting melodramatic overtones and rates top playing time. Superb mobile photography captures the beauties of the Canadian landscape and church towers where this was location filmed. Clift portrays a young priest who adheres to his vows not to reveal a confession even though it involves a murderer for whose crime he is tried. The presentation of this religious aspect is done with a fine sympathy and the affected segment of the audience should find this an additional attraction. Performances under expert direction are uniformly good and Anne Baxter, Karl Malden, Brian Aherne and O. E. Hasse are especially notable. The ending, with a chase through a hotel, is powerful.

STORY: Montgomery Clift, a priest, notices strange behavior in O. E Hesse, an employe of the rectory, and then is visited by Hesse, who confesses a murder, but Hesse does not confess to the police. Inspector Karl Malden, assigned to the case, begins following up information that the murderer was dressed like a priest. Clift is soon arrested for the crime, despite an alibi provided by Anne Baxter, a former sweetheart. Although a jury acquits him on inconclusive evidence. Clift is mobbed by the crowd but the murderer's wife, regretting her silence, runs to Clift and Hesse shoots her. Malden and his subordinates then mortally wound Hesse.

●

"Off Limits"

(Paramount) 89 Min.

Cast: Bob Hope Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff, Stanley Clements, Jack Dempsey, Marvin Miller, John Ridgely, Tom Harmon, Norman Leavitt, Art Aragon, Kim Spalding, Jerry Hausner, Mike Mahoney, Joan Taylor, Carolyn Jones, Mary Murphy.

Credits: Produced by Harry Tugend; Directed by George Marshall; Story and screen play by Hal Kanter and Jack Sher; Songs b Jay Livingston and Ray Evans.

A sprightly, fast-moving and often hilarious spoof of the prize-fight racket is carried off in highly entertaining fashion in this Bob Hope starrer. A sneak preview audience at the Loew's 72nd St. Theatre, N Y. C., howled and guffawed by turns all the way through the proceedings. The story concerns the fate of Hope, a fight manager, and Mickey Rooney, his boxer, in the U. S. Army. Their main nemeses are a group of burly gangsters and their superior officer, Eddie Mayehoff. The resulting conflicts are full of rough-house antics that are a scream to watch. Especially first-rate is the performance of Mayehoff. His satirical interpretation of a Military Police lieutenant evoked raucous laughter from the audience. On hand to supply the romance is Marilyn Maxwell, who also sings, as do Rooney and Hope.

STORY: Fight manager Bob Hope trains Stanley Clements into the world's light-weight championship but the Army steps in to draft the boxer. Clements is rejected but Hope, who had enlisted to watch over him, is stuck. Clements deserts him. Trained as a military policeman under Eddie Mayehoff, Hope soon finds a friend in Mickey Rooney, an aspiring boxer, and decides to prep him. Hope meanwhile develops a romance with Marilyn Maxwell, Rooney's aunt. When Rooney loses a fight and becomes the local laughing stock, Hope sees a chance to make good by pitting him against Clements. But Clements' backers, a pair of gangsters, rough up Hope who, in turn, gets into trouble with the high brass. Outcome is that Hope, while hiding out, helps Rooney beat Clements via radio instructions. The brass then clear Hope.

●

"The Stars Are Singing"

(Paramount) Technicolor 99 Min.

Cast: Rosemary Clooney, Anna Maria Alberghetti; Lauritz Melchior, Bob Williams, Hom Morton, Fred Clark, John Archer, Mikhail Rasumny, Lloyd Corrigan, Don Wilson, Red Dust.

Credits: Produced by Irving Asher; Directed by Norman Taurog; Screen play by Liam O'Brien; Based on a story by Paul Hervey Fox; Songs by Jay Livingston and Ray Evans.

Receipts should be high wherever this fast-moving and gay Technicolor musical is booked. Stars are Rosemary Clooney, the "Come On-A My House" songstress; Anna Maria Alberghetti, an operatic prodigy who is as cute as can be, and Lauritz Melchior. Every member of the family should thus find music in this film to suit his taste The story, unlike most musicals, has verve and pace. It deals topically with the search for an adolescent who escapes to the U. S. from Poland. Worked into the proceedings are some hilarious dog acts as performed by Bob Williams, the noted vaudevillian.

STORY: Anna Maria Alberghetti, a young Polish girl, flees a Polish ship in New York harbor and seeks out Lauritz Melchior, an old family friend. Soon U. S. immigration officials begin a search since Anna's visit to the U. S. is illegal. But Rosemary Clooney, an upcoming songstress, and her friends realize Anna's vocal talents and plan to hide her. Rosemary meanwhile has John Archer, a boy friend, try to secure citizenship for the girl. Then Rosemary enlists Don Wilson, a TV talent hunter, to telecast an act starring Anna. Immigration officials close in as Anna wins first prize. But deportation is prevented as a result of many appeals from persons who hear Anna sing.

●

"Battle Circus"

(M-G-M) 90 Min.

Cast: Humphrey Bogart, June Allyson, Keenan Wynn, Robert Keith, William Campbell, Perry Sheehan, Patricia Tiernan, Adele Longmire, Jonathan Cott, Ann Morrison, Helen Winston, Sarah Selby, Danny Chang, Philip Ahn, Steve Forrest, Jeff Richards, Dick Simmons.

Credits: Produced by Pandro S. Berman; Directed and written for the screen by Richard Brooks; Based on a story by Allen Rivkin and Laura Kerr.

(*Continued on next page*)

Staff Reviews

(Continued from preceding page)

A romantic drama about a mobile U. S. Army Medical Corps unit in Korea, "Battle Circus" possesses the virtues of a topical theme, some war action and the names of Humphrey Bogart and June Allyson. The story, however, is episodic and contains a good deal more of a romance than does the usual war picture. This switch in emphasis may dull the reception at action houses. Another off-beat factor is the casting of Bogart as a physician more interested in saving lives then doing violence. The Medical Corps background of the story lends a strong sense of human interest to plot developments and will help considerably in attracting the women.

STORY: June Allyson, an Army nurse, is attached to a mobile hospital unit in Korea commanded by Lt. Col. Robert Keith and Maj. Humphrey Bogart. Since the hospital must continually shift into positions just to the rear of the front lines, June rapidly gets a thorough briefing of the exacting duties demanded of a nurse. She also becomes the object of Bogart's attention and a romance soon blossoms. June resists at first but the war suddenly causes the romance to suspend. When the battle lines shift, Keith is wounded and Bogart, now in command, must move the patients farther to the rear. The action is accomplished in difficult fashion with the soldiers taking great pains to prevent the wounded from suffering. At close of the mission, Bogart and June clinch.

"The Silver Whip"

(20th-Fox) 73 Min.

Cast: Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley, James Millican, Lola Albright, J. M. Kerrigan, John Kellogg, Ian MacDonald, Harry Carter, Robert Adler, Clancy Cooper.

Credits: Prodced by Robert Bassler and Michael Abel; Directed by Harmon Jones; Screen play by Jesses L. Lasky, Jr., Based on a novel by Jack Schaefer.

"The Silver Whip" is a good western that should neatly round out the program. It contains an interesting yarn, packed with action, that is a little off the beaten track in that it deals not only with the usual western formula incidents but with growing up of a youngster who, by the end of the film, emerges as a man. The cast, as a whole, turns in good performances.

STORY: Robert Wagner, stage driver, gets his first big chance at driving when his boss lets him handle a gold shipment. But the stage is held up and the guard killed. Although most of the desperadoes are captured and the others killed, Wagner is fired. He becomes a deputy, vowing to catch John Kellogg, the chief outlaw. Wagner closes in on Kellogg, holds him prisoner while an angry mob calls for lynching, then wins the praise of the stage coach company and is reinstated in his job and placed on a better route.

"City Beneath The Sea"

(Univ.-Int'l.) Technicolor 87 Min.

Cast: Robert Ryan, Mala Powers, Anthony Quinn, Suzan Ball, Hilo Hattie, George Mathews, Karel Stepanek, Lalo Rios, Woody Strode, Bernie Gozier, Leon Lontoc, John Warburton, Barbara Morrison.

Credits: Produced by Albert J. Cohen; Directed by Budd Boetticher; Written by Jack Harvey and Ramon Romero; Based on a novel by Harry E. Rieseberg.

A rousing adventure about deep sea divers and sunken gold bullion off the Jamaica coast is unfolded to a maximum excitement level in this Technicolor action film. Performances are generally above average in competence and the story is outfitted with crisp and often humorous dialogue. Action fans and children will find the proceedings to their liking. These include fist fights, an undersea eathquake and a good deal of diving sequences. All are executed with much conviction. A sneak preview audience at Loew's State Theatre, N. Y. C., seemed to react with laughter to the humorous dialogue and to keep interested in the plot turns throughout.

STORY: Robert Ryan and Anthoy Quinn, deep sea divers, are hired by Karel Stepanek to dive for a sunken shipment of gold off the Jamaica coast. When the search fails, Stepanek contacts George Mathews, a seaman who alone knows the location of the loot. Mathews, in planning to get the loot for himself, hires Quinn, who tells Ryan. The latter, suspecting foul play, sails with Stepanek and Mala Powers, boat owner, to the treasure's hiding place to save Quinn from trouble with the law. Mathews soon closes is, kills Stepanek and prevents the rescue of Ryan, who gets trapped undersea due to an eathquake. Quinn shoots Mathews in self-defense and rescues Ryan. The two then forget the gold and clinch with their respective girl friends until a new party asks them to dive for the loot.

"Gunsmoke"

(Univ.-Int'l.) Technicolor 79 Min.

Cast: Audie Murphy, Susan Cabot, Paul Kelly, Charles Drake Mary Castle, Jack Kelly, Jesse White, William Reynolds, Chubby Johnson, Bill Radovich, Donald Randolph, James F. Stone.

Credits: Produced by Aaron Rosenberg; Directed by Nathan Juran; Screen play by D. D. Beauchamp; Based on the novel, "Roughshod," by Norman A. Fox.

Here is a fast-paced western that should play well to action-seeking fans who go for gunplay, intrigue, action and life on the open range. The story holds interest all the way down the line and the cast turn in competant jobs while the direction and production meet the necessary requirements. The use of Technicolor assists in getting across the better qualities of the film. "Gunsmoke" should make an attractive entry to the double bill.

STORY: Audie Murphy, a gunslinger, is hired by Donald Randolph to attack rancher Paul Kelly, thereby opening the door for Randolph's acquisition of Kelly's lands. But Kelly, after an inconclusive gun duel with Murphy, takes a liking to the gunslinger and Randolph's plan becomes frustrated. When he hires another gunslinger to start trouble, Murphy makes short shrift of the inruder, meanwhile romancing Susan Cabot, Kelly's daughter. Then Murphy settles the score with Randolph and goes off with Susan.

"Monsoon"

(United Artists) Technicolor 79 Min.

Cast: Ursula Thiess, Diana Douglas, George Nader, Ellen Corby, Philip Stainton, Myron Healey, Eric Pohlman.

Credits: Produced by Forrest Judd; Directed by Rodney Amateau; Screen play by David Robinson, Leonardo Bercovici and Judd; Based on a play by Jean Anouilh.

Despite its entrancing atmosphere of modern-day India and some picturesque backgrounds in Technicolor, "Monsoon" amounts to little more than a British-made exploitation programmer that will need strong selling to get by. The major platform in any exploitation would have to be based on Ursula Thiess, a European actress who has been touted for her beauty. In "Monsoon" Miss Thiess sometimes wears a sarong. Otherwise, she talks long and wearily about unrequited love, as do all the other characters, in a story that is hard to follow. The storm suggested by the title occurs during the climax, which also is filled with conversation, and helps only slightly to maintain viewer interest.

STORY: George Nader, an American in India engaged to Diana Douglas, meets and falls in love with Ursula Thiess, Diana's sister. When the two go off together, guilt feelings become aroused in Ursula. She slashes her wrists. She is saved from death. Diana, meanwhile grown desperate, attempts to take her own life. The attempt fails. Urusla then marries another man and commits suicide afterwards. Nader leaves India with Diana.

"I'll Get You"

(Lippert) 79 Min.

Cast: George Raft, Sally Gray, Clifford Evans, Reginald Tate, Patricia Laffan, Frederick Piper.

Credits: An Eros Films Production; Producer by Bernard Luber; Directed by Seymour Friedman; Screen play by John V. Baines; Additional scenes and dialogue by Nicholas Phipps.

"I'll Get You" is a mild melodrama, that with top exploitation will get its best reception as a supporting feature. With the name of George Raft as its strongest asset, the film, which boasts segments of suspense and action, is hampered by an uninspired story, that does not take advantage of the many facets of the Raft personality. Lensed in England, the film has some interesting backgrounds

STORY: George Raft, a fugitive, enters England following the disappearance of several noted scientists. Seeking out Clifford Evans, Raft is ensnared by Sally Gray, a military intelligence operative, who takes him to her superior, Reginald Tate. Raft agrees to work with them. With Sally, Raft traces Evans, through Patricia Laffan, one of his satellites, to a hideout. Evans eludes Raft, who reveals himself as an FBI agent, and tries to escape England with a missing scientist in tow, but Raft catches Evans, overpowers him in a fight and turns him over to the police. This accomplished, he walks away with Sally.

SUPPORT BROTHERHOOD WEEK

Foreign Films

"Belissima"

(IFE) Italian 108 Min.

Cast: Anna Magnani, Alessandro Blasetti, Tina Apicella.

Credits: Produced by Film Bellissima; Directed by Luchino Visconti; Scenario by Suso Cecchi D'Amico, Francesco Rosi and Visconti; Story by Cesare Zavattini.

Anna Magnani's remarkable performance in this Italian-language presentation will surely create much favorable word-of-mouth among her many fans and with patrons of art houses. The story in which she is cast, however, holds few dramatic surprises and thus may not come up to expectations when played before a general audience. Plot deals in routine style with Miss Magnani's attempts as a mother to secure a role in an Italian motion picture for her young daughter. In many scenes, it is her splendid acting gifts alone which command attention. English titles are adequate.

STORY: Anna Magnani endeavors to win a film studio contract for her young daughter. A screen test is held and Anna receives phoney encouragement from a minor studio official. Believing all that she is told, Anna spends much money on the cultural education of her daughter. But the screen test, when viewed by the executives, results in laughter. Anna becomes disconsolate, believing her daughter should not be laughed at. Even when the executives change their minds and seek the daughter for the job, Anna refuses to have her work for the studio.

SGT. JAY HALL WOUNDED IN KOREA WANTS 90 SECONDS OF YOUR SCREEN TIME –

(Please read his trailer narration below)

How do you do . . . ladies and gentlemen . . . my name is Jay Hall . . . ex-sergeant of the 7th Marines. I'm an ex-sergeant because of this Purple Heart and a piece of shrapnel that got me over in Seoul.

Korea is pretty rugged . . . you learn a lot of things over there besides soldiering . . . you learn about your buddies . . . and what they are thinking about the war and . . . about home. That's what I want to talk to you about . . . home . . . and something that is happening here.

It's called Brotherhood Week . . . and it was good news to all of us in Korea to learn that President Eisenhower is the honorary chairman. Here's something he said . . . I clipped it out of a newspaper . . .

'Without tolerance, without understanding of each other, without a spirit of brotherhood, we should soon cease to exist as a nation. Let every American pledge that no taint of religious or racial animosity shall trouble our national unity.'

Maybe we didn't say it just that way in Korea . . . where we had all kinds of buddies . . . all races and religions . . . and we were all fighting for the same thing . . . unity . . . peace and brotherhood.

Fighting for brotherhood here at home can be just as rugged as fighting for peace in Korea . . . It's rough for the mothers to say goodbye . . . sweethearts to be parted . . . and sometimes never re-united . . . for families that are broken up.

There is a way that all of us can help . . . join with the President . . . believe in what he says . . . to take an active part in Brotherhood Week . . . making a contribution to help in the educational work that's being done . . . by making this country a better place to live in and giving all of us a better understanding of our neighbors . . . no matter who they are. Please help . . . thank you. Sign up in the lobby! The Honor Scroll with your name will be sent to the White House."



"OKAY, SGT. JAY HALL"

15,000 American showmen will run your Brotherhood Week Trailer. They will put the Honor Scroll in their lobby and run the 20-foot trailer that says: "This is Brotherhood Week. Join up. Sign the Honor Scroll in our lobby."

BROTHERHOOD WEEK • FEBRUARY 15 - 22 • SILVER ANNIVERSARY

EXHI-BITS

Towne Interest Requested

WASHINGTON. — The Milwaukee Towne Corp. has requested the Supreme Court to award it five percent interest on the $1,000,000 anti-trust claim it collected from major distributors two years ago. The distributors paid damages, fees and costs but refused interest and had their claim upheld by a District court and a Circuit court. The Towne brief did not indicate for how long a period the interest was claimed.

Severance Won By Exhib

SAN FRANCISCO.—Blumenfeld Theatres, named a defendant in the anti-trust suit filed in 1950 by Daniel O. McLean and Leland C. Dibble, owners of the Embassy Theatre, against major distributors and circuits, have won a severance from the action, which seeks $6,000,000 in treble damages. Federal Judge George B. Harris granted the order for severance and a separate trial for Blumenfeld Theatres.

Counter Claims Filed

MINNEAPOLIS.—The Minneapolis Amusement Co. has filed counter claims of $2,790,000 against the plaintiffs in two conspiracy damage suits pending. Maco demanded $2,250,000 from the St. Louis Park Theatre and owners Harold Field and Harold Kaplan, and $540,000 from the suburban Hollywood Theatre owned by Charles Rubenstein and Abe Kaplan.

Exhibs Await Bill Hearing

SALT LAKE CITY.—Utah theatre owners awaiting the public hearing of a bill in the Utah Senate that, like the bill the House passed last week, exempted recreation from the Sunday closing law which banned the sale of groceries, beer, and all except fresh milk and medecines on Sunday. A lawmaker had earlier and unsuccessfully proposed avoiding discrimination against one type of business by closing down all businesses, including recreation on Sundays.

Rosenblatt Elected Prexy

BOSTON.—Theodore Rosenblatt was chosen as president, Edward Lider, secretary, and Julian Rifin, treasurer, in the Drive-In Theatre Association of New England election of officers for 1953. Directors elected were: James Mahoney, Ned Eisner, James Spear, Henry Gaudet, Donald Sweenie and Ray Canavan.

Industry Leaders Support Zukor Jubilee Festivity

Industrial leaders and public figures have agreed to serve on the sponsoring committee for the Adolph Zukor Golden Jubilee Dinner to be held at the Waldorf-Astoria March 4.

The list of sponsors was released by R. J. O'Donnell, international chairman of Variety Clubs International, sponsors of the event; and Harry Brandt, president of Brandt Theatres and the Independent Theatre Owners Association, who is serving as chairman of the New York Dinner Committee. Earlier, it was announced that Si Fabian, president of Fabian Theatres, will be treasurer for the dinner. Mayor Vincent R. Impellitteri of New York will be honorary chairman.

Producing Companies Rush 3-D; Many Theatre Conversions Seen

The major film companies this week detailed plans for either the immediate or forthcoming production and release of three-dimensional motion pictures. Some companies were grouping together in the use of the same process while others were going it alone with separate 3-D systems.

Although still in a stage of watchful waiting, exhibition is considered ready to contract for approximately 300 3-D installations for one system or another by Spring. United Artists, now in possession of rights to "Bwana Devil," has agreements with Altec and RCA to service theatres contracting the picture.

Over 300 bookings have already been set for Devil," which to date has had about 25 actual engagements, according to Max Youngstein, UA vice-prexy in charge of advertising, publicity and exploitation. Picture will open in New York's Loew's State Feb. 18 and enter a neighborhood play-off period two or three weeks later, Youngstein said.

UA Makes Decision

UA decided to release the film in prints on special 17⅜ inch reels that hold approximately 2,600 feet of film and are adaptable to the standard 20-inch projector magazine. The original 5,000 foot reel that requires a 23-inch projector magazine is still being used.

Film men returning from Europe report vast enthusiasm for 3-D and television interests in America are highly excited. Robert Sarnoff, NBC television head, and other TV executives gathered on the coast to inspect the process.

Sol Lesser's Tri-Opticon label for his 3-D process has been dropped and it was given the new name of Stereo-Techniques. The Lesser program has done fine business where it has played and will be exhibited in 47 key situations this month. It opened at Brandt's Globe, N.Y.C., this week.

The British firm of Stereo-Techniques, Ltd. which made short subjects that Lesser has been distributing, will have the 3-D producer and director, Raymond Spottiswoode, open an office here and lease the process to American producers.

Unveil New Process

Another process, developed by the Bolex Co., manufacturers of cameras, and called Bolex Stereo, will be unveiled in New York in mid-February at the Rialto. Glasses are required.

Progress in the 3-D field in this country has excited theatre owners throughout the world, Alfred E. Daff, Universal Pictures executive vice-president, just returned from an extensive global tour, told the trade press.

Daff emphasized the positive reaction to 3-D developments in contrast to the negative view he encountered abroad concerning the health of the U.S. film industry.

Paramount became the first major concern to use its own 3-D process, Paravision, in the Pine-Thomas current filming of "Sangaree." Production of a second feature, "Red Garters," is planned, together with another Pine-Thomas venture.

M-G-M followed suit by using its process for "Arena," slated to be made this month. The latter development utilizes AnscoColor film and a second as yet untitled film, a western to be produced by Nicholas Nayfack, has been scheduled.

Warner Bros. shooting "House of Wax" in Natural Vision, announced that an early start is planned for a second feature now in script form.

Columbia has "Fort Ti" being done in 3-D by Sam Katzman and two other Natural Vision productions listed.

Universal-Int. is to use a secret 3-D system to film "It Came From Outer Space."

RKO Pictures has been closely examining tests and equipment.

Need For Uniform 3-D Cited; Cinemascope Used

(*Continued from page* 4)

filming camera compresses wide angle scenes onto a strip of regulation 35mm. film. Use of a special companion lens in the projector restores the image to its former shape. But when projected onto a wide and curved screen, the image simulates an illusion akin to third-dimension.

"Some re-wiring of theatre sound systems may be necessary to make the sound come from first one horn then the other as it comes from various places on the screen," 20th-Fox disclosed.

The screen used for Cinemascope may be had in any length. Screens curve to a depth of five feet—"enough to afford a feeling of engulfment without reflecting annoying light from one curved end of the screen to the other."

In addition to "The Robe," the other color films slated by 20-Fox for Cinemascope are, in order of production: "How to Marry a Millionaire," "Twelve Mile Reef," "The Story of Demetrius," "Prince Valiant," "Hell and High Water," "Sir Walter Raleigh," "River of No Return," "King of the Khyber Rifles," "There's No Business Like Show Business" and "The Egyptian."

Start of production on "The Robe" was reportedly set back to Feb. 16 to permit realignment of sets to fit the enlarged scope and new dimensions required by Cinemascope.

Third Dimension Battle Confuses Film Industry

(*Continued from page* 4)

trade press in an interview at the United Artists home office this week that the "worst thing the industry can do is pick up a fast dollar" in exhibiting to the public an imperfect 3-D system that "hurts the eye." He said that standardization of processes would be the best thing for the industry regarding 3-D.

Regarding his ties with Natural Vision, the 3-D company affiliated in the filming of "Bwana Devil," Obler said that he is maintaining a non-exclusive license with that firm. Oboler pointed out, however, that his plans at present do not include production of a second film in 3-D.

In a series of predictions, Oboler foresaw 3-D on television in five to six years; 50 percent of Hollywood feature pictures in 3-D in two years, and 100 percent of features in 3-D in five years.

LUKE SHORT'S SATURDAY EVENING POST STORY OF FIGHTING MEN!



HERBERT J. YATES

Presents

RIDE THE MAN DOWN

TRUCOLOR BY CONSOLIDATED

Starring BRIAN DONLEVY · ROD CAMERON · ELLA RAINES · FORREST TUCKER · BARBARA BRITTON · CHILL WILLS

With J. CARROL NAISH · JIM DAVIS · Screen Play By MARY McCALL, JR. · Based on a Saturday Evening Post story by LUKE SHORT

Associate Producer-Director JOSEPH KANE

A REPUBLIC PICTURE

Republic Pictures Corporation

Trained Man In Every Exchange Area Asked of MPAA By "Rotus" Harvey

San Francisco.—"Rotus Harvey," in the latest issue of the "Exhibitor's Digest," called upon MPAA to "place a trained man in every exchange city whose job would be to call upon and visit, as often as possible, every theatre owner and manager in his district.

"Men so trained," Harvey pointed out, "could intelligently discuss present and future pictures from all companies, could discuss theatre operation, publicity, public relations and listen to exhibitor 'beegs'. . . men who could be sympathetic and helpful, wherever possible, and being a representative of MPAA, and not from any one producing-releasing company, they would be welcomed at every theatre. The MPAA would have an 'ear' and would learn what makes the 'grass-roots' tick and company presidents would know what was going on in each territory instead of hearing a lot of 'blarney'."

"The men should not be a 'stoolie' for any company or any exhibitor, they should not 'sell' any particular company's pictures and the should report facts as they find them in general, rather than specific cases," Harvey added. "Such men, working in close cooperation with local exhibitor associations, could do a world of good for the entire industry and the cost in dollars to the MPAA would be small in comparison to the overall good derived," Harvey concluded.

In making his recommendation, Harvey, cited the Coca Cola Co. as an excellent example of public relations and service to exhibitors, despite the fact they "get an infiitesimal part of the theatres' concession dollars."

AA Plans 18 Top Films; Most Tinted

Allied Artists will produce at least 18 top calibre feature pictures during the coming year, with virtually all to be lensed in Technicolor, according to an announcement by Steve Broidy, president.

Topping off the new array is "Torpedo Alley." Other productions will include "Affair in Monte Carlo," Technicolor; "Cow Country"; "Tangier Incident"; "Fort Vengeance"; "The Rockets Red Glare;" "The Roar of the Crowd"; "Son of Belle Start"; "Wichita"; "The Black Knight"; Technicolor; "Star Witness"; "The Annapolis Story"; "Fighter Attack"; "The Siren Jezebel"; "Slade," and "Green Hills of Idaho." Virtually all of the above listed pictures will be photographed in Technicolor, Broidy announced.

Ozoner Owners To Hear 3-D Processes Explained

MILWAUKEE.—"Cinerama and the Various Types of Third Dimension" will be one of the main topics explained to exhibitors at the National Drive-In Convention here March 24-26.

Among those slated to be represented are Wilbur Snaper, president of Allied States; Agram F. Myers, Allied general counsel and board chairman, and Col. William C. McCraw, executive director of Variety lubs International. It is expected that names of several Hollywood stars who will be present will be announced shortly.

Other subjects on the agenda are concession, advertising, exploitation, promotion, construction, opening and closing and maintenance.

Contest Winners Honored

The winners of the New York "Journal-American" motion picture contest were honored last week at a reception at the Stork Club tendered by the Organization of the Motion Picture Industry of the City of New York. More than 100 industry and Hearst newspaper executives attended. Awards totaling $1,040 were made in behalf of the newspaper by star performers. Fred J. Schwartz, OMPI chairman, announced the prizes.

Glassman Designates Unit To Plan Allied Conclave In Boston Next October

BOSTON. — Norman Glassman, general chairman of the 1953 National Allied Convention, to be held in Boston Oct. 3-7, has appointed a working committee with Ray Feeley, executive secretary of Independent Exhibitors Inc. of New England, local Allied unit, named as committee co-ordiator.

The following committee chairmen were also appointed: Registration: Melvin Safner; Attendance: Leonard Goldberg and Al Lourie; Year Book Solicitation: Nathan Yamins, Julian Rifkin and Edward Redstone; Year Book Printing: Leslie Bendslev: Women's Committee: Mrs. Dorrys L. Glassman: Hotel Aangerrments: Norman Glassman; Convention Program and Meetings: Irving Isaacs; Special Events Committee: Edward Lider, Ted Rosenblatt, Myer Stanzler; Entertainment Committee: Arthur Howard, Walter Mitchell; Publicity Committee: James Guarino, and Transportation Committee: Herbert Brown.

SWG Vote Results Due

HOLLYWOOD.—Results are due next week on the voting by the Screen Writers Guild membership on the executive board's recommendation that the Guild's so-called "blacklist suit" be dismissed. The Board's recommendation had followed assurances from Eric Johnston, President of the MPAA, that members of that association had no intention of acting in concert in regard to employing or denying employment to any screen writer.

Sutton Heads Airer Unit

ST. PETERSBURG. — The newly organized Independent Drive-in Theatre Association of Florida has held elections and C. C. Sutton, owner of the Skyvue-Drive-in here, was chosen as temporary president. Mrs. Sara L. Higginbotham of the Indian Rock Drive-in was chosen temporary secretary-terasurer.

Para Outlines Promotion Plans

Paramount Pictures' expanded advertising, publicity and exploitation campaign for forthcoming product on a national and local level was outlined at a seven-day division and branch managers meeting that concluded this week. Foremost in this program are the star-building of Rosemary Clooney and the merchandising of "Here Come The Girls," "The Girls Of Pleasure Island" and "Pony Express."

Clooney is the topic of a Technicolor short subject now being distributed gratis to exhibitors by Paramount. The recording-radio-TV star is set to appear in "White Christmas," "Here Come The Girls" and a new Donald O'Connor film.

Trailer Planned

Jerome Pickman, ad-pulicity head who explained the programs, noted that "Girls of Pleasure Island" will be pushed by a short subject trailer similar to the Clooney one, and personal appearance shows in major cities. "Pony Express" is to be backed by a large advertising and personal appearance campaign. National blanketing is planned with a half-page full-color comic-strip spread in a nationally-syndicated Sunday newspaper comic section that will break in each city as the picture opens. A horseback or motor car tour is scheduled by star Charlton Heston along the original trail of the historic pony express that is to cover four or five exchange territories.

Fox Slates 18 Releases For Next Six Months

Twentieth Century-Fox's current backlog of completed but not-yet-released films includes 18 top productions scheduled for release during the next six months. Eight of the pictures are in Technicolor and one is in Cinecolor.

Technicolor pictures are: "Tonight We Sing," "Call Me Madam," "The Girl Next Door," "Down Among The Sheltering Palms," "The Farmer Takes A Wife," "Treasure Of The Golden Condor," "Powder River" and "Fight Town." Black and white films are "Titanic," "The President's Lady," "Pickup On South Street," "Destination Gobi," "Man On A Tightrope," "Baptism Of Fire," "The Desert Rats," "Sailor Of The King" and "The Silver Whip." "Invasion From Mars" is in Cinecolor.

Presidency Abolished By Exhibitor Unit

San Francisco. — Northern California Theatre Owners has voted to abolish the office of president and alter the format of future meetings whereby the association will be guided by a board of directors, headed by a board chairman.

Rotus Harvey, recent NCTO president, was appointed a director of the board along with David Bolton, Lee Dibble, Gerald Hardy, Al Laurice, Ben Levin, August Panero, Ed Rowden, Ray Syufy, Homer Tegmeier and Harry J. Weaverling.

UNUSUAL-DIFFERENT

THE BOX-OFFICE ANSWER TO THE PUBLIC'S DEMAND FOR OFF-THE-BEATEN-PATH ENTERTAINMENT!

Edward L. Alperson presents

INVADERS FROM MARS

in COLOR

An Edward L. Alperson production • Released by 20th Century-Fox

Matches Ignite 'Flags'



Matches helped to ignite interest in "Against All Flags," when that Universal-International film played the T&D Theatre, Oakland, Calif. Manager Hugh Jones hired an attractive girl, dressed her in pirate garb, and had her walk downtown streets to give out special "Against All Flags" matches to passersby. A message affixed to a wooden tray carried by the girl called attention to the playdate.

Store's Dual Ad Aids "Star" Run

A promotion of unprecedented magnitude was entered into by New York's Gimbel Brothers department store and 20th Century-Fox coinciding with the opening of "The Star" at the Rivoli Theatre. Marking its first big venture with 20th-Fox, Gimbels took double-page advertisements in five newspapers.

The ad appeared in the "Journal-American" and the "Post" the day before the opening of the film, and in the "Daily Mirror," "Times" and "Herald Tribune" opening day. Gimbels also aided the promotion by having key areas in the store decorated with posters and streamers, with window and counter cards utilized to call shoppers' attention to the film and its star, Bette Davis, for the run at the Rivoli Theatre.

Lobby Exhibit Set

Meanwhile, a special exhibit centering about Hollywood's talent search for the stars of tomorrow was set up in the mezzanine of the Rivoli. Thirty photographs of promising starlets form the focal point of the Rivoli display, with a full-size ballot box on hand for theatre-goers to indicate their vote for the three actresses whose future prospects they deem brightest.

The Gimbel ad in each of the papers said, in part, "Nobody but nobody loves Bette Davis more than Gimbels. We know you can't beat America's leading lady of the screen — winner of two Academy Awards (for "Dangerous" and "Jezebel")and six nominations."

Another excerpt was "Like Gimbel customers, Gimbels goes to the movies. Like You, we're fussy. We're as fussy about movies as about merchandise. We don't so much as peep about a picture, or a picture star, unless we're sold.

Dawn Screening, Contest Tie-In Hoopla "Above"

The managers of Loew's Poli Theatre, Hartford, enlisted five leading women's stores in the promotion of the run of "Above and Beyond," an M-G-M film. Lou Cohen and Norm Levinson got the stores to donate nylon stockings as the prize in a lucky number contest, with the theatre donating tickets to see the picture.

The lucky numbers were imprinted on hose and shoe bags, along with the announcement that the numbers had to be checked against a list of winning numbers in the theatre lobby. Also on the bags were pictures of the stars Robert Taylor and Eleanor Parker, in a scene from the film.

The stores paid for half the imprinting cost, and also helped out by placing displays in windows and on counters.

In another aspect of the "Above and Beyond" campaign, the Poli management arranged for a local newspaper to print favorable remarks about the picture as made by a citizen who had served in the Air Force with Col. Tibbets, pilot whose life experiences are related in the film.

The citizen told the management that the picture was exciting and well-made and that Col. Tibbets was modest and quiet.

Street Banner Displayed

A half-block long banner was displayed in front of the Loew Building in New York advertising the opening of "Above and Beyond" at the Mayfair Theatre. The statement "Are you tough enough to go Above and Beyond, see your U.S. Air Force Recruiting Officer" also appeared on the banner.

Desiring to get as much advance word of mouth publicity on the forthcoming opening of the picture, W. J. Straub, manager of the Paramount, Glen Falls, N. Y., staged an early bird matinee show for "Above and Beyond," advertising the special show for 6 A. M., and circularizing the event with handouts.

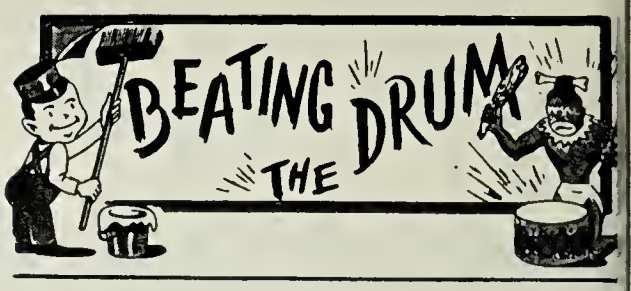
Stunt paid off with a good-sized attendance, despite bad roads, snow and ice. Straub advertised that the doors would open at 5:45 A.M., for the early bird showing. He also bruited about free transportation to the theatre, free donuts and coffee—all for 25 cents admission.

Additionally, the exhibitor used a 40 x 60 cutout in front of the theatre to advertise the show, ran a trailer for a week in advance, and distributed heralds.

Joy Guaranteed For "Happy Time"

New Britain.—John D'Amato, manager of the Palace Theatre, was supremely confident that everyone who saw "The Happy Time" would have a happy time. He ran this unconditional guarantee in advertisements during playdate of the Columbia film.

"We guarantee you'll love and enjoy The Happy Time. Yes, we mean it. We will refund the purchase price of your admission ticket if you can honestly prove you did not enjoy this happy movie."



An exhibitor who helped generate positive public relations for the industry in his area is Sal Adorno, Jr., assistant general manager of the M & D Theatres in Middletown, Conn. Adorno, after conferring with other Middletown businessmen on the parking situation in the city, helped launch a constructive program: he and 40 merchants began the sponsoring of a professional parking survey of the downtown area of the city. Although the survey will cost $4,000, the publicity tangible results will prove beneficial to Adorno's circuit and patrons as well. The local press, by the way already printed names of participating businessmen on the first page.

* * *

Taking a cue from the unique attentio getter worked by Nick John Matsoukas the New York Roxy Theatre for "Be Country," the new RKO Pictures-Wa Disney Productions true-life adventure sho the enterprising showman can locate a be cub and bring him to his theatre for nume ous novel exploitations that should pro sure-fire for a run of the short.

When Matsoukas received a bear cub name "Cuddles"' cross-country from Gov. Ea Warren of California, he arranged a moto cade for the cub through midtown Ma hattan, culminating in an official welco by the vice-president of a leading ho where the bear took residence.

Then opportunities were subsequentl given the cub to display prowess at dancin and turning somersaults in the rotunda of t Roxy lobby during the "Bear Country" e gagement. At conclusion of the run, "Cu dles" was deposited in the zoo.

* * *

Offers of free admittance to children, when accompanied by adults, are being made in newspaper amusement section advertisements which Joe Faith, independent Connecticut circuit operator takes in Unionville, Terryville and Bristol dailies. Copy advises patrons that their offspring can gain free admittance on a specified date at either the Carberry, Luxor or Mayfair Theatres. The Carberry periodically offers free admittance on Friday evening and Saturday matinee to the first 25 children in line.

* * *

Paramount is making available to e hibitors a colorful "Road to Bali" sal aid in the form of a transparent 14x12-inc plastic display sign that can be attache inside windows where it will not be affecte by weather. The displays, called "'Roa to Bali' Plastic Transparencies," provid space on which exhibitors can pencil i playdates and theatre credits. To attac the display to the inside of a window s that it may be read from the outside, t exhibitors merely has to pull off protecti strips on the sides and the gummed edg will be ready to stick to the glass surfac The "'Road to Bali' Transparencies" ca be obtained from National Screen Servi Branches.

REGIONEWS

ALBANY

Governor Thomas E. Dewey, in his budget message to the Legislature, estimated that the motion picture tax (for reviewing and licensing) would yield $400,000 during the fiscal year 1952-53, based on collections of $347,000 in the first 10 months. . . . Exhibitors attending the Brotherhood Week meeting, set for Feb. 15-22, at the Delaware Theatre, presided over by Jack Goldberg, M-G-M mgr. and distributor chairman, included Sam Davis, Phoenicia; Jules Perlmutter, Warrensburg and Watervliet; John Capano, Troy; Robert Lamont, Albany; Leonard L. Rosenthal, counsel for Upstate Theas.; Saul J. Ullman, Fabian div. mgr.; Joe Saperstein, booker; Alex Sayles, Palace mgr.; Stanton Patterson, Leland mgr.

Opposition to bills for a minimum wage of $1 and $1.25 for workers in N. Y. State and to a measure providing that employers of less than four participate in the state's disability program was voiced at a meeting of Albany TOA, presided over by executive director Lewis A. Sumberg, substituting for pres. Harry Lamont (vacationing in Florida). It was decided to delay formation of a drive-in unit within the organization. . . . Fabian theatres in this area are participating in a "hold the line" drive to solidify recent patronage gains. . . . Charles A. Smakwitz, Warner zone mgr. and pres. of Albany County Heart Assn., was photographed by the Times-Union with Gov. Dewey, Health Commissioner Herman E. Hilleboe and Dr. Harold Wiggers, dean of Albany College, as the Governor signed a proclamation designating February as "Heart Month."

BOSTON

Ted Rosenblatt was elected pres. at the first 1953 meeting of the Drive-In Theatre Assn. of New Eng. Other officers elected were Julian Rifkin, treas., and Edward Lider, secy., Donald Sweenie, James Mahoney, Ray Canavan, Ned Eisner, James Spier and Henry Gaudet were elected directors. Sweenie, Rifkin and Edward Redstone were named on a committee to outline plans for institutional advertising on billboards. The second meeting will be held on Feb. 10. . . . Charles Repec, M-G-M salesman, is back at his desk after long hospitalization. . . . James M. Connolly, 20th-Fox branch mgr., reports that more than 110 theatres in this area are supporting the huge advertising saturation campaign on "Treasure of the Golden Condor," which opened 50 New England engagements last week.

A tremendous promotional campaign, headed by Joe Mansfield of UA and Karl Fasick of Loew's Theatres, is underway for the New England premiere of "Moulin Rouge" at Loew's State and Orpheum theatres on Feb. 26. . . . The radio and TV saturation campaign on Metro's "Jeopardy" seems to be paying off, according to reports of opening day figures at Loew's State and Orpheum and surrounding towns and cities. . . . The Colosseum of M. P. Salesmen voted to have annual dinner-dances, with the first to take place in the spring at a downtown hotel. Jerry Callahan of Allied Artists resigned as treas. of the Colosseum and Fred Shohet of Universal was elected to replace him. . . . "Bwana Devil" broke a house record on opening day at the Metropolitan Theatre, even outgrossing the personal appearance of Martin & Lewis.

The Weymouth Theatre, Weymouth, has been taken over by Harry Shindler, a former mgr. for M&P. . . . Al Margolian, who has been doing special promotion on "Hans Christian Andersen" at the Astor, is now on the advance of "Peter Pan," set for a Feb. 11 opening at Keith Memorial Theatre. . . . Thrya Brown, secy. at the RKO exchange for 22 years, resigned to get married. . . . Nat Buchman, head of American Theatres Service Co. was one of the speakers at the Regional Conference at Nat'l Assn. of Popcorn Mfrs. His subject was "Getting the maximum returns from concession operations."

BUFFALO

A 32-year attendance record was set when the 3-dimensional "Bwana Devil" opened at the Center Theatre here. Spurred by this success, other exhibitors are making plans for 3-D. Shea's Bellevue at Niagara Falls has the equipment but is temporarily halted with technicalities. . . . First night sell-outs were reported by the Cataract Theatre, Niagara Falls, N. Y., and the Seneca at Niagara Falls, Ont., where "Niagara" had its hands-across-the-border simultaneous premiere and ceremonies, and the SRO sign went up at the Century the following day, when it opened in Buffalo. . . . Charles Chaplin's "Limelight" was cancelled at the Mancuso Theatre in Batavia following protests by Thaddeus Cerefin, an American Legion Post commander. Cerefin's written protest was turned over to Buffalo booking offices by theatre mgr. Calvin Gaeta.

The Palace Theatre, owned by Dewey Michaels, recently-installed chief barker of the Variety Club here, was burglarized last week and several hundred dollars taken. The robbers attempted to break into a vault containing another safe but were hampered by tear gas whose mechanism they had triggered. . . . Jack H. Boyd's State Theatre at Caledonia has shuttered. . . . The 153 Corp. has reopened the Regent at Elmira after several months closing. . . . A new policy of SMT-WT-FS is now in effect at the Sun in Binghamton, managed by Paul M. Kocak. . . . Meyer Fox comes from Boston to succeed Al Herman, Columbia sales mgr. Fox worked in Buffalo in 1945. . . . Rose and Irving Fried of Tri State Automatic Candy are celebrating their 28th wedding anniversary.

Harold Reed, formerly of Greyhound Film Labs in Buffalo, will open a new office soon in Batavia under the name of Batavia Film Laboratories. . . . An attractive four-page brochure, announcing coming spring attractions at the Century, has been prepared by pub chief Earl Hubbard and is being distributed at the theatre, in local stores and mailed to industrial execs. . . . A great tribute was paid to the movie industry and local film men when a large group of representative citizens attended a meeting called by Manuel A. Brown, UA branch mgr. and dist. chairman of motion picture participation in National Brotherhood Week this month.

CINCINNATI

The RKO Albee was filled to capacity during showing of the inauguration proceedings in Washington, made possible through arrangements by div. mgr. Jerry Shinbach and mgr. Joseph Alexander in cooperation with WCPO-TV. The Albee will be first in the area to show "Bwana Devil," three dimensional film, which opens there on Feb. 19. . . . Charles Levy of Disney Prods. spent some time here preparing for



Shown at Stork Club reception and cocktail party, tendered to winners of the N. Y. Journal-American movie contest and hosted by the Organization of the Motion Picture Industry, are (l to r): Fred J. Schwartz, OMPI chairman and Century Theatres prexy; Shirley Booth, winner of Best Actress Award in Paramount's "Come Back, Little Sheba;" Emanuel Frisch, MMPTA head and treas. of Randforce Amuse. Co.; Sam H. Day, Journal-American managing director, and Danny Kaye.

CINCINNATI (cont'd.)

opening of the road show engagement of "Peter Pan" on Feb. 18 at the RKO Palace. . . . Herman Hunt, local exhibitor and new Variety chief barker, was appointed to the board of directors of Theatre Owners of America. . . . M-G-M branch mgr. Edward M. Booth was appointed distributor chairman for "Brotherhood Week," and Rube Shor, exhibitor chairman. . . . Frank Decker, W. Va. salesman for Allied Artists, is in the hospital recovering from a heart attack.

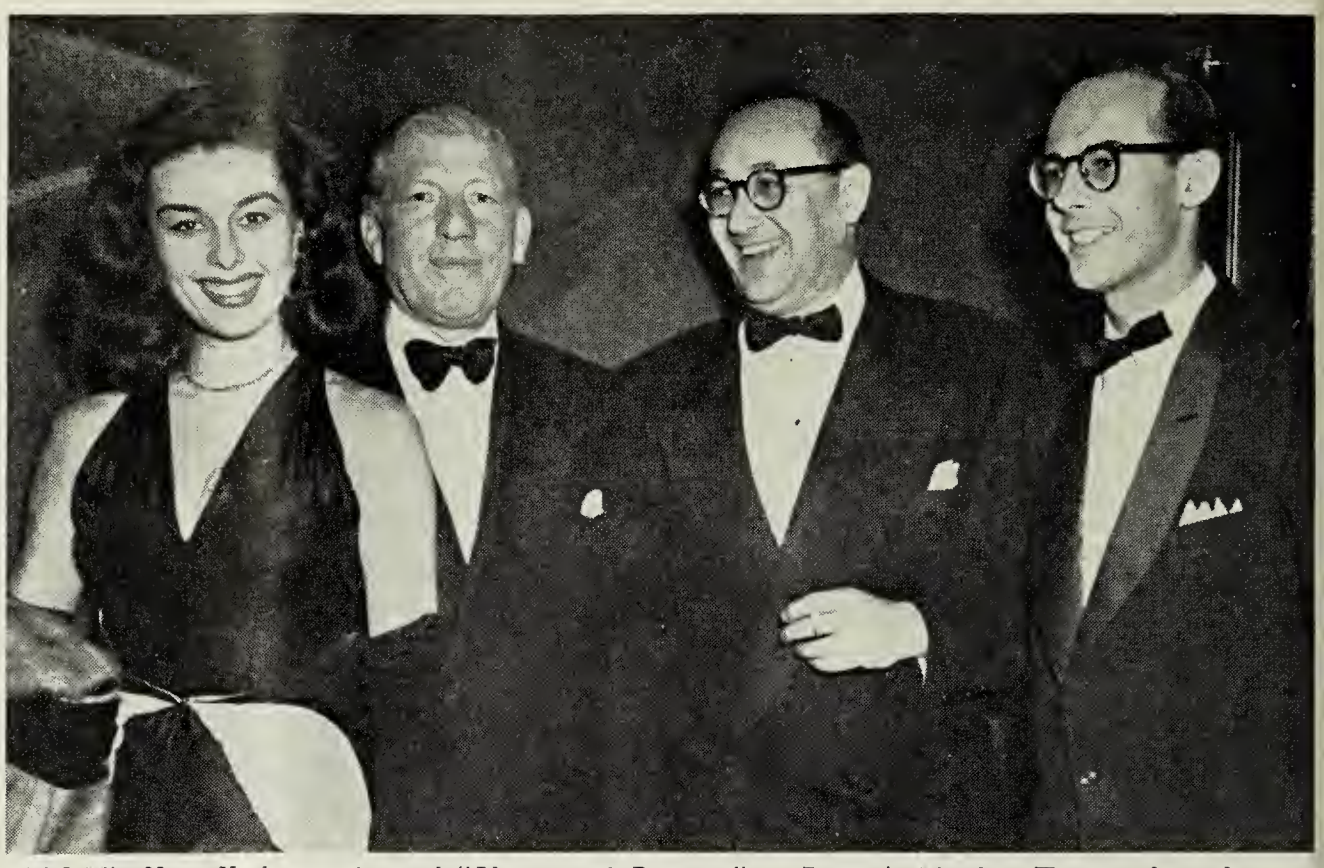
Roy White and Nick Shafer of Mid-States were in Louisville, Ky. making arrangements for showing of the three-dimensional "Wax Works" at the Mary Anderson Theatre early in April. . . . Charles Cassinelli expects to have his Wyoming Theatre, Mullens, W. Va., which was destroyed by fire, rebuilt and ready for operation in early April. . . . Price Coomer of Harlan, Ky. has taken over operation of the Park Theatre, Middlesboro, Ky. . . . Film Row was saddened over the passing of 46-year-old H. George Fetick, booking and buying operator, and his wife, Mary Margaret, who had died several weeks previously.

Latest move in the campaign against the Ohio Censor Board will be to sue for a refund on fees distributors paid to have their films censored. Spokesmen for Loew's, Paramount, Warner-Pathe, U-I and Fox Movietone state they will stand behind Ohio distribs in their fight to get a State Supreme Court decision. Notes of protest are now being submitted with fees, which amount to $250,000 annually. Two other lawsuits already pending may render the suit for refund unnecessary. . . . Mary Helen Grady, daughter of James J. Grady, U-I Columbus sales representative, was married to Tom McManus. . . . Johnny Kallmeyer, former U-I booker, on furlough from Camp Pickett, visited the office and informed his co-workers he expects to be sent to Germany for service there.

CHICAGO

Theatre circuits, including B&K, are cooperating with the Family Movie Quiz on WBKB-TV on which emcee Joey Bishop calls various people and asks what film is playing at their favorite theatre. If correct, they are invited to dinner and that theatre. . . . Linn Brothers, who operate 500-car drive-in at Rockford, Ill., have under consideration another 500-car ozoner for the Belvidere, Ill. territory. . . . Abe Teitelbaum, attorney and former owner of World Playhouse and Studebaker Theatre, indicted by Federal jury on income tax returns for 1945 and 1946. . . . Ill. Supreme Court dismissed suit of Emil Stern, former partner, against Woods Theatre building and Eddie Silverman, claiming additional moneys due him in deal.

Alliance's Roxy Theatre, Ottawa, is getting 1,000 Krochler pushbak seats. The circuit's Embassy Theatre, Fort Wayne, in a public relations move, is boosting various prominent citizens, organizations and community welfare drives with "Salute of the Week" trailers supplied by Filmack, featuring a new subject each week. . . . Jack Kirsch, Allied prexy, has added the New Strand to his circuit. . . . Dave Gould, booking mgr., has taken over management of the Newberry Theatre from the Bartelstein circuit. . . . Judge Michael Igoe took under advisement application of Warner's



M-G-M's New York premiere of "Above and Beyond," at Brandt's Mayfair Theatre, brought out many celebrities from all walks of life, with Tex and Jinx handling the preliminaries over WJZ-TV. Shown here (l to r) are: Elaine Stewart, M-G-M starlet; Howard Dietz, M-G-M v.p. and ad-pub-exploi. dir.; Melvin Frank and Norman Panama, the producer-writer-director team who made the film.

for extended loop run for "Jazz Singer." Reported Columbia will ask for long loop run on "Salome." . . . Louis F. Jelinek, operator Sky-Hi Drive-In, Elmhurst, Ill., succumbed to a heart attack. . . . Negotiations are underway for purchase of Charles Chaplin's Hollywood film studios by Kling Studios, Chicago and Hollywood TV film producers. . . . Harry Nepo, owner of the Kimbark Theatre, is out of the hospital after a long siege of illness.

John Dromey, chief film buyer for Great States, was honored at a luncheon meeting of Great States and B&K execs for his many years of service. . . . Jovan's Monroe Theatre secured first run of Italian film, "Anna," which opened Jan. 27 for extended loop run. . . . Metro Theatre and the New Strand are being operated on week-end schedule during winter months. . . . Robert Shafer named to managerial staff of H&E Balaban's Commercial Theatre. . . . Jack Kirsch, Allied of Ill. prexy, named chairman of the Boy Scouts Chicago Council. . . . Newly appointed mgrs. are John Leslie at Buckingham Theatre, and Harry Rouda at Warner's Shore Theatre.

Bob Harrison, mgr. of the Marshall Square Theatre, was named chairman of the amusement division for the Red Cross Drive. . . . Shore Theatre on E. 75th St. celebrated its 25th anniversary last week with a special film program and gifts of flowers for the ladies. . . . H&E Balaban's Esquire Theatre signed up for an extended run of Chaplin's "Limelight" after conclusion of its loop run at the Woods Theatre. . . . Eitel's Palace Theatre still remains closed as no agreement has been reached with Operators Union as to number of operators and salaries to be paid during the Cinerama engagement.

Avenue Theatre attorneys served series of interrogatories on film company execs in Avenue's $200,000 anti-trust suit, asking prices of films to competing theatres in its territory, protection and plan of release setup. . . . Alex Theatre case now in Seventh District Appeal Court here but appeals in California and Bell theatres anti-trust cases will depend on decision in Alex case, according to Alex Theatre attorneys. . . . Harold E. Louis, mgr. of the Goodman-Harrison West Theatre, passed away. He was 39. Also Joseph Florian, veteran operator, Skyhi outdoor theatre.



DALLAS

Variety Club of Houston is readying an unusual fashion show and dinner for March 7 at the Shamrock Hotel at $25 a plate for the benefit of its Boys Club which opened last year. . . . Houston ranks 18th in the nation by number of TV sets despite a relatively late start in telecasting. A recent survey shows that 153,611 households out of 265,578 in Harris County own sets. . . . Mrs. Geraldine Upchurch, cashier at the Main Theatre, Nacogdoches, was forced at gunpoint to give up a stack of 19 ten dollar bills by a young man who took advantage of the sleeting weather. . . . Texas theatre men were saddened by the deaths of Edward N. Collins, 65, mgr. of the Lindell Theatre, Humble, and H. B. Skelton, 40, owner and operator of the Panhandle Drive-In, Panhandle, the latter in an airplane accident.

DENVER

Hearings will be held on a proposed city ordinance, which would require new theatres and other business to provide parking space for customers, especially when built in Business Zones A, B and C, before it is introduced in the City Council. Requirements for theatres would be one parking space for each four seats. A major remodeling job would place a theatre under the law. Most of the downtown section is zoned commercial, so that would not be affected. . . . Frank

(*Continued on page* 22)



LOW MAN ON THE TOTEM POLE

See who's sitting at the bottom... it's the Prize Baby...low, LOW man on your totem pole of towering costs in your living expenses and in the operation of your theatre (living costs alone have risen an average of 90.8% since 1939).* His negligible increase in costs to you, IF ANY, stands out in striking contrast to the tremendous increase in prices on *all* your basic purchases during this period.

* Price Increase of Basic Commodities according to Bureau of Labor Statistics

Compare **all your costs with the LOW COST, Service-With-A-Smile Policy of The Prize Baby**

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

DENVER (cont'd.)

Bragen, who says he planted the midget in the lap of J. P. Morgan some years back, was in Denver setting up the campaign on "Hans Christian Andersen." . . . A thug pulled a knife on Neil Ross, Delta, Colo. theatre mgr., in order to get into the theatre. He was immediately thrown into the cooler and then tried warming up the place by setting fire to the mattress.

Jack R. Peacock, Denver, and Philip J. Rice, Cheyenne, Wyo., have bought the Longmont, Longmont, Colo., from Fox-Intermountain, who are selling it as part of the divorcement decree. The house, operated week-ends only for several years, will go on first-run policy as soon as remodeling of the front, marquee and lobby are completed, with opening slated for early March. . . . Joe Vleck, city mgr. for F-I, LaJunta, Colo., says he has eliminated seat cutting by running a slide offering $25 for information leading to arrest and conviction of such culprits. . . . Al Brandon, UA salesman, is back on the job after an operation. . . . Ralph Roe, city mgr. for F-I at Nampa, Idaho, is father of his second daughter. . . . City mgr. Elmer Haines doubled as city mgr. at North Platte, Neb. while A. C. Stalcup was laid up with pneumonia.

DETROIT

Ernest T. Conlon, exec. secy. of Allied Theatres of Mich., is gathering data on theatre net profits in relation to admission taxes. . . . Jack Loeks and Clive Waxman of Grand Rapids spearheaded the Variety Club drive there for the Gene Autry benefit show on Feb. 4. . . . Jack Smukler of the Beverly Theatre, presented with a first son on Inauguration Day, promptly named him Dwight. . . . Jackson S. Hurford, veteran mgr. of the 6,000-seat Fox Theatre, resigned to take a sales post with the Mel Haugh Lincoln-Mercury organization. . . . Allen Dowzer of Mutual Theatres, who has been convalescing at home, is due back at the office soon. . . . The Center Theatre at Midland, operated by Donald Jenkins, has been closed and converted into a store.

Deland and Mary A. Crary have opened the Bon Ton at Jackson, formerly operated by L. W. Carroll. . . . Harry Owen of the Century recently had the brace removed from his neck, which was broken several months ago in a car crash. . . . Don Garey is reported closing the Arcade at Middleville. . . . Those reports are Saul Korman's over an interest in the Colonial—not official yet. . . . Bob Baker, who is managing the Oakdale in Hazel Park for Bill Schulte, was with theatres in Ky. for 13 years before coming here.

Local exhibitors secured an informal okay from the Common Council to lower the employment age from 17 to 16, giving them a new source for ushers and ticket takers. . . . Art Koskie, veteran booker with Butterfield, is resigning. Unconfirmed reports are that he plans to go into business for himself. . . . John Crane is switching the Priscilla, east side house, to a policy of two changes a week, instead of two and closing on Wednesdays. . . . Gustave W. Funk, a Detroit exhibitor since 1906, passed away. He was a principal owner of the Grande and Great Lakes theatres.

LOUISVILLE

The downtown Brown Theatre, managed by John C. Phelps, is trying out a semi-art picture policy. Heretofore such films were run at the downtown Scoop or the neighborhood Crescent, both of which have been closed. . . . Three dimensional films, employing both Natural Vision and Tri-Opticon and requiring the use of polaroid glasses for spectators, will be initiated at the Mary Anderson Theatre, managed by Cliff Buechel, on April 23, with the showing of "Wax Museum."

MILWAUKEE

15 Warner theatres will be affected here when they pass to Fabian Enterprises of N.Y.C. on Feb. 28. Involved are the downtown Warner and Alhambra; neighborhood Egyptian, Granada, Juneau, Milwaukee and National; two theatres each in Madison, Sheboygan, Racine and Appletion. . . Pershing Moyle will be the city mgr. of the Al Ringling and Juliar theatres at Baraboo, Wis., it was announced by Jake Eskin Theatre Mgmt. Co. and the Baraboo Theatres, Inc., which recently purchased the two houses from Henry A. Ringling. Moyle formerly managed the New Holstein theatre and his father, Eddy manages the Donna and Door theatres, owned by Donna Borchert, at Sturgeon Bay. . . . "Bwana Devil," three dimensional-film, was introduced to the public for the first time at the Fox-Wisconsin theatre.

A "Brotherhood" meeting was held at the Varsity Theatre, presided over by L. Elman, RKO, distributor chairman, and assisted by Al Kvool of Warner Theatres, and Harold Fitzgerald, Wisc. Amuse. Corp., co-exhibitor chairman. Hortense Brunner, Fox-Wisconsin, is publicity chairman. . . . Special free showings of M-G-M's "The Hoaxers," an anti-communist film, were given at the Badger Theatre, Merrill Wis., Lou Orlove interested all patriotic and civic organizations in four nearby cities to advise their members to see it. . . . Changes at the Columbia office include promotion of Jerry Kramer from booker to salesman at Minneapolis; Leon Hubert is now booker.



N. Y. exhibitors attend a luncheon tendered by Paramount to meet Rosemary Clooney, featured in "The Stars Are Singing," which opens at the Astor Theatre following run of Paramount's "Road to Bali." Shown (l to r): Harold Rinzler, Randforce Amuse. Co.; Russell V. Downing, managing director of Radio City Music Hall; Miss Clooney; Emanuel Frisch, Randforce, and David T. Katz, executive director of the Roxy.

Watch These Dates!

Feb. 19: New York—National Conference of Christians & Jews—Amusement Division dinner—Waldorf-Astoria.

Feb. 23-25: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 4: New York City—Adolph Zukor Golden Jubilee Dinner—Waldorf-Astoria.

March 4: Kansas City—Missouri Theatre Association Drive-In Operators meeting.

March 24-26: Milwaukee — Allied Independent Theatre Owners of Wisconsin and National Drive-In convention—Schroeder Hotel.

March 25: Hollywood — Academy of M.P. Arts and Sciences "Oscar" awards.

March 25-26: Louisville — Kentucky Association of Theatre Owners convention — Brown Hotel.

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention.

May 18 23: Mexico City—Variety Clubs, International convention.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

MINNEAPOLIS

Minnesota Amuse. Co. has filed counter suits totaling $2,790,000 in two conspiracy actions now before Judge Gunnar H. Nordbye in Federal District Court. The circuit seeks $2,250,000 from the St. Louis Park and its owners and $540,000 form the Hollywood, owned by Charles Rubenstein and Abe Kaplan in counter-claim contained in answers to the original actions filed in Nov. . . . Ralph Martin has closed the Moorhead, Moorhead, Minn. to devote all his time to farming. . . . Arvid Olson, operator of the Metro, Pine Island, Minn., dropped out of Theatre Associates combine and will do his own buying and booking. . . . MACO will bring back "Ivanhoe" to the Lyric for a popular price engagement beginning Feb. 18. . . . Dahlstrom and Weinberger remodeled and redecorated the LaBella at Oconomowoc, Wis. and redecorated three theatres at Ft. Dodge, Ia. for Central States.

MINNEAPOLIS (cont'd.)

Burglars hauled a 300-lb. safe out of the neighborhood Chateau. It contained week-end receipts from three houses operated by Frank & Woempner. . . . Work has begun on the projection booth of the 700-car Port Drive-In at Port Washington, Wis. . . . North Central Allied mailed courtesy passes to members of the Minnesota legislature. . . . George Backes, owner of the State, Harvey, N. D., will build a 300-car ozoner south of the town. . . . Dan Bloomquist is the new mgr. of the State, Madison, S. D., operated by MACO. . . . Wm. Bralick has leased the Lake, Lake Mills, Wis., and the Myra, Myra, Wis. . . . Clem Jaunich's Sterling, Austin, Minn., won a $40,000 award from the State of Minn. for unlawfully blocking off highway property. . . . A mechanical gorilla in front of the RKO Pan was used to promote showing of "Mighty Joe Young."

NEW HAVEN

Exhibitors in Conn. are watching public reaction to Perakos Theatres' new policy of scheduling two complete performances nightly, beginning at 5.P.M., now in effect at the first run Hi- Way and Beverly theatres in Brigdeport. . . . James B. McClellan was re-elected pres. of IATSE Local 439, New London. Fred W. Nowell is business agent. . . . Herman M. Levy, gen. counsel of TOA and exec. secy of MPTO of Conn., has registered as lobbyist for the MPTO of Conn. and Conn. Ass'n of Public Accountants. . . . M&D Theatres, Middletown, were among 40 local business organizations who paid for a professional parking survey of the downtown Middletown area. . . . Robert Hills, asst. mgr. at the Warner Theatre, Worcester, Mass., was upped to mgr. of the circuit's Palace, Torrington.

Wm. Daugherty, mgr. of Lockwood & Gordon's Torrington Drive-In, is now managing the circuit's Avon Cinema, Providence, R. I. . . . Leonard Sampson and Robert Spodeck inaugurated a first-run policy at the Fine Arts Theatre, Westport. . . . Strand Amusement Co., Bridgeport, which operates theatres in western Conn., has named Jean Fraunberger to ad mgr.'s post, succeeding Ruth Surowiec, resigned. . . . Bernard Goffin, formerly with New Eng. Theas. here, has been named mgr. of Sampson and Spodeck's Crown Theatre, New Haven. . . . Bernard W. Levy of Amalgamated Buying and Booking Service is back at this desk after a Miami vacation. . . . Joseph Borenstein, mgr. of the Warner Strand, New Britain, is recuperating at home following surgery.

IATSE Local 304, Waterbury, has renamed Louis Jannetty pres. and Ralph DiPierto business agt. . . . Janet Fishman, daughter of the Jacob Fishmans of the Fishman Circuit, New Haven, was married recently to Norman Gans of Ansonia. . . . Ed Lord has sold his Baltic Theatre, Baltic, to George Nelson. Lord continues to operate the Lord Theatre, Norwich, and the Lord indoor and drive-in at Plainfield. . . . A huge summer tent theatre will be erected on a six-acre tract in Hamden next spring, with Carlson Spear, former asst. managing director of the Parsond Theatre, Hartford, producing a 12-week season of musicals.

First proposed measures relating to the amusement field have been introduced by Sen. Patrick J. Ward, Hartford Democrat, in the current session of the State Legislature. They involve two bills which would permit Hartford and other municipalities to issue 25-year revenue bonds to provide off-street parking facilities, also sports stadiums or arenas. . . . A baby girl named Laura Susan has joined the family of Larry Lapidus, booker and buyer for Warner Theatres here.



Some Paramount sales executives go into a huddle during the company's week-long division and branch managers sales meeting, held recently in New York. L to R: Hugh Owen, eastern and southern div. mgr.; A. E. Fitter, asst. to Owen; George A. Smith, western div. mgr., and Howard Minsky, mid-eastern div. mgr.

NEW YORK

Joe Sugar, newly appointed branch mgr. for UA, was guest of honor at a luncheon tendered by the N. Y. Film Buyers to welcome him to the metropolitan area. . . . Leaders of every phase of American life, including industry, the arts, science, finance, communications and public life, are joining with Variety International in plans for celebration of Adolph's Zukor's Golden Jubilee Dinner at the Waldorf on March 4, according to R. J. O'Donnell, chairman of the nationwide series of tributes to "Mr. Motion Pictures," and Harry Brandt, chairman of the N. Y. dinner committee. . . . Walter Reade, Jr. left for a short business and pleasure trip, accompanied by Mrs. Reade. He will attend to film business in Rome and spend some time skiing in Europe.

Paramount is dominating the Times Square screens with four of its top features running simultaneously. "Thunder in the East" is at the Holiday; "The Stooge" at the Paramount; "Road to Bali" continues at the Astor, and "Come Back, Little Sheba" is in its seventh week at the Victoria. . . . Judith Rose Balaban, daughter of Mr. and Mrs. Barney Balaban, became engaged to J. Ira Kanter of Beverly Hills, with an April wedding planned. . . . Major company and group chairmen for the 1953 campaign of the Boy Scout Councils of Greater N. Y. met in the COMPO offices to plan drive operations. Meeting was addressed by Spyros S. Skouras, amusement div. chairman; Charles Boasberg, chairman for distribs and producers; Leon J. Bamberger, assoc. chairman, and Frank Parachine of the Boy Scouts.

Emil Friedlander of Dazians has been honored for his philanthropic service to needy tuberculars of all faiths by being re-elected a trustee of the National Jewish Hospital at Denver. . . . Robert Ellsworth, M-G-M salesman, passed away. . . . A 21-year lease on the 1,400-seat Rugby Theatre in Brooklyn has been consummated by realtors Berk & Krumgold for interests headed by Robert Seltzer, who recently also leased the Little Neck Theatre in Little Neck, L. I.



Piper Laurie, while in N. Y. to help promote U's "The Mississippi Gambler," which opened at Loew's State, celebrates her 21st birthday at Club 21. Participating (l to r) are: F. J. McCarthy, Universal sales mgr.; James J. Jordon, circuit sales mgr.; Ray Moon, asst. gen. sales mgr.; Charles J. Feldman, gen. sales mgr.; M. A. Lightman, Sr., Malco Theatres head; Ernest Emerling, ad-pub dir. of Loew's Theatres, David A. Levy, Universal dist. mgr., and Harry Fellerman, sales head of U-I Special Films division.

OKLAHOMA CITY

The Cooper Foundation theatres, through Okla. City mgr. Ed Thorne, donated $1,000 to the local March of Dimes drive, headed by E. O. Derrick. The Cooper headquarters in Lincoln, Nebr. has donated a total of $5,000 to the National Foundation. According to Thorne, size of this gift was prompted by the fact that Iva Hoig, mgr. of one of the Lincoln theatres, was a polio victim last summer. . . . A special midnight show featur-

FILMS TELEVISED JAN. 24 to FEB. 6

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Adventures of Jane	Michael Hagarth	
Bar Z Bad Men	Johnny Mack Brown	Rep. 4-22-37
Before Morning	Leo Carillo	
Beyond the Last Frontier	Smiley Burnette	Rep. 11-12-43
The Big Fight		
Border Phantom	Bob Steele	Rep. 6-7-37
Bowery Champs	East Side Kids	Monog. 11-8-44
Curtain Falls		Chesterfield Pic. 10-2-34
Dangerous Millions	Kent Taylor	Fox 12-3-46
Desirable Lady	Jan Wiley	
Doomed at Sundown	Bob Steele	Rep. 3-1-37
The Drifter	Noah Beery	Willis Kent Prod. 1-10-32
Follow The Leader	East Side Kids	Monog. 6-8-44
The Ghost & The Guest	James Dunn	PRC 5-13-43
Hearts Desire		GB 7-15-37
Hurricane Smith	Ray Middleton	Rep. 7-15-39
Heroes of The Alamo		Col. 8-5-37
Invisible Ghost	Bela Lugosi	Monog. 4-17-41
Jewels of Brandenburg	Richard Travis	Fox 4-15-47
Joe Palooka Champ	Joe Kirkwood	Monog. 4-15-46
Kid Dynamite	East Side Kids	Monog. 1-20-43
Last Chance	Frank Leighton	
Lawless Land	Johnny Mack Brown	Rep. 4-20-37
Living Dangerously	Otto Kruger	GB 12-5-36
Manhattan Tower	Irene Rich	Remington Pic. 11-2-32
Meet Dr Christian	Jean Hersholt	RKO 10-19-39
Midnight Lady	Edmund Lowe	Chesterfield Pic. 5-15-32
Missing Heiress	Valentine Dyall	
Northwest Outpost	Nelson Eddy	
Ourselves Alone	John Loder	
Perilous Waters	Audrey Long	Monog. 2-14-48
Probation	Sally Blaine	Chesterfield Pic. 3-13-32
The Quitter		Chesterfield Pic. 3-14-34
Reckless Decision		
Return of Raffles	George Barraud	
Sinners Holiday	George Raft	Warner Bros. 10-12-30
Society Fever		Chesterfield Pic. 10-30-35
Spooks Run Wild	Eastside Kids	Mon. 10-9-41
Susie Steps Out	David Bruce	UA 11-27-46
Tango	Chick Chandler	Inv. 2-14-36
Temptation of Mrs Tuttle	Blair Davie	
Train to Tombstone	Don Barry	Lippert 8-10-50
20 Questions Murder	Robert Beatty	
Voodoo Man	Bela Lugosi	Monog. 2-15-44
Western Pacific Agent	Kent Taylor	Lippert Pic. 4-10-50

OKLAHOMA CITY (cont'd.)

ing "Horrors of the Orient" will be held at the Criterion Feb. 23, with admission at 80¢. The Criterion will be closed to the public Feb. 16 for a Servel appliance dealers showing. . . . Charles A. Novy, owner of the Penn Theatre, announced the latest addition to his family in lights on the marquee reading "It's A Boy." . . . Gerald G. Barton, son of R. Lewis Barton, owner of Barton Theatres, was married to Martha Jo Clough of Norman, Okla.

The Midwest Theatre lobby was selected by Mrs. Johnston Murray, wife of the Governor, to entertain wives of Okla. newsmen with coffee before showing of "Meet Me At the Fair" during Okla. Press Assn. convention. . . . The Okla. City Advertiser ran a two-part feature which dealt with the history of local movie houses, starting with possession of the present site of the Majestic by Morris Lowenstein's father and including history and ownership of present Warner theatres, Cooper Foundation, Caporal, Barton and Griffith, now Video.

OMAHA

Adolph Rozanek, mgr. of the Time Theatre in Crete and the State in David City, has been named a defendant in four distributor suits for allegedly making false and incorrect reports of his gross receipts. Loew's, RKO, Universal and Warner's claim losses in excess of $3,000 each. Loew's and Warner's also charge that Rozanek infringed on copyright laws by showing films owned by them on days he was not authorized to show them. . . .

Mr. and Mrs. Steve Kasai, owners of the Island Theatre, Grand Island, announce the appointment of Donna Stahlnecker as mgr. of the theatre, where she has been serving as usher, ticket taker, cashier and then office mgr. since 1948. . . . Safecrackers grabbed $50 after breaking into the Admiral Theatre, local nabe house.

Bill Miskell, dist. mgr. of Tristates, eagerly seeking to book a vaude show for his 3,000-seat Orpheum. . . . Woodrow Simek opened his 300-seat Circle A Theatre in Ashland, Neb. Dedicatory program included free roses, cigs and popcorn. . . . Elmer Haines of Fox Theatre, Sidney, reports standing room biz for three of four nights "Greatest Show" played his house last month. . . . O. Goodman, Villisca, Ia. theatre op., has been appointed Justice of Peace there. . . . Former Lincoln theatreman Barney Oldfield, later a Warner publicist, is now a colonel, stationed with the Office of Public Information, Allied Air Forces, Central Europe. . . . Don Shane is new mgr. of the Orpheum, succeeding Stanley Blackburn, who has joined Mutual Benefit Health & Accident Assn.

PHILADELPHIA

A rash of sex films are breaking out all over town since the recent let-down in censorship rules. "Street Corner" is at the Dante and the Admiral; "Mom and Dad" scheduled for the Earle; "Cross of Eve" due for showing at five other theatres around town. . . . More than 500 executives and employees of the industry met at the Erlanger recently to plan their participation in Brotherhood Week, the silver anniversary of the National Conference of Christians and Jews, Feb. 15-22.

"Hills of Ireland," the film made by Wynnewood's Harry Dugan with a commentary by Pat O'Brien and songs by Christopher Lynch, has been booked for the Studio to follow "The Devil in the Flesh." . . . Members of the trade were shocked at the sudden death in an auto accident of Isadore Wiernick, mgr. of the Strand for the past 25 years. . . . Herbert Lubin, former resident of this city and a pioneer in the industry, who died in Hollywood, is mourned by his many friends here.

PITTSBURGH

Over 100 exhibitors attended the luncheon meeting of Allied MPTO of W. Pa. Resolutions were unanimously passed to support the action of National Allied board in their rejection of the arbitration proposals and to commend their action in protesting the recent sale by Republic of additional pictures to TV. M. A. Silver talked on the 10% local amusement tax and Sherman Fife from RCA in Camden, N. J. reported on the 3-dimension process. . . . Jacques L. Kahn, ad-pub director for Warner Bros. in the Tri-State area, has resigned. He will join Dubin-Feldman, advertising agency, as v. p. . . . After a two-year wait, the French picture, "Devil in the Flesh" has finally passed Penna. censors.

Chairman of Variety Club's committee for "Shows for Shut-Ins" is John McGreevey. . . . Robert L. Kimleman has been named chairman of motion picture group for the 1953 Allegheny Co. Red Cross drive. . . . Al Levy, 20th-Fox branch mgr., is distributor chairman for National Brotherhood Week, Feb. 15-22. Exhibitor chairmen are Bert Stern, pres., Cooperative Theatre Service, and Maurice A. Silver, Warner zone mgr. . . . The M-G-M Pep Club has elected new officers. Margaret McGeever is pres. and Norbie Zosinski, v.p.

PORTLAND-SEATTLE

The Chief, Manson, Wash., has been sold by Mr. and Mrs. Russell Miller to Jas. Barnes of Chelan, Wash. . . . Kenmore Outdoor



Members of Republic's midwestern sales district met in Chicago recently for a two-day sales session. Shown here (l to r) are: branch managers Robert F. Withers, Kansas City; Jack Frackman, Milwaukee; Harry Lefholtz, Omaha; J. E. Loeffler, Minneapolis; James R. Grainger, exec. v.p. and sales head; Ken Welden, recently appointed Des Moines branch mgr.; Paul Webster, recently appointed mid-western sales mgr.; Abe Fischer, Chicago, and Nat E. Steinberg, St. Louis.

PORTLAND (cont'd)

Theatre on Bothell Highway, near Seattle, under construction by company headed by W. R. Forman. . . . Lorris Gillespie closed his Avalon, Okanogan, Wash., and Prada, Oroville, Wash., account high taxes and too long operating in the red. . . . Conrad Shelhamer has been gen. mgr. or Simmons Amuse. Co., which operates a long string of theatres in North Idaho-Western Montana. . . . Portland censor board due to disband account found only 12 objectionable scenes out of 1853 pictures viewed past two years. . . . Arthur Turner, mgr. of Park and Kuhn downtown theatres, Lebanon, Ore., announces company will build new drive-in north of city. Screen tower 60x160.

Wm. H. Thedford, exec. v.p. of Evergreen Theatres advises that Polarama screens will shortly be installed in many of the company's movie houses in both Wash. and Ore., at a cost upwards of $100,000. Initial offering, early in March, will be "Bwana Devil." In Seattle, the new system will go into the Paramount, 5th Avenue and Coliseum, and in Spokane, Wash., the Fox. . . . Seeking dissolution of their alleged partnership in the Lewiston Orchards Auto Theatre, Lewiston, Idaho, Wilson and Dorothy Whitcher have filed suit against Edward and Mary Metzgar. . . . Only the recent 15 days of rain and storm are holding up erection of another ozoner by J. J. Parker Theatres. It will be located on Hyway 101 near Seaside, Ore.

PROVIDENCE

Mario Votolato, mgr. of the Johnston Theatre, had a narrow escape recently when smoke and flames ravaged the building. He entered his theatre, which was not in operation at the time, to take out films and rescue two kittens. . . . Louis A. R. Pieri, gen. chairman for the R. I. "March of Dimes" campaign, announced that all records had been shattered for donations. Edward H. Fay and Meyer Stanzler, who acted as co-chairmen, organized a far-reaching organization to promote this charity. . . . The Community Theatre is in the midst of presenting a promotion featuring "Star-Flower" ovenware. . . . Dave Levin, RKO Albee mgr., heralded "Androcles and the Lion" with greatly increased newspaper advertising and widespread circulation of heralds, flyers and window cards.

ST. LOUIS

LeRoy Baston and John Kirby announced plans for construction of a 400-car drive-in, to be located on U. S. 40, west of Casey, Ill. They have already let contract for complete RCA sound and projection equipment. . . . Turner-Farrar Theatres recently purchased 100 acres of land west of Vienna, Ill. for construction of a 400-car ozoner, on which work is to start soon. . . . The 730-seat Uptown at Mt. Carmel, Ill. is undergoing a complete interior face-lifting, with no interference in operation of the theatre. . . . William Powell, midwestern dist. mgr. for Smith Mgmt. Co. theatres, spoke on "Movies, A Vital Community Asset" at a dinner meeting of the Alton, Ill. Kiwanis Club recently.

Theatre owners of St. Louis and St. L. County and film exchange mgrs. attended a meeting of the Amusement Employees' Welfare Fund committee to become acquainted with the aims and purposes of the organization. . . . Lawrence Langner of the N. Y. Theatre Guild was in town negotiating with TV interests for the televising of Broadway shows. . . . St. L. Amuse. Co. contemplates an early reopening of its 955-seat Maffit Theatre, dark since May 1952.

Bob Cohun, 20th-Fox salesman, formerly in the Des Moines and Omaha territories, is now traveling eastern Missouri for the company. . . . Result of the stage appearances of Spike Jones and his revue, to be followed by Jack Carson and his own show, will determine the future policy as to stage shows at F&M's Ambassador Theatre. . . . Lester Kropp, chairman of the MPTO Grievance Committee, presided at its first 1953 meeting recently. Tom Edwards, Frank Plumlee and Bill Williams constitute a special committee to co-operate with Kansas-Missouri Theatre Assn., headed by C. E. (Doc) Cook, in plans for a regional gathering of theatre owners to be held in Jefferson City, Mo.

Edward B. Arthur, as chief barker of St. L. Variety Club, announced that quarters have been obtained in the Sheraton Hotel for headquarters. The club has taken on as its new chief Heart Fund activity the sponsorship of day nurseries here, including plans for erection of a new Day Nursery to cost upwards of $50,000. On Variety's calendar of events are plans for staging a gigantic Harvest Moon Ball next fall in cooperation with local merchants and businessmen. . . . "Bwana Devil," the three-dimensional film, opens an engagement at F&M's Missouri Theatre on Feb. 12. The circuit recently closed its 990-seat West End Theatre.

The 901-seat Palm Theatre has been closed by building owner Harry Londoff, who had been operating the house since Sept. 1952. He plans to convert the structure into a recreational center. . . . Indefinitely closed is the 200-seat theatre in Omaha, Ill. . . . J. R. Thompson closed the 350-seat Community Theatre at Raymond, Ill. . . . Cleon Crum, new lessee of the Court Theatre, Vienna, Mo., previously served as projectionist at that theatre for Mr. and Mrs. Elmer Chambers, owners. . . . The Calvary Baptist Church has made arrangements to use the 750-seat Pauline Theatre, St. L. for its Sunday worship service.

Scenic Theatre at Assumption, Ill., operated by W. Robert Johnson, is participating in the new series of free prize awards by the Assumption Booster Club, an organization of local business houses, to be given out each week for 13 weeks.



Governor and Mrs. Kohler of Wisconsin, on a recent visit to the Warner Bros. studio, inspect the set of "Calamity Jane," Technicolor musical in the making. L to R: Jack Warner, Jr.; Doris Day; Phil Brotning, executive secretary to the Governor; Mrs. Kohler, Philip Carey; Gov. Kohler and Howard Keel.

SALT LAKE CITY

A big promotion, tied in with Pond's Angel Face products and with the Salt Lake Tribune, heralded the world premiere of "Angel Face" at the Center Theatre. . . . Attendance at the Lyric has been very good for the Utah premiere of Tri-Opticon. . . . Mr. & Mrs. Leon J. Frickberg and Mr. & Mrs. Russell Everell, owners of Park Vu Drive-In, have filed suit for $48,796 damages against Salt Lake City, growing out of last spring's flood. . . . Tom Bailey, Lippert franchise holder, reduced his staff here, leaving only Louise Imai in charge.

To stop movie suits which originate outside of Utah, Bill SB 72, sponsored by Wooley-Muir, has been introduced into the Utah Senate, calling for written consent of heirs for use of a name or picture of a deceased person for advertising purposes, applicable only to those who had been domiciled in this state. . . . Two new booking clerks at M-G-M are Betty Smith and Phyliss Bennion. Charles Greenland is back as booker after two years in the Army.

SAN FRANCISCO

W. W. Bell, mgr. of the 750-car Palo Alto Drive-In, has had a "reward" notice printed in the weekly calendar of events presented to patrons as they enter the field, offering $50 for information leading to arrest and conviction of anyone taking a speaker from the drive-in. Only information required is the license number of the offender. . . . Art Bowen, owner of the 430-seat Carson City, Nev., has purchased new Heywood-Wakefield chairs for the entire house from B. F. Shearer Co., to complete remodeling and rehabilitation of the theatre. . . . San Francisco Theatres promoted Douglas Reed from asst. mgr. of the Alexandria Theatre to mgr. of the Balboa. Al Ross has taken over the post of asst. at the Alexandria.

N. P. Jacobs, pres. of Favorite Films, announced he is now distributing "Fame and the Devil," "Hell Is Sold Out" and "The Spider and the Fly." Delphine Vigil left Universal to join the booking dept. of Blumenfeld Theatres. Patricia Hightower is a newand Walter Feeney was upped from the comer in the booking dept. of Universal, shipping dept. to asst. booker.

SPG Roundtable Throws Spotlight On 3-Dimension

HOLLYWOOD.—Three-dimension motion pictures took the spotlight at the first Screen Producers Guild Ropndtable luncheon meeting with the Hollywood press last week. The gathering, the first of a series to be sponsored by the Screen Producers Guild for round-table discussions of mutual industry problems with both the producers and the press participating, the session gave promise of creating a new understanding between these two forces.

It was decided at the meeting that the current 3-dimension feature film spree will not cue the demise of the flat picture, but will serve as a strong box office stimulus. Sol Lesser, who is very active at this time in 3-D, stated that he believes that 3-dimension will reach television before color.

Producers all agreed that despite 3-D, the fact still remains that the director, the story, the stars and the producer's efforts are what make a picture good.

Chairman Samuel Engel of 20th Century-Fox brought up the subject of whether a producer receives sufficient acknowledgement for his work on a film. After a discussion on the subject, it was agreed that the press does acknowledge the producer's efforts and is well aware of what duties a producer fulfills in the construction of an entertaining motion picture.

It was also suggested that as they have done in recent years, the producers make an effort to encourage discussions and visits along with interviews with the press.

Producers attending the meeting, held at the Brown Derby, were Samuel Engel, Sol Lesser, Julian Blaustein, 20th Fox; Albert J. Cohen, Universal-International; Louis F. Edelman, Warner Bros.; Mel Epstein, Paramount; Lewis J. Rackmil, Columbia; Frank Rosenberg, 20th Fox, and William H. Wright, M-G-M.

M-G-M Studios To Stay Open: Schary

Hollywood.—Following the departure for the east of Nicholas M. Schenck, president of Loew's, Inc., Dore Schary, studio head, announced this week that there would be no shutdown at the M-G-M studios at Culver City. While definite economies will be effected as a result of the meetings of Schenck, Schary, E. J. Mannix, Ben Thau, L. K. Sidney, J. J. Cohn and other studio executives, "a steady production schedule will be maintained," the M-G-M statement declared.

"In the interest of economies necessary to meet requirements of the current market," Schary stated, "there may be some cutback from the original number of pictures planned, but that will be decided as the season progresses. Any such eliminations will be determined by the relative picture values to meet existing conditions. . . . "Thirteen important productions definitely will start within the next three months. . . ."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

"The Galileans," a novel by Frank G. Slaughter just published by Doubleday & Co., has been purchased by Columbia Pictures as a starring vehicle for Rita Hayworth and will be made in Technicolor. The new production deals with the life of Mary Magdalene. It will follow "Miss Sadie Thompson" on Rita Hayworth's Beckworth Productions schedule. The musical, "The Gay Girls," which has been in preparation, will be postponed. . . . Two Romulus productions, "Twilight Women" and "You Can't Touch Me" have been acquired by Robert L. Lippert for U.S. release. Romulus is the company identified with "The African Queen" and "Moulin Rouge." "Twilight Women" is centered around a sinister haven for unwed mothers, while "You Can't Touch Me" details the lurid career of a ruthless youth, who is the leader of a gang that terrorizes an entire big city neighborhood.

* * *

In a switch in his current production plans, Lindsley Parsons announced that he will produce "Star Witness" for Allied Artists with George Brent starred, and has placed it ahead of "Tabloid," previously announced as Brent's next vehicle for the studio. The film has been given a May 15 starting date. George Bricker is writing the original screen play for the feature, which deals wth an amateur criminologist. . . . Roy Rowland has optioned "My Ideal," the life story of composer Richard Writing, as a possible independent film which he will produce and direct. Rowland's plans are to star David Wayne with the late composer's daughter, Margaret Whiting, in a stellar role. The singer would play her own mother as a young girl.

* * *

Lex Barker will produce a two reel short, "Ski Tots" this month. . . . The first M-G-M picture to be filmed in the new Anseo three-dimensional color will be "Arena," produced by Arthur Loew, Jr., from his original story, and directed by Richard Fleischer. This is a development of the studio's color research program. "Arena," a romantic drama of the rodeo circuits, is scheduled for a February start. . . . M. L. Gunzburg announced the formation of Natural Vision Theatre Equipment Corp., organized to service theatres on installations of equipment needs to exhibit films produced in the Natural Vision 3-D process. Jim Brigham, former projectionist at Motion Picture Center Studios, is now in the field making installations. Stephen Bass heads up the west coast operation under the supervision of Gunzburg.

* * *

Alex Gottlieb's production for Warner Brothers release, "Five Bullets," will be lensed in Technicolor. The picture will go into production April 1 with Richard Alan Simmons set to develop a screen play from Gottlieb's original story. . . . Keefe Brasselle is trying to get Warner Bros. to star him in "The Patent Leather Kid.". . . Charles Palmer has been signed by Jesse L. Lasky Productions to write the screen play for "The Big Brass Band," which Lasky will produce in Technicolor early this summer. Last year, Palmer collaborated with Dore Schary on the book, "The Case History of A Movie." Palmer scripts now either in production or pre-production stages are "The Lady and The Tramp" at Disney Productions and "The High Iron" at M-G-M.

* * *

Mary Murphy will play the feminine lead

(*Continued on next page*)

INDEPENDENT'S Poll Plaques To Pal, Huston





Personalities considered tops in production according to THE INDEPENDENT'S Exhibitorating Poll were presented with special plaques on the Coast by Richard Bernstein, Hollywood editor of THE INDEPENDENT. At left, George Pal (left), producer of Paramount's "Houdini," accepts the Special Editor's Award, given for his successful use of special effects in the making of motion pictures. At right, Bernstein awards the plaque merited by the Poll's Number One Director to John Huston, whose latest effort is United Artists' "Moulin Rouge." Colette Marchand, co-star of the film, looks on.

Mammoth Exploitation Picture Seen In "Robe" By Producer Frank Ross

By Richard Bernstein

"'The Robe can move back to the box-office that vast motion picture audience that normally doesn't go to the theatre. They will learn that they can be entertained by movies," explained producer Frank Ross in his 20th Century-Fox office. Ross cited the fact that readings from the book have been given in over 1,000 churches before people not addicted to cinema attendance.

Ross, who has produced such hit films as "Of Mice and Men," "The Devil and Miss Jones," "The More the Merrier," "The Flame and the Arrow," "The Lady Says No," and whose "The House I Live In" won a special Academy Award for short subjects, says of "The Robe, "the feeling that this book has created is tremendous. I get letters from people, who love this book. I'd better make a good picture or get killed."

First Discussed "Robe"

Ross first heard of "The Robe" one Sunday late in August in 1942, when he was giving a neighborly assist to Richard Halliday while the literary agent mowed his lawn. As they mowed, they talked stories.

The producer puts it this way: "when he told me what Lloyd Douglas' book was about, Halliday explained it in the most provocative single sentence I have ever heard about any book. He said, 'It's about the man who crucified Christ.'

"I got to read the manuscript of the book, which at that time was half completed. I paid $100,000 for the screen rights to it and from then on I was in frequent consultation with Mr. Douglas while he wrote the rest of the book."

"Every 20 Years"

The producer said: "A picture like this comes to motion pictures every 20 years, to me once in a lifetime. If I don't have a showmanship or exploitation picture here I'll never have one."

"The Robe," which will be brought in on a $4,000,000 budget, carries a 10 week shooting schedule, which is a lengthly one going by current Hollywood standards. Henry Koster is director while Phillip Dunne wrote the shooting script. The film will be ready for 20th Fox release September 1953.

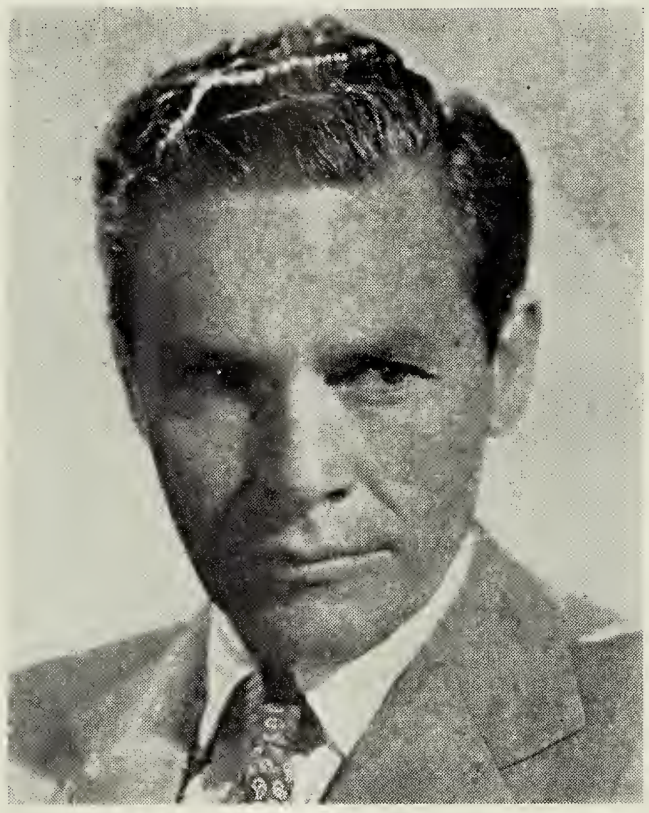
Ross explained that the film will be shot in Technicolor and made almost like a documentary. " I would like to give the audience the feeling of being there instead of just seeing a motion picture," the producer said.

Realism Stressed

He cited the fact that he will stress realism to achieve this effect. This will be done photographically with people wearing tatters when their parts calls for tatters; people are going to talk as they talk today with very little stylizing. This, Ross feels, will insure realism.

The producer is also going to use folk songs. He believes that folk singers with their songs in this period helped tales come through time until they were finally written down for posterity.

"The Robe" has been translated into 18 foreign languages and its English edition sales are phenomenal year in and year out.



FRANK ROSS

The story of Ross' steadfast determination to get this picture on the screen is an amazing tale of one man's sincere fortitude to reach his goal despite setbacks.

After a heartbreaking series of delays took place at RKO, where the film was to be made, Ross had a deal vitually concluded with M-G-M, but this too never came through. Just when RKO renewed interest in the project, Howard Hughes purchased the studio and turned thumbs down on "The Robe."

Zanuck Bought Property

In May 1952, Ross' persistence bore fruit when Darryl F. Zanuck bought RKO's interest. Now, "The Robe" is being filmed one decade after Lloyd Douglas finished the manuscript.

" 'The Robe' holds so much historical and inspirational interest, plus its main theme of romance, intrigue and adventure in the turbulent times of Christ and Caligula, that the film will hold interest for every moviegoer's personal dramatic preference," Ross stated.

He also pointed out that pictures about faith have been top box office successes. To name a few, "The Keys of The Kingdom," "Samson and Delilah," "David and Bathsheba," "The Song of Bernadette."

After "The Robe," Ross has another project, which Philip Dunne will script. It is "The Story of Demetrius," and will be filmed in Technicolor.

Title Changes

Warner Bros.: "**So This Is Love**" is the new title for "The Grace Moore Story." (Stars Kathryn Grayson; Henry Blanke produces).

HOLLYWOOD

(*Continued from preceding page*)

opposite Marlon Brando in Stanley Kramer's production of "The Cyclists' Raid" at Columbia. The young actress was borrowed from Paramount for the role. Film will be directed by Laslo Benedek. . . . Republic picked up its option for further services of Director R. G. "Bud" Springsteen. The director recently completed work on "A Perilous Journey," which stars Vera Ralston, David Brian and Scott Brady for associate producer William J. O'Sullivan. "Lochinvar," Sir Walter Scott's immortal Scottish border hero, will be brought to the screen by Columbia in a Technicolor production. The feature will be produced by Lewis J. Rackmil.

* * *

M-G-M will film "Lamia," based on an original story by Helen Deutsch, with the writer also doing the script. John Houseman will produce. The action adventure picture, which involves a romance between a woman scientist and a ship captain, will include scenes made on location in the South Atlantic. Houseman recently completed shooting "Julius Caesar," which is now in its final editing and scoring stages, and he is readying "Miss Baker's Dozen" for future filming. Houseman also has "Victoria Regina" on his production slate.

* * *

Marilyn Monroe will star in "Princess of the Nile" at 20th Century-Fox. Leonard Goldstein will produce. . . . Roy Rogers is planning a 20-city one night stand tour to begin in April. Starring Rogers, Dale Evans and Trigger, Rogers' horse, and featuring Pat Brady and Bullet, the show will make up in Chicago and head out from there. The show will include five vaudeville acts, music by the Whippoorwills and an orchestra under the direction of Jack Hayes. . . . William Castle will direct "Fort Ticonderoga" at Columbia for Producer Sam Katzman. The George Montgomery starrer will roll Feb. 16. . . . Guy Mitchell, one of the country's most popular male vocalists, has been signed to a one film deal by Paramount with options for a seven year contract. His first film will be "Those Sisters From Seattle," which rolls in March with Rhonda Fleming and John Payne co-starring for Producers Pine and Thomas. . . . Paramount will start the first 3-dimension musical. The studio announced that "Red Garters" will be a 3-dimension effort in its process, Paravision, Pat Duggan will produce the film, which will star Rosemary Clooney, Anna Maria Alberghetti and Joanne Gilbert.

* * *

Thomas Costain, author of "The Silver Chalice," the nation's No. 1 best-selling novel, announced that he has concluded an agreement with Victor Saville to produce the motion picture version of his book. The novel has already sold in excess of 1,600,000 copies in the first six months of publication. Exterior sequences of "The Silver Chalice" will be photographed in the natural locales which were used in the book, Jerusalem, Antioch and Rome. The picture is slated for a 1954 start with the actual date to be sometime in the spring of that year. Producer Armand Deutsch and screen writer Everett Freeman left for Colombia, South America, to gather background material first hand for M-G-M's "Green Fire."

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	4416	A Blissful Blunder	2	May 8	16½
"	4426	The Gink At The Sink	2	June 12	16½
Stooges	4407	Corny Casanovas	2	May 1	16½
"	4408	He Cooked His Goose	2	July 3	16
Color Favorites (Tech.) (Re lssues)	4609	Let's Go	1	May 18	8
"	4610	Crop Chasers	1	June 12	8
"	4611	The Mountain Ears	1	July 10	7½
"	4612	Frog Pond	1	Aug. 14	8
Comedy Favorites (Re-lssues)	4436	Groom & Bored	2	June 26	16
World of Sports	4807	Wanna Bet (Tent. Title)	1	Apr. 24	10
"	4808	High Steppin' Trotters	1	June 12	10
"	4809	Mr. Dog Show	1	July 24	10
Screen Snapshots	4858	Hollywood Night Life	1	May 15	8½
"	4859	Hollywood On The Ball	1	June 19	9½
"	4860	Memorial to Al Jolson	1	July 24	9
Mr. Mago (Tech.)	4704	The Dog Snatcher	1	May 29	7
"	4705	Pink & Blue Blues	1	Aug. 28	7
One Reel Special	4555	Candid Microphone—No. 5	1	Apr. 3	8½
"	4556	Candid Microphone—No. 6	1	Aug. 7	9½
Jolly Frolics	4505	Willie The Kid	1	June 26	7
Cavalcade of B'way	4654	The Embers	1	Sept. 20	9
Serial	4160	Blackhawk ....15 Chapters		July 24	—
		1952-53			
All Star	5411	Hooked & Rooked	2	Sept. 11	16½
"	5412	Caught On The Bounce	2	Oct. 9	15½
"	5413	Stop, Look, And Listen	2	Dec. 11	15½
Stooges	5401	Gents In A Jam	2	Sept. 4	16½
"	5402	Three Dark Horses	2	Oct. 16	16
"	5403	Cuckoo On A Choo Choo	2	Dec. 4	15½
"	5404	Up In Daisy's Penthouse	2	Feb. 5	16½
Color Favorites (Tech.) (Re-lssues)	5601	The Fox And The Grapes	1	Sept. 4	7½
"	5602	Wacky Wigwams	1	Oct. 2	8
"	5603	Tall Bridge Troubles	1	Nov. 6	7
"	5604	The Cuckoo 1. Q.	1	Nov. 27	7
"	5605	Cinderella Goes To A Party	1	Dec. 1	7
"	5606	Plenty Below Zero	1	Jan. 8	7½
"	5607	Tito's Guitar	1	Feb. 5	7
"	5608	Professor Small And Mr. Tall	1	Feb. 26	7½
Comedy Favorites (Re-lssues)	5431	Ain't Love Cuckoo,	2	Sept. 18	19
"	5432	Pardon My Berth Mark	2	Oct. 23	18
"	5433	His Wedding Scare	2	Dec. 18	16½
"	5434	One Too Many	2	Jan. 15	20
Assorted-2-Reel Favorites	5421	Who's Hugh	2	Oct. 16	16
"	5422	Dance Dance Dance	2	Nov. 13	18½
"	5423	Kiss And Wake Up	2	Jan. 3	18
"	5424	Gum Shoes	2	Feb. 19	21
World of Sports	5801	Hunter's Holiday	1	Sept. 25	9
"	5802	Ice-Capades	1	Oct. 30	9½
"	5803	Rassler Mat Adors	1	Nov. 20	10
"	5804	Water Rodeo	1	Dec. 25	9½
"	5805	Trick Shot Artists	1	Feb. 26	
Screen Snapshots	5851	Hollywood Fun Festival	1	Sept. 11	10
"	5852	Hollywood Night At "21" Club	1	Oct. 16	9
"	5853	Fun In The Sun	1	Nov. 13	10
"	5854	Young Hollywood	1	Dec. 18	10½
"	5855	Spike Jones In Hollywood	1	Jan. 24	10
Mr. Mago (Tech.)	5701	Hotsy Footsy	1	Oct. 23	6½
"	5702	Captains Outrageous	1	Dec. 25	—
Jolly Frolics	5501	Pete Hothead	1	Sept. 25	7
"	5502	Madeline	1	Nov. 27	7
"	5652	Jungle Monarchs	1	Jan. 29	9
Animal Cavalcade	5651	Chimp-Antics	1	Oct. 30	10½
Thrills of Music	5951	Jerry Wald & Orchestra	1	Oct. 2	10½
"	5952	Ray McKinley & Orchestra	1	Nov. 20	9½
"	5953	Ray Anthony & Orchestra	1	Dec. 25	10½
"	5954	Buddy Morrow & Orch.	1	Feb. 12	9½

METRO-GOLDWYN-MAYER

Cartoons (Tech.)	W-343	One Cab's Family	1	May 17	8
" "	W-344	Little Runaway	1	June 14	7
" "	W-345	Rock-A-Bye Bear	1	July 12	7
"	W-346	Fit To Be Tied	1	July 26	7
Pete Smith Spec.	S-357	Mealtime Magic (Tech.)	1	May 3	9
" "	S-358	Gymnastic Rhythm (Tech.)	1	May 24	8
" "	S-359	It Could Happen to You	1	June 28	10
" "	S-360	Pedestrian Safety	1	July 12	10
Gold Medal Reprint Cartoons	W-365	Fraidy Cat	1	May 10	8
"	W-366	Dog Trouble	1	June 21	8
Fitzpatrick Traveltalks	T-317	Seeing Ceylon	1	May 17	9
" "	T-318	Ancient India	1	June 7	9
		1952-53			
Cartoon (Tech.)	W431	Push-Button Kitty	1	Sept. 6	7
" "	W432	Caballero Droopy	1	Sept. 27	6
" "	W433	Cruise Cat	1	Oct. 18	7
" "	W-434	Little Wise Quacker	1	Nov. 8	7
" "	W-435	The Dog House	1	Nov. 29	6
" "	W-436	Busybody Bear	1	Dec. 20	6
" "	W-437	The Missing Mouse	1	Jan. 10	6
" "	W-438	Barney's Hungry Cousin	1	Jan. 31	7
" "	W-439	Jerry and Jumbo	1	Feb. 21	7
Pete Smith Spec.	S451	Football Thrills No. 15	1	Sept. 6	9
"	S-452	Sweet Memories	1	Oct. 4	9
"	S-454	I Love Children, But	1	Dec. 27	8
Gold Medal Reprint Cartoons (Tech.)	W461	Wild and Woolfy	1	Oct. 4	8
"	W-462	Mouse In Manhattan	1	Dec. 6	8
"	W-463	Tee For Two	1	Feb. 14	7
Fitzpatrick Travel Talks	T-411	Pretoria To Durban	1	Sept. 20	9
"	T-412	In the Land of Diamonds	1	Oct. 25	9
"	T-413	Calling on Capetown	1	Nov. 22	9
"	T-414	Land of the Ugly Duckling	1	Jan. 3	9

PARAMOUNT

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Noveltoon (Tech.)	P11-7	The Awful Truth	1	May 2	7
"	P11-8	Law & Audrey	1	May 23	7
"	P11-9	City Kitty	1	July 18	7
"	P11-10	Clown on the Farm	1	Aug. 22	7
Sportlight	R11-9	The Front on Games	1	May 2	10
"	R11-10	A Sporting Oasis	1	June 1	10
"	R11-11	The Sails of Acapulco	1	July 4	9
"	R11-12	Athletes of the Saddle	1	Aug. 1	9
Popeye (Tech.)	E11-5	Swimmer Take All	1	May 16	7
"	E11-6	Friend or Phony	1	June 20	7
"	E11-7	Tots of Fun	1	Aug. 15	7
"	E11-8	Popalong Popeye	1	Aug. 29	7
Topper	M11-5	The Littlest Expert on Cowboys	1	June 6	10
"	M11-6	Pardon Us Penguins	1	July 25	10
Kartune (Tech.)	X11-4	Fun at the Fair	1	May 9	7
"	X11-5	Dizzy Dinosaurs	1	July 4	7
"	X11-6	Gag and Baggage	1	Aug. 8	7
Casper (Tech.)	B11-3	Spunky Skunky	1	May 30	7
"	B11-5	Cage Fright	1	Aug. 8	7
"	B11-6	Pig-A-Boo	1	Sept. 12	7
		1952-53			
Musical Parade (Tech.)	FF12-7	Little Witch	2	Apr. 4	18
"	FF12-8	Midnight Serenade	2	Apr. 18	18
"	FF12-9	Champagne For Two	2	May 2	20
"	FF12-10	Big Sister Blues	2	May 23	14
"	FF12-11	Samba Mania	2	June 13	18
"	FF12-12	Catalina Interlude	2	June 27	18
Popeye Champion (Tech.)	Z12-1	House Tricks	1	Oct. 3	7
"	Z12-2	Mess Production	1	Oct. 3	7
"	Z12-3	Pitching Woo at the Zoo	1	Oct. 3	7
"	Z12-4	Puppet Love	1	Oct. 3	8
Sportlight	R12-1	Rugged Rangers	1	Oct. 3	9
"	R12-2	Canine I.Q.	1	Oct. 4	9
"	R12-3	Highland Sports	1	Dec. 19	10
"	R12-4	The Speed Queen	1	Jan. 2	9
"	R12-5	Brittania' Athletic Cadets	1	Jan. 16	9
"	R12-6	Sport Car Racing	1	Feb. 27	9
Topper	M12-2	Littles Expert on Yesterdays Champions	1	Oct. 3	10
"	M12-1	Littlest Expert on Interesting People	1	Dec. 5	9
"	M12-4	Animal Hotel	1	Feb. 6	10
Popeye (Tech.)	E12-1	Shuteye Popeye	1	Oct. 3	6
"	E12-4	Big Bad Sinbad	1	Dec. 12	10
"	E12-3	Ancient Fistory	1	Jan. 30	7
Herman & Katnip (Tech.)	H12-1	Mice-Capades	1	Oct. 3	7
"	H12-2	Of Mice And Magic	1	Feb. 20	7
Pacemaker	K12-1	Parlor, Bedroom & Wheels	1	Oct. 3	10
"	K12-2	Let's Have a Parade	1	Nov. 14	10
"	K12-3	All Girls On Deck	1	Dec. 26	10
Casper (Tech.)	B12-1	Tru Boo	1	Oct. 24	7
"	B12-2	Frightday The 13th	1	Feb. 13	—
Kartune (Tech.)	X12-1	Forest Fantasy	1	Oct. 24	7
"	X12-2	Hysterical History	1	Jan. 23	7
Noveltoon (Tech.)	P12-1	The Case of the Cockeyed Canary	1	Dec. 19	7
" "	P12-2	Feast & Furious	1	Dec. 26	6

RKO-RADIO

Disney (Tech.)	24114	Two Gun Goofy	1	May 16	7
"	24115	Susie, The Little Blue Coupe	1	June 6	7
"	24116	Teachers are People	1	June 27	7
"	24117	Uncle Donald's Ants	1	July 18	7
"	24118	The Little House	1	Aug. 8	8
Screenliners	24210	To The Rescue	1	May 18	8
Comedy Specials	23405	Newlyweds Take a Chance	2	May 2	17
Sportscopes	24309	Summer Is For Kids	1	May 2	8
"	24310	Hockey Stars' Summer	1	May 30	8
Special	23109	Madison Square Garden	2	May 23	14
"	23110	Your Doctor	2	June 20	16
"	23111	West Point Today	2	July 18	15
True-Life Adventure	23303	Water Birds	2	June 26	30
		1952-1953			
Edgar Kennedy (Re-issues)	33501	Prunes and Politics	2	Sept. 19	16
"	33502	The Kitchen Gynic	2	Oct. 17	18
"	33503	You Drive Me Crazy	2	Nov. 14	17
"	33504	Radio Rampage	2	Dec. 12	16
"	33505	Alibi Baby	2	Jan. 9	18
"	33506	Mother-in-Law's Day	2	Feb. 8	18
Melody Time (Re-issues)	33201	Harris in the Spring	2	Sept. 12	19
"	33202	Swing It	2	Oct. 10	16
Leon Errol (Re-issues)	33701	A Polo Phony	2	Sept. 5	18
"	33702	Who's a Dummy	2	Oct. 3	17
"	33703	The Wrong Room	2	Oct. 31	19
"	33704	He Asked For It	2	Nov. 28	18
"	33705	Panic in the Parlor	2	Dec. 26	18
"	33706	Home Work	2	Jan. 2	19
Walt Disney Cartoons (Tech.)	34101	Pluto's Birthday Party	1	Sept. 19	6
"	34102	Trick or Treat	1	Oct. 10	8
"	34103	Two Weeks Vacation	1	Oct. 31	6
"	34104	Pluto's Christmas Tree	1	Nov. 21	7
"	34105	How to Be a Detective	1	Dec. 12	7
"	34106	Father's Day Off	1	Mar. 28	7
"	34107	The Simple Things	1	Apr. 18	7
Sportscopes	34301	Aqua Champs	1	July 11	8
"	34302	Let's Go Fishing	1	Aug. 1	8
"	34303	Lure of the Turf	1	Aug. 22	9
"	34304	The Roaring Game	1	Sept. 12	10
"	34305	Sportmen's Playground	1	Oct. 3	8
"	34306	Husky Dogs	1	Oct. 24	8

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	34307	King of thhe Clubs	1	Nov. 14	8
Screenliners	34201	Sweet Land of Liberty	1	July 4	9
"	34202	Male Vanity	1	July 25	8
"	34203	Mexician Rhythm	1	Aug. 15	8
"	34204	Flying Pinwheels	1	Sept. 5	8
"	34205	Porpoise Roundup	1	Sept. 26	8
"	34206	Log Jam	1	Oct. 17	9
"	34207	College Circus	1	Nov. 7	8
Specials	33100	Professor F.B.I.	2	Aug. 15	15
"	33102	I Am a Paratrooper	2	Sept. 12	15
"	33103	Caution, Danger Ahead	2	Oct. 10	15
"	33104	Men of Science	2	Nov. 7	16
	33101	Operation A-Bomb	2	Jan. 16	16
Sports Specials	33901	Football Highlights of 1952	2	Dec. 12	17
True Life Adventures (Tech.)	33301	Water Birds	3	July 4	31

REPUBLIC

Serial	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nyoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
"	5282	Dick Tracy vs. Phantom Empire (Formerly titled "Dick Tracy vs. Crime")	15 Ep.		
"	5283	Jungle Drums Of Africa	12 Ep.		
Short Subjects	5188	India (Trucolor)	1	July 1	9
" "	5187	The Philippines	1	Aug. 25	9

TWENTIETH CENTURY-FOX

1952

Terrytoon (Tech.)	5208	Dinky in Flat Foot Fledgling	1	April	7
" "	5209	Time Gallops On	1	April	7
" "	5229	First Robin (re-release)	1	April	7
" "	5210	Off to the Opera	1	May	7
" "	5211	The Happy Cobblers	1	May	7
" "	5212	Hypnotized	1	June	7
" "	5213	Mighty Mouse in Hansel & Gretel	1	June	7
" "	5214	Flipper Frolics	1	June	7
" "	5215	Terry Bears in Little Anglers	1	July	7
" "	5216	Dinky in the Foolish Duckling	1	July	7
" "	5217	Heckel & Jeckle, the Talking Magpies in Housebusters	1	August	7
" "	5218	The Mysterious Cowboy	1	August	7
" "	5219	Aesop's Fable, Happy Valley	1	September	7
" "	5220	Little Roquefort in Good Housekeeping	1	September	7
" "	5221	Terry Bears in Nice Doggy	1	October	7
" "	5222	Mighty Mouse in Happy Holland	1	October	7
" "	5223	Heckle and Jeckle, the Talking Magpies in Moose and the Loose	1	November	7
" "	5224	Dinky in Sink or Swim	1	November	7
" "	5225	Little Roquefort in Flop Secret	1	December	7
" "	5226	Terry Bears in Picnic with Papa	1	December	7
Sport	3203	Sails and Blades	1	June	10
"	3204	U. S. Olympic Champions	1	September	9
"	3205	Kalamazoo Klonters	1	October	9
"	3206	Untitled	1	December	.....
Special (Tech.)	7251	I Remember the Glory (Art of Botticelli)	1	September	10
" "	7252	Curtain Call (Art of Degas)	1	September	10
" "	7253	Light in the Window (Art of Vermeer)	1	September	10
" "	7254	Birth of Venus (Art of Renaissance)	1	November	10
" "	7256	The Young Immortal (Art of Raphael)	1	December	10

1953

Terrytoon (Tech.)	5301	Mighty Mouse in a Soap Opera	1	January	7
" "	5302	Terry Bears in Thrifty Cubs	1	January	7
" "	5327	The Owl and the Pussy Cat (Re-Release)	1	January	7
" "	5303	Heckle and Jeckle the Talking Magpies in Hair Cut-Ups	1	February	7
" "	5304	Dinkly in Wise Quacks	1	February	7
" "	5328	Slap Happy Hunters (Re-Release)	1	February	7
" "	5305	Little Roquefort in Mouse Meets Bird	1	March	7
" "	5306	Terry Bears in Snappy Snapshots	1	March	7
" "	5307	Mighty Mouse in Hero For a Day	1	March	7
" "	5308	Heckle and Jeckle the Talking Magpies in Pill Peddlers	1	April	7
" "	5309	Dinky in Featherweight Champ	1	April	7
" "	5329	Happy Circus Days (Re-Release)	1	April	7
Lew Lehr (Re-Release)	9381	Untitled	1	February	.....
Movietone (New Camera)	6301	Untitled	1	February	.....
"	6302	Untitled	1	March	.....
Sport	3301	Untitled	1	February	.....
"	3302	Untitled	1	March	.....

UNIVERSAL

Variety Views	7345	Army's Finest	1	June 16	9
"	7346	Village Metropolis	1	Sept. 8	9
"	7347	Future Generals	1	Aug. 4	9
"	7348	The Man In the Peace Tower	1	Oct. 13	9
Earth & Its Peoples Two-Reeler	7368	Tropical Mountain Island	2	May 19	21
"	7369	Food For Paris Markets	2	June 16	22
"	7370	Farming in South China	2	July 14	21
"	7371	Cattle and the Corn Belt	2	Aug. 11	21
"	7372	Tropical Lowland	2	Sept. 8	21
"	7373	Riches of the Veld	2	Oct. 6	19½
Two-Reel Special	7202	Knights Of The Highway	2	June 18	17
Woody Woodpecker Cartune (Tech.)	7354	Woodpecker In The Rough	1	Aug. 11	7
"	7355	Scalp Treatment	1	Sept. 8	7
"	7356	The Great Who-Dood-It	1	Oct. 20	7
Name Band Musical	7306	Connee Boswell and Ada Leonard Orchestra	2	May 7	15
"	7307	Buddy Morrow & Orchestra	2	June 18	15
"	7308	Perez Prado and His Orch.	2	July 2	15
"	7309	Dick Jurgens and His Orch.	2	July 30	15
"	7310	Bill May and His Orch.	2	Aug. 20	15
"	7311	Jimmy Dorsey Varieties	2	Sept. 25	15
Re-Issue Cartunes	7329	Mousie Come Home	1	May 26	7
"	7330	Fairweather Friends	1	June 23	7
"	7331	Apple Andy	1	July 21	7
"	7332	Wacky Weed	1	Aug. 18	7
"	7333	Musical Moments	1	Sept. 15	7
Cartoon Melody	7384	Memory Song Book	1	May 19	10
"	7385	Song Dreams	1	June 23	10
"	7386	Toasts Of Song	1	July 28	10

1952-53

The Earth and its Peoples	8361	Horsemen of the Pampa	2	Nov. 3	21
Musical Featurette	8301	Xavier Cugat and his Orchestra	2	Nov. 16	15
" "	8302	Don Cornell Sings	2	Dec. 4	15
" "	8303	The Modernaires with Lawrence Welk's Orchestra	2	Jan. 1	15
Special	8203	The World's Most Beautiful Girls	2	Feb. 1	17
A Two-Reel Special	8201	Out Of The Earth	2	Feb.	18
Variety View	8341	King Winter	1	Dec. 22	9
"	8342	Get A Horse	1	Jan. 26	9
Earth and its People	8362	Farms And Towns Of Slovakia	2	Dec. 1	20
"	8363	An Industrial Lake Port	2	Dec. 29	20
Woody Woodpecker Cartune (Tech.)	8321	Termites From Mars	1	Dec. 8	6
"	8322	What's Sweepin'?	1	Jan. 5	6

VITAPHONE

Joe McDoakes Comedy	8405	So You Want To Go To A Convention	1	June 7	10
"	8406	So You Never Tell a Lie	1	Aug. 2	10
Blue Bibbon Cartoons (Tech.)	8309	Hush My Mouse	1	May 3	7
"	8310	Baby Bottleneck	1	June 14	7
"	8311	The Big Parade	1	July 12	7
"	8312	Merrie Old Soul	1	Aug. 2	7
"	8313	Fresh Air Dale	1	Aug. 30	7
Featurette	8105	The Man Killers	2	May 17	20
"	8106	Trail By Trigger	2	July 8	20
Vitaphone Novelties	8606	Orange Blossoms For Violet	1	May 24	10
"	8607	Daredevil Days	1	Aug. 9	10
M.M. Cartoons (Tech.)	8714	Little Red Rodent Hood	1	May 3	7
"	8715	Sock A Doodle Do	1	May 10	7
"	8716	Beep Beep	1	May 24	7
"	8717	Ain't She Tweet	1	June 21	7
"	8718	The Turn-Tale Wolf	1	June 28	7
"	8719	Cracked Quack	1	July 5	7
"	8720	Hoppy-Go-Lucky	1	Aug. 9	7
"	8721	Go ng! Going! Gosh!	1	Aug. 23	7
"	8722	Bird in a Guilty Cage	1	Aug. 30	7
Sports Parade	8507	Switzerland Sportland	1	May 10	10
"	8508	Centennial Sports	1	June 28	10
"	8509	Snow Frolics	1	July 26	10
"	8510	Just For Sport	1	Aug. 23	10
Technicolor Specials	8007	No Pets Allowed	2	May 31	20
" "	8008	Open Up That Golden Gate	2	July 19	20
Bugs Bunny Specials (Tech.)	8729	The Hasty Hare	1	June 7	7
"	8730	Oily Hare	1	July 26	7
Melody Master Bands (Re-Issues)	8805	U.S. Navy Band	1	June 21	10
"	8806	The Serenaders	1	Aug. 16	10

1952-53

Technicolor Specials	9001	Killers of the Swamp	2	Sept. 6	20
"	9002	Man Without A Country	2	Oct. 25	20
"	9003	Cruise of the Zaca	2	Dec. 6	17
"	9004	Flag of Humanity	2	Jan. 24	.....
Featurettes	9101	Monsters of the Deep	2	Sept. 27	20
"	9102	Oklahoma Outlaws	2	Nov. 22	20
"	9103	Are Animals Actors	2	Dec. 27	20
Blue Ribbon Cartoons (Tech.)	9301	A Feud There Was	1	Sept. 13	7
"	9302	Daffy Doodles	1	Oct. 11	7
"	9303	A Day at the Zoo	1	Nov. 8	7
"	9304	Early Worm Gets the Bird	1	Nov. 29	7
"	9305	Tale of Two Mice	1	Jan. 10	7
"	9306	Bashful Buzzard	1	Feb. 7	7
Joe McDoakes Comedy	9401	So You're Going to the Dentist	1	Sept. 20	10
"	9402	So You Want to Wear the Pants	1	Nov. 8	10
"	9403	So You Want to be a Musician	1	Jan. 10	.....
Sports Parade	9501	They Fly Thru the Air	1	Oct. 4	10
"	9502	Unfamiliar Sports	1	Nov. 1	10
"	9503	Fiesta For Sports	1	Dec. 20	9
"	9504	Sporting Courage	1	Jan. 31	.....
"	9505	Birthplace of Hockey	1	Feb. 28	.....
Vitaphone Novelties	9601	Ain't Rio Grand	1	Sept. 13	10
"	9602	I Saw it Happen	1	Oct. 18	10
	9603	Hunting the Devil Cat	1	Oct. 18	10
"	9604	Too Much Speed	1	Jan. 3	10
"	9605	I Remember When	1	Feb. 14	10
M.M. Cartoons (Tech.)	9701	Mousewarming	1	Sept. 8	7
"	9702	The Egg-cited Rooster	1	Oct. 4	7
"	9703	Tree For Two	1	Oct. 18	7
"	9704	The Super Snooper	1	Nov. 1	7
"	9705	Terrier-Stricken	1	Nov. 29	7
"	9706	Food Coverage	1	Dec. 13	7
"	9707	Don't Give Up The Ship	1	Jan. 3	7
"	9708	Snaw Business	1	Jan. 17	7
"	9709	A Mouse Divided	1	Jan. 31	7
"	9710	Kiss Me Cat	1	Feb. 21	7
"	9711	Duck Anuck	1	Feb. 28	7
Bugs Bunny Specials (Tech.)	9723	Rabbit Seasoning	1	Sept. 20	7
"	9724	Rabbit's Kin	1	Nov. 15	7
"	9725	Hare Life	1	Dec. 20	7
"	9726	Forward, March Hare	1	Feb. 4	7
Melody Master Bands (Re-Issues)	9801	Freddie Fisher & His Band	1	Oct. 11	10
"	9802	Junior Jive Bombers	1	Nov. 15	10
"	9803	Circus Band	1	Dec. 27	9

: Hollywood Production :

ALLIED ARTISTS

Cutting

THE HOMESTEADERS
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly

WHITE LIGHTNING
Cast: Stanley Clements, Barbara Bestar, Steve Brodie.
Producer .....Ben Schwalb
Director .....Edward Bernds

TANGIER INCIDENT
(A Lindsley Parsons Prod.)
Cast: George Brent
Producer ..... Lindsley Parsons

JALOPY
Cast: Bowery Boys.
Producer .....Jerry Thomas

COLUMBIA

Shooting

MISSION OVER KOREA
Cast: John Derek, John Hodiak.
Producer .....Robert Cohn
Director .....Fred F. Sears

PRISONERS OF THE CASBAH
(Technicolor)
Cast: Turhan Bey, Gloria Grahame, Cesar Romero.
Producer .....Sam Katzman
Director .....

CRUISIN' DOWN THE RIVER
(Technicolor)
Cast: Dick Haymes, Billy Daniels, The Bell Sisters, Connie Russell.
Producer .....Jonie Taps
Director .....Richard Quine

THE KILLER APE
(Esskay Pictures Company)
Cast: Johnny Weissmuller.
Producer.....Sam Katzman
Director.....Spencer Bennet

Cutting

SAGINAW TRAIL
(Gene Autry Production)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

CONQUEST OF COCHISE
(Technicolor)
Cast: John Hodiak, Robert Stack, Joy Page.
Producer .....Sam Katzman
Director .....William Castle

49 MEN
(Esskay Pictures Co.)
Cast: John Ireland, Richard Denning, Suzanne Dalbert.
Producer .....Sam Katzman
Director .....Fred F. Sears

INDEPENDENT

Shooting

SOMEWHERE IN THE WORLD
(Benagoss Prod. Inc.)
(Shooting in France)
Cast: Kirk Douglas, Dany Robin, Richard Benedict, Robert Strauss, Sidney Chaplin.
Producer .....Anatole Litvak
Director .....Anatole Litvak

COCOBOLO
(Kodachrome)
(Robert L. Peters Productions)
Cast: Bill Holmes.
Producer .....Robert L. Peters
Director .....Kenneth Herts

FORT ALGIERS
(Erco Prod. Inc.)
Cast: Yvonne De Carlo, Carlos Thompson, Raymond Burr, Leif Erickson.
Producer .....Joseph N. Ermolieff
Director .....Lesley Selander

BEAT THE DEVIL
(Santana Production)
Cast: Humphrey Bogart, Jennifer Jones, Robert Morley, Gina Lollibridga.
Producer Director.....John Huston

JENNIFER
(Threefellows Production)
(Shooting in Santa Barbara)
Cast: Ida Lupino, Howard Duff, Mary Shipp, Kitty McHugh, Ned Glass, Jeff York, Don Gibson.
Executive Producer....Berman Swarttz
Producer.....Richard Dorso
Director .....Bernard Girard

NO ESCAPE
(Matthugh Productions)
Cast: Lew Ayres, Sonny Tufts, Marjorie Steele, Babbs Greer, Rennie McEvoy.
Producer .....Matt Freed
Director .....Charles Bennett

Cutting

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

MAN CRAZY
(Security Pictures)
Cast: Neville Brand, Christine White, Colleen Miller, Irene Anders, John Brown.
Producer .....Sidney Harmon
Director .....Irving Lerner

RETURN TO PARADISE
(Technicolor)
(Shooting in Samoa; Aspen Pictures)
Cast: Gary Cooper, Roberta Hynes, Barry Jones, Moira MacDonald, John Hudson.
Producer ..... Theron Warth
Director ..... Mark Robson

SAN QUENTIN STORY
(Swarttz-Doniger Productions Inc.)
Cast: Louis Hayward, Joanne Dru, Paul Kelly, Maureen O'Sullivan, Horace MacMahon, George Macready, Irving Bacon, Joel Fluellen, Joseph Turkell.
Producers .....Berman Swarttz and Walter Doniger
Director .....Walter Doniger

THE NEANDERTHAL MAN
(Wisberg-Pollexfen Prods.)
Cast: Richard Crane, Robert Shayne, Doris Merrick, Joyce Terry.
Producers .....Aubrey Wisberg-Jack Pollexfen
Director .....E. A. Dupont

HARNESS BULL
(Sequoia Productions)
Cast: Edward G. Robinson, Paulette Goddard.
Producers.....Arthur Gardner and Jules Levy
Director .....Arnold Laven

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc
PRACTICAL PROFITABLE PROGRESSIVE

Shooting

SPACEWAYS
(Exclusive Films, Shooting in London)
(For Lippert Release)
Cast: Howard Duff, Eva Bartok.
Producer .....Anthony Hinds
Director .....Terence Fisher

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

PROJECT X
(A Cemlot Production for Lippert Release)
Producer-Director .....Arthur Hilton

Cutting

BAD BLONDE
(Exclusive Films; Shooting in London)
(For Lippert Release)
Cast: Barbara Payton, Tony Wright.
Producer .....Anthony Hinds
Director .....Reginald Le Borg

METRO-GOLDWYN-MAYER

Shooting

MOGAMBO
(Technicolor)
(Shooting in British East Africa)
Cast: Clark Gable, Ava Gardner, Grace Kelly, Douglas Sinden.
Producer .....Sam Zimbalist
Director .....John Ford

INVITATION TO THE DANCE
(Technicolor)
(Shooting in London)
Cast: Gene Kelly, Igor Youskevitch, Ballet Theatre, Sadler Wells Ballet.
Producer ..... Arthur Freed
Director ..... Gene Kelly

MAIN STREET TO BROADWAY
(Cinema Productions, For M-G-M Release)
Cast: Tallulah Bankhead, Gertrude Berg, Olivia De Haviland, Faye Emerson, Henry Fonda, Oscar Hammerstein II, Rex Harrison, Mary Martin, Agnes Moorhead, Lilli Palmer, Richard Rodgers, Cornel Wilde.
Producer .....Lester Cowan
Director .....Tay Garnett

ALL THE BROTHERS WERE VALIANT
(Technicolor)
(Shooting in Jamaica, West Indies)
Cast: Robert Taylor, Stewart Granger, Elizabeth Taylor, Betta St. John, Keenan Wynn, Lewis Stone, Jonathan Cott, William Campbell.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

AFFAIRS OF DOBIE GILLIS
Cast: Debbie Reynolds, Bobby Van, Barbara Ruick, Bob Fosse.
Producer .....Arthur Loew, Jr.
Director .....Don Weis

TAKE THE HIGH GROUND
(AnscoColor)
Cast: Richard Widmark, Carleton Carpenter, Jerome Courtland, Robert Arthur, Steve Forrest, Rusty Tamblyn.
Producer .....Dore Schary
Director .....Richard Brooks

Cutting

LATIN LOVERS
(Technicolor)
Cast: Lana Turner, Ricardo Montalban, John Lund, Louis Calhern, Jean Hagen, Beulah Bondi, Eduard Franz, Rita Moreno, The Modernaires.
Producer .....Joseph Pasternak
Director .....Mervyn LeRoy

THE BAND WAGON
(Technicolor)
Cast: Fred Astaire, Cyd Charisse, Nanette Fabray, Oscar Levant, Jack Buchanan.
Producer .....Arthur Freed
Director .....Vincente Minnelli

FAME AND FORTUNE
Cast: Spencer Tracy, Jean Simmons.
Producer .....Lawrence Weingarten
Director .....George Cukor

SLIGHT CASE OF LARCENY
Cast: Mickey Rooney, Eddie Bracken, Elaine Stewart, Marilyn Erskine.
Producer .....Henry Berman
Director .....Don Weis

GIVE A GIRL A BREAK
(Technicolor)
Cast: Marge and Gower Champion, Debbie Reynolds.
Producer .....Jack Cummings
Director .....Stanley Donen

FAST COMPANY
Cast: Howard Keel, Polly Bergen, Nina Foch, Marjorie Main.
FProducer .....Henry Berman
Director .....John Sturges

VAQUERO
(Ansco)
Cast: Robert Taylor
Producer .....Stephen Ames
Director .....John Farrow

Paramount Pictures

Shooting

THE CADDY
Cast: Dean Martin, Jerry Lewis.
Producer .....Paul Jones
Director .....Norman Taurog

SANGAREE
(Technicolor)
(Pine-Thomas Production)
Cast: Fernando Lamas, Arlene Dahl, Patricia Medina, Francis L. Sullivan
Producers .....William Pine and William Thomas
Director .....Edward Ludwig

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)
Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

Cutting

HERE COME THE GIRLS
(Technicolor)
Cast: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Robert Strauss, Millard Mitchell, Fred Clark, Johnny Downs.
Producer .....Paul Jones
Director .....Norman Taurog

ARROWHEAD
(Technicolor)
Cast: Charlton Heston, Mary Sinclair, Jack Palance, Katy Jurado.
Producer .....Nat Holt
Director .....Charles Marquis Warren

LITTLE BOY LOST
Cast: Bing Crosby, Claude Dauphin, Nicole Maurey, Christian Fourcade, Gabrielle Dorziat.
Producer .....William Perlberg
Director .....George Seaton

ROMAN HOLIDAY
(Shooting in Rome)
Cast: Gregory Peck, Audrey Hepburn, Eddie Albert.
Producer .....William Wyler
Director .....William Wyler

Hollywood Production

RKO RADIO PICTURES

utting

EAUTIFUL BUT DANGEROUS
(st: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
oducer .....Robert Sparks
rector .....Lloyd Bacon

BREAK-UP
(st: Jean Simmons, Jane Darwell, Victoria Horne.
oducer .....Robert Sparks
rector .....Roy Rowland

SPLIT SECOND
(st: Stephen McNally, Jan Sterling, Alexis Smith.
oducer.....Edmund Grainger
rector .....Dick Powell

Republic

ooting

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)
(st: Wendell Corey, Forrest Tucker, Margaret Lockwood.
oducer-Director ....Herbert Wilcox

IRON MOUNTAIN TRAIL
(st: Rex Allen.
sociate Producer....Edward J. White
rector .....William Witney

utting

ITY THAT NEVER SLEEPS
(st: Gig Young, Mala Powers, Edward Arnold, Chill Wills, Marie Windsor, Wally Cassell, William Talman, Paula Raymond, Otto Hulett.
sociate producer .....John H. Auer
rector .....John H. Auer

FAIR WIND TO JAVA
(Trucolor)
st: Fred McMurray, Vera Ralston, Victor McLaglen.
sociate producer-Director...Joe Kane

HE WOMAN THEY ALMOST LYNCHED
ast: John Lund, Brian Donlevy, Audrey Totter, Joan Leslie, Jim Davis.
sociate producer-Director
Allan Dwan

A PERILOUS VOYAGE
ast: Vera Ralston, Scott Brady.
ssoc. Producer..William J. O'Sullivan
irector .....R. G. Springsteen

THE SUN SHINES BRIGHT
ast: Charles Winninger, Arleen Whelan, John Russell.
roducer .....Merian C. Cooper
rector .....John Ford

20th CENTURY FOX

hooting

SAILOR OF THE KING
(Filming in England)
ast: Jeffrey Hunter, Michael Rennie
roducer ..... Frank McCarthy
irector ..... Roy Boulting

THE DESERT RATS
Cast: James Mason, Richard Burton, Chips Rafferty.
Producer .....Robert L. Jacks
Director .....Robert Wise

THE ROBE
(Technicolor)
Cast: Victor Mature, Michael Rennie, Richard Burton.
Producer .....Frank Ross
Director .....Henry Koster

WHITE WITCH DOCTOR
(Technicolor)
Cast: Susan Hayward, Robert Mitchum, Roland Winters.
Producer .....Otto Lang
Director .....Henry Hathaway

GENTLEMEN PREFER BLONDES
(Technicolor)
Cast: Jane Russell, Marilyn Monroe, George Winslow, Elliot Reid.
Producer .....Sol C. Siegel
Director .....Howard Hawks

FIGHT TOWN
(Technicolor)
Cast: Jeanne Crain, Dale Robertson, Carole Mathews, Richard Boone, Whitfield O'Connor, Carl Betz.
Producer .....Leonard Goldstein
Director .....Harmon Jones

BLUEPRINT FOR MURDER
Cast: Jean Peters, Joseph Cotten.
Producer .....Michael Abel
Director .....Andrew Stone

WATERHOLE
Cast: William Lundigan, Gloria Grahame.
Producer .....William Bloom
Director .....Roy Baker

DANGEROUS CROSSING
Cast: Jeanne Crain, Michael Rennie, Casey Adams, Carl Betz.
Producer .....Robert Bassler
Director .....Joseph Newman

Cutting

THE PRESIDENT'S LADY
Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

UNITED ARTISTS

Shooting

THE MOON IS BLUE
(Preminger-Herbert Production)
Cast: William Holden: David Niven, Maggie MacNamara, Dawn Adams.
Producers .....Otto Preminger and F. Hugh Herbert
Director .....Otto Preminger

Cutting

MELBA
(Technicolor)
(Horizon Productions)
Cast: Patrice Munsel
Producer ..... S. P. Eagle
Director ..... Lewis Milestone

ROUGH SHOOT
(Shooting in London)
Cast: Joel McCrea, Herbert Lom, Evelyn Keyes, Marius Goring, Roland Culver, Patricia LaFann, Karel Stepanek, David Hurst.
Producer .....Raymond Stross
Director .....Robert Parrish

THE SCARLET SPEAR
(Anscocolor)
(Filming in British East Africa)
Cast: John Archer, Martha Hyer, Morassi.
Producers..George Breakston-Ray Stahl
Directors...George Breakston-Ray Stahl

Universal International

Shooting

DRIFTING
Cast: Tony Curtis, Joanne Dru, Lyle Bettger.
Producer .....Ted Richmond
Director .....Rudolph Mate

WALKIN' MY BABY BACK HOME
(Technicolor)
Cast: Donald O'Connor, Janet Leigh.
Producer .....Ted Richmond
Director .....Lloyd Bacon

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE
Cast: Bud Abbott and Lou Costello. Boris Karloff.
Producer .....Howard Christie
Director .....Charles Lamont

IT HAPPENS EVERY THURSDAY
Cast: Loretta Young, John Forsythe, Edgar Buchanan, Jack Kelly.
Producer .....Anton Leader
Director .....Joseph Pevney

IT CAME FROM OUTER SPACE
Cast: Richard Carlson, Barbara Rush.
Producer .....William Alland
Director .....Jack Arnold

BACK TO GOD'S COUNTRY
(Technicolor)
Cast: Rock Hudson, Steve Cochran.
Producer .....Howard Christie
Director .....Douglas Sirk

Cutting

THE STAND AT APACHE RIVER
(Technicolor)
Cast: Stephen McNally, Julia Adams, Hugh Marlowe, Hugh O'Brien, Russell Johnson, Jaclynne Green, Edgar Barrier, Forrest Lewis.
Producer .....William Alland
Director .....Lee Sholem

ALL I DESIRE
Caht: Barbara Stanwyck, Iichard Carlson, Lori Nelson, Maureen O'Sullivan, Richard Long, Marcia Henderson.
Producer .....Ross Hunter
Director .....Douglas Sirk

PRINCE OF BAGDAD
(Technicolor)
Cast: Victor Mature, Mari Blanchard.
Producer .....Albert J. Cohen
Director .....George Sherman

THE GOLDEN BLADE
(Technicolor)
Cast: Rock Hudson, Piper Laurie.
Producer .....Richard Wilson
Director .....Nathan Juran

LAW AND ORDER
(Technicolor)
Cast: Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster, Dorothy Malone.
Producer ..... John Rogers
Director ..... Nathan Juran

EAST OF SUMATRA
(Color by Technicolor)
Cast: Jeff Chandler, Marilyn Maxwell, Anthony Quinn, John Sutton, Jay C. Flippen, Eugene Iglesias.
Producer .....Albert J. Cohen
Director .....Budd Boetticher

WARNER BROS.

Shooting

THE GRACE MOORE STORY
(Technicolor)
Cast: Kathryn Grayson, Walter Abel, Merv Griffin, Jeff Donnell, Ann Do-Doran, Rosemary De Camp.
Producer .....Henry Blanke
Director .....Gordon Douglas

PLUNDER IN THE SUN
(A Wayne-Fellows Production for Warner Bros. release)
Cast: Glenn Ford, Diana Lynn, Patricia Medina, Sean McClory.
Producer .....Robert Fellows
Director .....John Farrow

CALAMITY JANE
(Technicolor)
Cast: Doris Day, Howard Keel, Allyn McLerie, Dick Wesson, Philip Carey.
Producer .....William Jacobs
Director .....David Butler

THE EDDIE CANTOR STORY
(Technicolor)
Cast: Keefe Brasselle, Marilyn Erskine, Gerald Mohr.
Producer .....Sidney Skolsky
Director .....Alfred E. Green

SULU SEA
Cast: Burt Lancaster, Virginia Mayo.
Producer .....Sam Bischoff
Director .....Arthur Lubin

HOUSE OF WAX
(WarnerColor)
(Natural Vision 3D Process)
Cast: Vincent Price, Frank Lovejoy, Phyllis Kirk, Paul Picerni.
Producer .....Bryan Foy
Director .....Andre de Teth

ISLAND IN THE SKY
(Wayne-Fellows Productions)
Cast: Lloyd Nolan, Ward Bond, Walter Abel, Allyn Joslyn, James Lydon, Jim Arness, Hal Baylor, Phyllis Winger.
Producer...John Wayne-Robert Fellows
Director.....William A. Wellman

BLOWING WILD
(Shooting in Vera Cruz)
Cast: Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn.
Producer .....Milton Sperling
Director .....Hugo Fregonese

Cutting

TROUBLE ALONG THE WAY
Cast: John Wayne, Donna Reed, Marie Windsor, Charles Coburn, Sherry Jackson.
Producer .....Melville Shavelson
Director .....Michael Curtiz

THE SYSTEM
Cast: Frank Lovejoy, Victor Perrin, Joan Welton, Bob Arthur.
Producer .....Samuel Bischoff
Director .....Lewis Seiler

SEA ROUGE
(Technicolor)
(Shooting in London)
Cast: Errol Flynn, Beatrice Campbell, Roger Livesey, Anthony Steel, Felix Aylmer, Francis De Wolf, Yvonne Furneaux.
Director .....William Keighley

PITTSBURGH AREA BLASTE

BY COLUMBIA'

A-BOM

BOMBSHELL

"...and at t

Palm Stat

Detro

the bigge

business sin

KING KONG

CO-OPERATIVE THEATRE SERVICE
1701 BOULEVARD OF THE ALLIES
PITTSBURGH 19, PA.
ATlantic 1-3514-5-6

January 14, 1953

Mr. Abe Montague
Columbia Pictures Corporation
729 Seventh Avenue
New York 19, N. Y.

Dear Abe:

I am so enthusiastic about the campaign for the current multiple run of INVASION U.S.A. that I decided to drop you a line.

I have been in this business, as you know, in excess of thirty years and I can honestly say that I have never seen a picture handled, both from a sales and publicity angle, so successfully as was this. The results speak for themselves. On the opening Sunday a number of theatres broke their all-time records.

Jack Judd, prior to his seeing the picture, sensed the great possibilities of INVASION U.S.A. and our Screening Committee, with Jack Judd and Frank Silverman, sat and looked at the picture. From the second the screening was over there was nothing but enthusiasm until it reached the screen.

Incidentally, the multiple run idea is being talked about all over this country. It's a new thought and a new method of handling motion pictures and God knows we need new ideas.

Sincerely yours,

CO-OPERATIVE THEATRE SERVICE

Bert M. Stearn

INVASION, U.S.A

starring Gerald Mohr · Peggie Castle · Dan O'Herlihy · Screenplay by ROBERT SMITH
Produced by ALBERT ZUGSMITH and ROBERT SMITH · Directed by ALFRED E. GREEN
AN AMERICAN PICTURES CORPORATION PRODUCTION · A COLUMBIA PICTURE

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

STANDARDIZATION FOR 3-D PIX UNLIKELY

RAS PREDICTS CINEMA-OPE FOR MOST FILMS

GROUPS WARN AGAINST OMERANGS FROM 3-D

ES REGAINS RKO CON-L, GRAINGER PRESIDENT

RNMENT PERMITS BUILD-MATERIAL PURCHASES

ULLS THEATRE CHANNEL HEARINGS FUTURE

OR PERSONNEL PROMO-NS FOLLOW ABC-UPT MERGER RULE

REORGANIZATION COMPLETED

REVIEWS
pages 14, 15

No. 3 February 21, 1953

... second class matter October 25, 1946, at the ... at New York, N. Y., under the act of March ... Published Biweekly by The ITOA Independent, ... Broadway, New York 36, New York. Sub-... price $2.00 a Year, Single copy 10 cents.

FAST AND FURIOUS

WHATEVER its future may be, Cinerama will go down in history for giving the industry "dimensionitis."

Subsequent third-dimensional developments have been fast and furious. It is only natural to expect a certain amount of confusion—but this is more than offset by the healthy excitement and competition that now prevails.

The film companies are exerting maximum efforts to come forward with their offerings in the extra-dimensional sweepstakes and each process we view is an improvement over what we have seen before.

We have already urged exhibitors to be cautious and to avoid costly mistakes in equipment purchases, but, by the same token, it must be realized that the

(See Page 5)







HATS IN

It will be a festive Easter wi

M-G-M presents Color by Technicolor "SOMBRERO" • starring RICARDO MONTALBAN • PIER ANGELI VITTORIO GASSMAN • CYD CHARISSE • YVONNE de CARLO • with Rick Jason • Nina Foch • Kurt Kasznar • Walter Hampden • Thomas Gomez • Jose Greco • Screen Play by Josefina Niggli and Norman Foster Based on the novel "A Mexican Village" by Josefina Niggli • Directed by Norman Foster • Produced by Jack Cummings



THE AIR!

-G-M's Technicolor Musical!

Be prepared with the Biggest Easter Attraction. It's got everything an audience wants in a gala holiday show!

THIS IS THE BIG ONE WITH THAT BIG PROMOTION POWER FOR EXTRA PROFITS!



SPECIAL PRE-RELEASE ENGAGEMENTS

During the month of February

(General Release in March)

REGIONAL OPENINGS WITH INTENSIVE SATURATION CAMPAIGNS

in

Starring

ROBERT RYAN · MALA POWERS · ANTHONY QUINN · SUZA BAI

with HILO HATTIE · DIRECTED BY BUDD BOETTICHER · WRITTEN BY JACK HARVEY AND RAMON RO

PRODUCED BY ALBERT J. COHEN · A UNIVERSAL-INTERNATIONAL PICTURE

CLEVELAND-TOLEDO-DETROIT AREA • SAN FRANCISCO-NORTHERN CALIF. AREA • BOSTON-NEW ENGLAND AREA

Universal International

WITH THAT U-I KIND OF SHOWMANSHIP!

A CHARLES J. FELDMAN 25th SILVER ANNIVERSARY DRIVE PICTURE

THE Independent FILM JOURNAL

Vol. 31 No. 3
February 21, 1953

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

ed for 3-D standardization cannot be accomplished ernight and is virtually impossible without experi- ent and allowances for trial and error. In each case, e exhibitor must weigh his cost against potential in- me.

Simultaneously with this activity, warnings are be- g issued that the furore over third dimension is mis- ading the public to expect product that is not yet ailable; that it is damaging the boxoffice potential films now in release or soon to be ready for distribu- n; and that the campaign for tax relief is being versely affected by the sensational boxoffice grosses ported for 3-D showings.

These arguments are worthy of serious attention— t it would be foolhardy to minimize the attraction lue of third dimension. Current 3-D pictures on the arket should be sold to the hilt—and properly so. so doing, however, there must be no wild trade ims of obsolescence for an inventory of films running to a few hundred million dollars.

Nor would it be a bad idea to scotch the rumors at the advent of third dimension now makes it plausi- e for the industry to turn over its 2-D films to tele- ion. The sound arguments that have always pre- iled against such policies are affected in no way by e advent of third dimension.

Nor should responsible industry leaders present ird dimension as a cure-all for industry problems. certainly cannot be regarded as a substitute for ch-needed tax relief.

And while we do not question the fact that 3-D ll enhance motion picture presentations both in form d substance in the future, the movie-going public ould be kept contented with our present films. The ctures now showing, and others soon to be released, e of as fine a quality as we could ever boast. "Bwana evil" should rack up good grosses but it should have effect on the receipts of such pictures as "Hans ristian Andersen," "Above and Beyond," "Peter n," "Moulin Rouge," "Come Back, Little Sheba," oad to Bali," and "The Stooge," all currently show- g on Broadway. These films are good enough to whet the appetite of any exhibitor worthy of the name. Let's sell them!

UPT-ABC Merger

After listening to protracted arguments, the FCC last week approved the merger of the American Broadcasting Co. with United Paramount Theatres.

Of major importance is the decision which rules that the merger is in the public interest. ABC has had tough sledding in competition with the other major networks. With strengthened manpower and added financial resources supplied by UPT, the broadcasting industry can hope for the development of "new and more varied programming on both radio and television by a revitalized ABC."

Under the aegis of Leonard H. Goldenson, president of the new merged company, the relationship of motion picture exhibition, radio and television will undoubtedly be explored. For the longest time, we have been insisting that radio, television and exhibition could cooperate and work together to the mutual advantage of all three media. We are hopeful that Mr. Goldenson and his associates will prove this point beyond the shadow of doubt.

Restoring Stability

While RKO has a new president, he is by no means a newcomer to the trade. James R. (Jimmy) Grainger, formerly vice-president in charge of distribution for Republic, is taking over his new assignment and we join with his many friends in wishing him every success.

Mr. Grainger knows the business from every angle and enjoys a reputation in exhibition circles that can well be envied by many of his associates. He has no interest in short-sighted gains, which do the industry harm—such as the sale of theatrical feature length films to television.

RKO has recently been shaken by a series of internal explosions caused by management changes. Mr. Grainger will restore a sense of stability to the company and we look forward to important industry contributions from RKO in the future.

INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Quick Standardization For Extra-Dimension Pix Unlikely

The question of whether standardization in three-dimension projection could be achieved rapidly and effectively shaped up as the main issue discussed this week among exhibitors.

One development toward uniformity was noted on the Coast, with the preparation by the Motion Picture Research Council of a guide for projectionists.

Alfred Starr, Theatre Owners of America prexy, pointed out, however, that before the year draws to a close exhibitors will ascertain from public acceptance which system will make the grade. By acceptance, Starr emphasized *repeated* public acceptance.

Starr said that the criterion of public acceptance, plus the criterion of a 3-D system cost, would have to be satisfied before any one system could be called permanent.

Exhibitor Given Choice

He added that these two criteria eventually will result in selection of one, or possibly two, similar 3-D systems. In the case that two systems should prove equally satisfactory, Starr said that the exhibitor should be allowed to choose between them.

Exhibitors must "wait and see," said Starr, and in the meantime profit if they can on existing systems. But existing systems should be approached with caution, he advised, and investments should be minimized for any one process, until its durability is demonstrated.

Starr said that each 3-D attraction should be used to compensate for equipment costs. By the time each company has put out a 3-D picture, exhibitors will be more able to know which system is going to be the best. The ultimate system chosen may be completely different from any known today, said Starr.

It was disclosed meanwhile that Wilbur Snaper, National Allied prexy, is guiding the preparation of a series of special bulletins in which members will be urged to move forward with caution in the use of 3-D. Standardization will be keynoted as of prime necessity in the bulletins.

TESMA Pledge Elicited

The bulletins, it was learned, will be based in part on the industry conferenee on 3-D standardization, held earlier under auspices of the Society of Motion Picture and Television Engineers. Snaper represented Allied at the session.

The Allied committee preparing the bulletins is made up of Snaper, Trueman Rembuseh, Jack Kirsch, Leon Back, John Wolfberg, Nathan Yamins and Sidney Samuelson.

The SMPTE conference elicited a pledge of unqualified support for technical standardization from the Theatre Equipment and Supply Manufacturers Association.

The MPRC will recommend in its guide synchronization of two projectors, preferably with an electrical interlock, and adjusted so that horizonal and vertical center lines of apertures are superimposed on the screen. MPRC said that it is preparing test films to enable booth operators to effectively line up projectors.

The guide will include also full instructions for operators. Additionally, it will advise use of 25-inch magazines and 24-inch reels with free wheeling flanges; metalicized screens, or the spraying of mat screens with suitable metallic paints.

The Council's laboratory committee is preparing changes in identification leaders on prints so that right and left prints will easily be discerned.

It is estimated that cost of booth conversion to accommodate 3-D projection would run approximately $1,000.

Ike Puts Damper On Tax Cut Hope

Washington.—The industry's hopes for an immediate or early removal of the Federal 20 percent admissions tax were decidedly diminished this week by President Eisenhower, who disclosed that no Federal tax cuts or removals would be instituted in the near future. The President said that the aim of his Administration is tax reduction but budget balancing must come first.

CinemaScope For Most Films In 18 Months, According To Skouras

Spyros P. Skouras, 20th-Fox prexy, predicted that within 18 months the majority of the world's film production will be made in CinemaScope, and that there will be between 2,000 and 3,000 theatres in the world by October 1953 equipped to show films via that system.

His company has nine CinemaScope films scheduled for production between now and the end of June, he pointed out, and by the end of the year, he added, there should be available between 3,000 and 5,000 sets of the new type lens required by the process.

Meanwhile, Paramount, impressed with reaction to a New York demonstration of its 3-D process, announced that it will film a fourth picture. "High Voltage," in the new medium. Production will begin next month.

The CinemaScope lenses and the screens will be manufactured by the Fox studio itself. Any sound system can be adapted to the process, Skouras noted.

CinemaScope will be made available to all motion picture producing organizations, he added.

It was noted by Skouras that the stereophonie sound system would be most expensive for exhibitors since it requires use of four magnetic sound tracks, three fed to as many speakers arranged through the theatre, with the fourth a control or standby channel.

Xhib Groups Warn Against Boomerangs From Avalanche Of Three-D Publicity

While distribution and poduction continued to grow more enthusiastic over the future of three-dimensional films, exhibition began to show signs of fear that the overplaying of the new medium would bear negative results.

Members of some exhibitor associations were advised to adopt a "wait-and-see" attitude, with action dependent on the availability of an economical and standardized system of projection.

The current wave of press publicity laying the impression that wide-screen and 3-D pictures "would prove a bonanza for all theatres" was deplored by Independent Theatre Owners of Ohio at a board of directors meeting.

Publicity Weighed

The board considered such publicity as having a detrimental effect upon COMPO's campaign to repeal the Federal admission tax.

Attitude of Allied Theatres of Illinois was that so long as a threat exists of distributors disposing of their backlog of 2-D pictures to television, members' enthusiasm for 3-D would be expresed "with baited breath."

The Illinois Allied stand stemmed from rumors that the majors plan to sell pictures made in the last five years to TV. The exhibitor unit branded those reports as a "distrubing factor that may well shatter the high hopes which exhibitors hold out for the success of three dimension."

It was pointed out regarding the tax situation by several Ohio unit members that front page news stories on 3-D "picked up from the trade press or disseminated directly by the distributors . . . gave the public and therefore also senators and congressmen the impression that all theatres would benefit immediately by the introduetion of these new techniques."

An Ohio unit bulletin stressed the fact that "there is not one single installation" of Cinerama in the state and that the Natura Vision 'Bwana Devil' was regarded by the public in Columbus as "a curiosity which would have a brief acceptance . . . but was by no means the cure for the theatres ills. . . ."

As for CinemaScope, the bulletin noted that revelation of its development "has created even greater confusion." The quantity of 20th Century-Fox announcements "each one contradieting the one previously issued," was blamed for the confusion.

Tax Campaign Hindered

The bulletin noted that at the moment CinemaScope "seems to be restricted to first run theatres in cities of 100,000 or more. There are eight such cities in Ohio."

Possible use of three dimension films "as a further weapon in re-establishing the monopoly" was foreseen by Allied board chairman and general counsel Abram F. Myers in a bulletin to members.

Myers said the distributors should get together and work out an agreement for standardization because if each company "has a different method and there is no mechanical interchangeability, it is not to be expected that many theatres will be equipped to handle

(*Continued on page* 33)

WB Regrouping Completed; Fabian Into Houses E.O.M.

WILMINGTON.—Warner Bros. Pictures, as a result of a vote taken this week by stockholders approving an amended plan of reorganization under the consent decree, completed the severance of its production from theatre interests.

The producing and distributing branch will retain the name of Warner Bros. Pictures, Inc., while the new theatre company will be known as Stanley Warner Corp.

Since the brothers Warner have decided to retain the stock which they will receive in the new picture company, they and members of their families must sell or trustee the stock which they are due to receive in the new theatre company, and have entered into agreements to sell this stock when issued to Fabian Enterprises, Inc., headed by Simon H. Fabian.

Other Vote Taken

At the meeting, the corporation's consent to a court order approving the officers of the new theatre company was also voted on and ratified. That action is essential to complete the purchase of stock by Fabian Enterprises.

The court order approved the election of Fabian and Samuel Rosen as directors of the new theatre company.

In addition to Fabian and Rosen, it is expected that the following will make up the board of the new theatre company: David G. Baird, Harry M. Kalmine and Maurice A. Silver.

Baird is a partner of Baird & Co., a New York brokerage firm. Fabian, Rosen and Baird were designated by Fabian Enterprises. Inc.

Kalmine has been for many years the general manager of the Warner Theatre Circuit.

Silver has been in charge of the operation of Warner Theatres in various zones and is now in charge of the Pittsburgh and Cleveland areas.

The board of the new picture company is expected to be composed of Harry M. Warner, Albert Warner, Jack L. Warner, Wadill Catchings, Robert W. Perkins, Samuel Carlile, Stanleigh P. Friedman, Charles S. Guggenheimer and Samuel Schneider.

New Board Designated

All have been directors for nine years or more, and some have been on the board since the corporation was formed in 1923.

The severance of the present Warner Bros. Pictures will be effected shortly after Feb. 28, as provided under the plan of reorganization.

In March, the board of the new Warner Bros. Pictures and the board of the Stanley Warner Corp. will meet, at which time consideration will be given as to future dividend payments.

It is the intent of the management of the new Warner Bros. Pictures to recommend that the board declare a dividend payable in May. It is not yet possible to state what recommendation as to dividends will be made by the management of Stanley Warner.

The management of the corporation will not be named until early in March, since the officers and directors will be determined on the basis of whether or not the sale of their stockholdings in Stanley Warner by the brothers Warner and certain members of their families to Fabian Enterprises or its assigns is completed.

The voting on the two issues, the amended plan of reorganization and approval of the corporation's consent to the court order, resulted in an overwhelming balloting in favor of both resolutions and a fractional vote against both issues.

Major Personnel Promotions Follow ABC-UPT Merger Rule

Major personnel promotions within American Broadcasting-Paramount Theatres, Inc.—concern newly created as a result of the FCC-approved merger of American Broadcasting Co. and United Paramount Theatres — were announced this week by Leonard H. Goldenson, president of the parent company. The merger was approved the week before in a 5-2 FCC decision. Although the new company consists of a large circuit linked to numerous radio and television stations, trade sources were of the opinion that a direct effect upon exhibition would not be forthcoming.

The new company, however, promises to provide strong competition for the CBS and NBC radio and TV networks. Both the theatre and radio-TV divisions will function as separate units.

The Commission overruled examiner Leo Resnick in finding that Paramount Picture controls Du Mont within the meaning of the FCC multiple station ownership rule, again 5-2, but with two different commissioners dissenting.

Top Officials Named

It was further understood that theatre operations of the new company will continue to be conducted on a decentralized basis (as it was under UPT) by subsidiary regional operating companies.

Among the top officials of the new company are Edward J. Noble, Robert H. O'Brien, Robert Kintner, Robert M. Weitman and Simon Siegel.

Noble, ABC board chairman, becomes AB-PT finance committee chairman. O'Brien, UPT secretary-treasurer, is the new financial vice-president and secretary. O'Brien moves over to the ABC division as executive vice-president.

Kintner, president of the former ABC, will be president of the new ABC division. Weitman, a vice-president of UPT, moves over to ABC as vice-president in charge of programming and talent.

Markley Upped

Weitman's theatre duties as consultant for the company's southern houses will be taken over by Sidney Markley, who assumes the new post in addition to the duties and responsibilities he now has.

Edward Hyman, vice-president and consultant on northern theatres, assumes responsibility for the Philadelphia theatres formerly handled by Weitman.

Siegel, former UPT comptroller, moves into the position of AB-PT treasurer. J. L. Brown, assistant treasurer, becomes comptroller and assistant treasurer, and Edith Schaeffer becomes assistant secretary of the parent company.

Herbert Hahn, in charge of the confection department, retains that position and in addition becomes assistant to Markley.

Earl Hudson, United Detroit Theatres prexy, will move into ABC as vice-president in charge of the western division. He will make headquarters in Hollywood and will have Harold Brown, his assistant, take control of UDT as president.

John Mitchell, who has been manager of WBKB-TV, Chicago, becomes manager of the Chicago TV operations for ABC.

Paramount was given a regular license for its Los Angeles TV station, KTLA, and Du Mont was given regular licenses for its three stations. All four stations had been operating under temporary licenses, and three Commissioners dissented from the decision granting regular licenses.

The four stations, under the Commission decision, are deemed to be under single ownership. Since FCC rules limit ownership by one individual, company, or combination to a maximum of five stations, Du Mont and Paramount are between them restricted to one more TV station.

Commission Views Split

On the matter of transfer of broadcast licenses following the consent decree from the old Paramount Pictures to the new Paramount and to United Paramount Theatres, the Commission ruled that although FCC permission should have been sought, failure to make application was understandable in the light of the general consent decree confusion.

The decision gave the seal of approval to transfer of all such licenses involved.

Sale of B&K Chicago TV station, WBKB, to CBS was also approved.

Sharpest Commission split was on the question of permanent licenses for Paramount's KTLA and Du Mont's three TV stations, in view of the finding that Paramount controls Du Mont. The decision was a bare 4-3.

As to the merger, the majority held that it would provide greater network competition. It denied that the merged company would be so large as to dominate the field.

It also denied that UPT could be going into the merger in order to hamper the development of television.

Three Majors File 16mm Suit Answers

Hollywood. — Answers to the government's amended complaint charging the majors with conspiring to prevent video and certain other outlets from obtaining 16mm. prints of their pictures were filed this week in Federal Court by 20th Century-Fox, Universal-International and United World Films, Inc.

The other nine defendants were due to file their answers by the end of the week. In responding, the first three made a general denial of the charges against them.

Paramount's Se



From Hal Wallis,

IN FAME'S

Sensational Honors

NOMINATED FOR

ACADEMY AWARDS

Best Actress . . . . . *Shirley Booth*

Best Supporting Actress . . . . . *Terry Moore*

"Year's Best Actress, Shirley Booth."
—*New York Film Critics*

"Choice of the Year."—*Time Magazine*

"Special Award." —*Parents' Magazine*

"Picture of the Month." —*Redbook*

"Picture of the Month."
—*Good Housekeeping*

"The Month's Best." —*Coronet*

"A sterling achievement for Hal Wallis." —*Los Angeles Times*

"Top Actress of Year, Shirley Booth."
—*Associated Press Poll*

"Year's Best Performance, Shirley Booth." —*Newsweek*

"Year's Best Actress."
—*National Federation of Women's Clubs*

"Highest Rating." —*N.Y. Daily News*

"Miss Booth should win an Academy Award." —*Life*

"Will probably bring Miss Booth an Academy Award." —*Holiday*

"Picture of the Month." —*Photoplay*

"Terry Moore's sexy portrayal an eye-opener." —*Los Angeles Mirror*

Sensational Pre-selling

with ads in national magazines and fan list . . . to total circulation of over 40,000,000!



ational

"Sheba"

icer Of The Year

XHIBITORS



BURT LANCASTER
SHIRLEY BOOTH

IN HAL WALLIS' PRODUCTION

Come Back, Little Sheba

Co-starring

TERRY MOORE

RICHARD JAECKEL • Directed by DANIEL MANN

Screenplay by KETTI FRINGS

Based on the original play by William Inge

Produced on the stage by the Theatre Guild

Sensational Business

New York City 9TH WEEK

Los Angeles 9TH WEEK

San Francisco HELD OVER

Buffalo GREAT!

Washington GREAT!

Houston GREAT!

San Antonio GREAT!

Mass dating starts March 19th, timed to Academy Awards



TELEVIEWS

Columbia's TV Policy

Columbia Pictures will inform its stockholders before disposing of its old pictures for television. This statement came from A. Schneider, vice-president and treasurer, in response to an inquiry from a holder at a recent meeting. The company reported that it is watching the TV situation as it applies to films. Subscription systems such as Telemeter and Phonevision may give more financial returns for feature films than free home television, it was noted. There was stockholder interest in Screen Gems, Columbia subsidiary in the TV field, whose returns were defined as "not lucrative." Columbia reported that the subsidiary is gaining beneficial experience while "making a little money" and that its executives were working on additional video contracts.

3-D On Video?

Three-dimensional home video, with or without the use of glasses, in black-and-white or color, and a pay-as-you-see system to relay the images to set owners, is an immediate possibility, according to M. L. Gunzberg, president of Natural Vision. But, said Gunzberg, his company is much too busy with film theatre 3-D to go into video work at present. He said that adapters could be affixed to sets at cost of about $15 to $25 per unit for the reception of 3-D in the home. Gunzberg disclosed to film press writers in an interview that he had spoken with one network executive and one set manufacturer about his idea, and both had shown strong interest.

The perfection of a 3-D process of TV was announced also by Henry Donovan, producer of Telemount-Mutual Productions. Donovan said that 3-D color video pictures are ready now, adding that though still awaiting FCC approval on the color test, he will begin a series of 13 films in Bolex Stereo on March 15. Process will require glasses.

Film Package Offered

Lippert Films TV subsidiary is offering Chicago stations a package of 26 films from 1951 and 1952 including the following titles: "Little Big Horn," "Return of Jesse James," "Savage Drums" and "Danger Zone." Station WGN-TV has just bought a package of 20 films from a firm called TelPix of films issued prior to 1951. The station plans to put these films on their programs starting March 1.

Property For Video Tower

CBS has filed a lease in St. Louis, Mo., County that it hopes to improve soon with a radio-type tower for use in TV transmission. Both lease and construction plans depend on CBS's getting a permit for a channel. CBS presently operates St. Louis radio station KMOX. The Lutheran Church-Missouri Synod, which operates radio station KFUO in Clayton, Mo., plans to spend $500,000 on a video station if its unopposed application is granted by FCC.

Telemeter Try-Out

Tests of Telemeter, pay-as-you-see TV system, will start in Palm Springs, Calif., the beginning of March. Earl Strebe, Palm Springs exhibitor, will co-operate in the tests with Carl Leserman, president of International Telemeter Corp.

Random Notes

Merle Oberon was signed by Screen Gems to star in "Allison, Ltd.," half hour telefilm for the Ford theatre. . . . Station KTNT-TV Tacoma, Wash. begins operation on March 1. When and if station KIRO Seattle gets a TV permit, it will most likely receive CBS programs, since it is now an affiliate. . . . Construction plans for a radio-system connection between Atlanta, Ga. and Louisville, Ky. by way of Chattanooga and Nashville, have been filed by A. T. & T. with FCC. They call for four microwave channels in each direction to provide TV service when needed.

"TV Exploitation" Opens Office

Oliver A. Unger, president of Beverly Pictures, unveiled the new office of Beverly's new subsidiary, Television Exploitation Co., in New York. TV Exploitation expects to have 27 exchanges operating shortly. Other officers are: Seymour Scott, treasurer; Harold Goldman, national sales director, and Milton Gettinger, counsel. The company has already acquired 52 half-hour Roller Derby films and 22 features, all for TV. Within a month, a new TV series, "Gulliver and The Little People," will go into production on the Coast.

Academy Awards Via TV

NBC will televise the Academy Awards ceremonies March 19 with RCA sponsoring under a one-time deal. The Academy receives $100,000 with the program running from 7:30 to 8:30.

New Station News

New TV licenses were awarded by the FCC in Lansing, Mich., Billings, Mont., Winston-Salem, N. C., Ashtabula, Ohio, Texarkana and Longview, Texas, Hampton and Newport News, Va., and Milwaukee, Wisc. This action brought the total commercial TV licenses issued since the end of the freeze to 215. Also issued was one non-commercial station license in Clayton, Mo., bringing the total in that category to 15.

8x10 Color Stills Inaugurated By M-G-M

M-G-M announced this week that it was making available, starting with "I Love Melvin" and "Sombrero," a set of nine 8x10 color stills and discontinuing its 11x14 series. The 8x10s will be furnished by National Screen Service on the same rental basis as black-and-white stills, the company pointed out. Sample kits will be included in every accessory kit to be sent to circuits and first run theatres.

Theatre Channel Hearings Future Mulled By FCC

WASHINGTON.—The FCC remained undecided this week on the question of whether to continue or call halt to hearings, now temporarily postponed, for industry interests seeking to secure theatre television channels.

Hearings were stopped following attempts by MPAA and NETTC counsel to convince the Commission that theatre TV requires exclusive channels and that there will be applicants for the channels prepared to operate them several hours a day in time.

The Commission had halted the hearings with a request that the film industry answer eight questions adding up to a request for justification of the industry's theatre TV position.

The Commission wanted to know who would apply for the channels if the FCC decided to set them aside, when they would operate a theatre TV service, for how many hours in the day, with what material, how much admission price would be charged, and why existing common carriers can't provide the service without the necessity of setting aside special channels.

FCC Pounded Questions

Marcus Cohn represented NETTC and Vincent Welch represented MPAA, and both were battered by persistent Commission questioning.

Cohn visualized availability to equipped theatres of between one and two hours of daily TV programming within a few years and within 10 years he felt this would be expanded to between two and five hours per day.

He would not name prospective applicants for channels, despite insistence by Commissioner Hennock. He said the industry would produce witnesses during the hearings who would testify as to their eagerness to form companies for the purpose, and said people "from every field in the U.S." would participate.

Welch said he would prove with witnesses scheduled for later in the hearings that AT&T could supply only 23 percent of the theatre video programs contemplated by the industry.

Columbia Holders Renew Cohn, Montague Pacts

Jack Cohn's contract as executive vice-president for Columbia was renewed for a four-year period at the recent annual stockholders meeting. It was reported meanwhile in Washington that Harry Cohn's contract as Columbia president was extended until Feb. 10, 1955, continuing his weekly salary of $3,500 and general expenses of $300 per week.

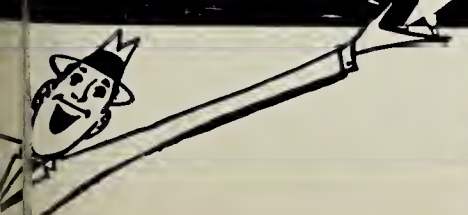
Also approved by holders was A. Montague's sales manager's contract as well as an option granted to him for 10,000 shares of company stock.

Stockholders elected a board of directors consisting of: Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, Donald S. Stralem, Alfred Hart and A. M. Sonnabend. The board will meet shortly to elect a slate of officers.

REACH FOR 'THE STAR" WHILE IT'S BLAZING HOT!



BETTE DAVIS
nominated for the
Academy Award for
her performance in
"THE STAR"
IS READY
TO BREAK
RECORDS
FOR YOU!



4th SMASH WEEK, RIVOLI, N.Y.! 9th RECORD WEEK, 4-Star, L.A.!

Bert E. Friedlob presents **BETTE DAVIS** in **"THE STAR"** co-starring Sterling Hayden • Produced by Bert E. Friedlob • Directed by Stuart Heisler • Original story and screen play by Katherine Albert and Dale Eunson • A Bert E. Friedlob Production • Released by 20th Century-Fox

Grainger Elected RKO President As Hughes Steps In

At meeings of the boards of directors of RKO Pictures Corp. and RKO Radio Pictures, Inc., held this week in Hollywood, James R. Grainger was elected president of both companies. With his election to the presidency of the companies, Grainger was elected to the boards of directors of each.

The board of directors of RKO Pictures Corp. now consists of Howard Hughes, chairman; Noah Dietrich, J. Miller Walker, A. D. Simpson and Grainger. Edward G. Burke, Jr., who was a member of the board, resigned.

Howard Hughes last week regained control of RKO Pictures from the five-man syndicate headed by Ralph E. Stolkin, which last Sept. 23 had purchased the controlling stock from Hughes for $7,093,940.

Burke Resigns

Stolkin said that Hughes made about $1,350,000 on the exchanges. His group, said Stolkin, had paid out $1,750,000 in down payment, interest, and fees which it will not recover.

In returning the stock, the Stolkin syndicate took advantage of a six-month escape clause added to the original agreement in December.

Stolkin assigned as the reason for the transference the fact that since October his group has had the status of minority stockholders. "We have no interest in owning the stock unless we can have management of RKO," he stated.

Other developments at RKO were: Mervin Houser replaced Kay Norton, and David Cantor replaced Leon Brandt, as home office publicity director and exploitation director, respectively.

Houser has been in the motion picture industry in various advertising, exploitation, and publicity capacities with practically all the major companies.

Cantor's industry experience began 25 years ago with Warner Bros. He has been with RKO since 1940.

Lieber Trip Noted

In another change, Ruth Cosgrove, radio contact, was replaced by Walter Wood of the RKO publicity department. Betty Folker, fan magazine contact, and Jack Lewis, writer, have resigned.

Actions followed the return of Perry Lieber, national director of publicity and exploitation for RKO, to Hollywood, after a week-long visit here to reorganize the company's eastern publicity and exploitation departments.

Hughes added that the stock purchased from Ned E. Depinet, a former president of RKO, will be returned to Depinet.

Airer Building Bid Denied

WASHINGTON.—Crescent Amusement Co. applying for permission to build drive-ins near Hopkinsville, Ky., and in the Nashville, Ky., suburbs, has been turned down on the Hopkinsville one, with the decision not yet out on the Nashville drive-in, according to Justice Department sources.

NEW APPOINTMENTS

Robert F. Blumofe, former executive of MCA, was appointed Coast representative of United Artists. He will represent UA both in negotions for new pictures by independent producers and as liaison with independent producers whose films are released by UA. Blumofe entered the industry in 1939 as an attorney for Paramount in New York He moved to the Hollywood office in 1941.

David Rosenthal was appointed branch manager of United Artists' Cleveland exchange. Rosenthal previously held positions with National Screen Service, Columbia Pictures, Producers Releasing Corp., Eagle-Lion Films, and 20th Century-Fox, during his 15 year career with the motion picture industry.

Al Horwits, formerly studio publicity director at Universal, was advanced to the newly created post of executive aid to the studio executive committee. Horwitz will handle special public relations and special projects involving studio talent. Horwitz is succeeded as publicity director by Sam Israel, former publicity director for Eagle-Lion.

Cam Price, RKO Radio-Pictures salesman, was named branch manager of a new company exchange in Jacksonville, Fla., which is due to begin operations soon. Price, formerly of the Atlanta branch, will be assisted by salesman Paul Harrison, also from Atlanta, and James Hudgens, of the Oklahoma City exchange, who will serve as office manager.

Robert K. Shapiro was promoted to the executive managership of the New York Paramount Theatre. In charge of the physical operation of the theatre since 1941, Shapiro will now have the additional responsibilities of the stage and screen programs in his new position. Shapiro began his career at the New York house as an usher.

Eugene Pleshette, manager of the Brooklyn Paramount, was made executive manager of that theatre, charged with full control of its operations. Pleshette became manager in 1945.

Miss Helen Agnes Connolly, formerly with 20th Century-Fox, joined Allied Artists as assistant to Harry Goldstein, the company's eastern publicity representative.

William German, of William German Inc., was elected a director of the Motion Picture Pioneers at a recent meeting of the board.

Leon Brandt will handle exploitation for Samuel Goldwyn Productions. He previously held a similar position with RKO Pictures.

Charles Cohen, who was affiliated with RKO for the past few months, rejoined the advertising department of 20th Century-Fox.

Government Unit Permits Building Material Buying; Metal Shortage Continues

WASHINGTON. — Manufacturers of controlled metals may sell to anybody, without reference to the government, after they have honored controlled materials allocations, it was disclosed over the weekend by Arthur S. Flemming, acting director of the Office of Defense Mobilization.

The Flemming okay was given with the understanding that it is up to prospective theatre builders to find on the open market, if they can, steel, copper and aluminum in sufficient quantities for construction.

New Plan Studied

Supplies of the three metals are extremely short, however, according to OFM officials, and prospective purchasers may not be able to find any available.

All controlled material allotments for the second quarter will remain valid through June 30. The administration is now studying possible recommendations to Congress concerning new legislation to take the place of the Controlled Materials Plan which expires on that date.

Eisenhower Quoted

Flemming quoted President Eisenhower to the effect that the new legislation to be sought would not envisage controls, except with respect to defense priorities and scarce and critical items essential for defense.

Presumabley all other users, including manufacturers of studio and theatre equipment and prospective builders of theatres, could buy the remaining metals without restraint if they were available on the open market.

Meanwhile, until new legislation is recommended and passed, all controls are off of steel, aluminum and copper.

Rear Adm. Timothy J. O'Brien, U.S.N., Ret., was elected a vice-president of Skiatron Electronics & Television Corp. Admiral O'Brien is a director of Skiatron.

Fred Kohlmar joined Columbia Pictures as a producer of "AA" productions. For the past seven years, Kohlmar was associated with 20th Century-Fox, and prior to that was under contract to Paramount.

Clark Ramsay resigned his position as vice-president of the Monroe Greenthal Advertising Agency to accept a newly-created executive post under David A. Lipton, vice-president in charge of advertising and publicity for Universal-International. Ramsay will become executive assistant to Lipton, handle the company's national advertising and correlate promotional activities.

Henry Burger, district manager for Warner Theatres in the Pittsburgh area, was appointed director of advertising for all units in the tri-state section. Robert Bowman, manager of the Erie Warner, succeeds Burger.



MAKING BOXOFFICE HISTORY IN ITS WORLD PREMIERE ENGAGEMENT, RADIO CITY MUSIC HALL



There's No Business Like 20th Century-Fox Business!

Staff Reviews

"All Ashore"

(Columbia) Technicolor 78 Min.

Cast: Mickey Rooney, Dick Haymes, Peggy Ryan, Ray McDonald, Barbara Bates, Jody Lawrance, Fay Roope, Jean Willes, Rica Owen, Patricia Walker, Edwin Parker, Dick Crockett, Frank Kreig, Ben Welden, Gloria Pall, Joan Shawlee.

Credits: Produced by Jonie Taps; Directed by Richard Quine; Screen play by Blake Edwards and Richard Quine.

"All Ashore" is a light, clever, rollicking musical, with an infectious gaiety that imparts itself to the audience. A lively affair, the picture has lots of humor, some excellent dancing by Peggy Ryan and Ray McDonald, plus musical numbers that are both original and entertaining. Mickey Rooney, Dick Haymes, Barbara Bates and Jody Lawrance are all good in this story of three sailors on vacation in Catalina with no funds and a knack for getting their buddy, Rooney, in all sorts of trouble. Especially tailored for Rooney, his role in this film takes advantage of the Rooney personality and he comes across with sock appeal.

STORY: Mickey Rooney has perennially been the victim of his two buddies, Dick Haymes and Ray McDonald, who around the world have seen that he got the short end of everything. About to go on a vacation to Catalina with money he has saved, Rooney is side-tracked into an off-limits bar by his two buddies and all three fall victim to knockout drops. Upon awakening, Rooney is short all his funds and Haymes and McDonald promise that he will have his Catalina vacation anyway. They arrange for Rooney to work all three's way to Catalina. Once on the island, they have enough money for a cabin for two with Rooney bunking on the floor. In the romance department, Rooney loses Jody Lawrance to Haymes, while McDonald romances Peggy Ryan. Rooney finally comes up a winner, when he saves Barbata Bates, a millionaire's daughter, who also falls for him.

"Seminole"

(Univ.-Int'l.) Technicolor 87 Min.

Cast: Rock Hudson, Barbara Hale, Anthony Quinn, Richard Carlson, Hugh O'Brian, Russell Johnson, Lee Marvin, Ralph Moody, James Best, Dan Poore, Frank Chase.

Credits: Produced by Howard Christie; Directed by Budd Boetticher; Story and screen play by Charles K. Peck, Jr.

The plight of the Seminole Indians at the hands of the U.S. Army in the Florida of 1835 is engrossingly detailed in fictional style in this well-made Technicolor action drama. The story, told for the most part in one flash-back, traces the friendship of an Indian and a white man to a tragic conclusion, building a measure of suspense all the way. A climax containing a surprise twist reaffirms the story's theme of sympathy and respect for the Indian. Performances are effective in a cast top-lined by the up-and-coming Rock Hudson; Anthony Quinn, who plays an Indian, and Richard Carlson.

The film's theme will carry weight with the discriminating patron while the action fan and youngster will experience delight from the many battles and ambushes woven into the story. Beautiful backgrounds of the Florida Everglades add a credible atmosphere to the tale. Proof of the film's impact was the favorable reaction accorded throughout by a sneak preview audience at Loew's State Theatre, N.Y.C.

STORY: Court-martialled for conniving with the Seminole Indians against the U.S. Army, Lieut. Rock Hudson relates the events leading to his arrest. He had clashed with Maj. Richard Carlson over the latter's plan to ambush and wipe out the Seminoles. When the plan failed and most of the soldiers were killed, Hudson was saved by the Indians under instruction from their leader, Anthony Quinn, a half-breed who had grown up with Hudson. Carlson came to believe that Hudson was in league with Quinn and his views grew stronger when he discovered that Barbara Hale, loved by Hudson but enamored with Quinn, was acting as go-between for the Indians and the Army. Carlson then lured Quinn to his fort during a truce and had him beaten. Quinn died and Hudson was blamed. Back in the present, Hudson is found guilty and sentenced to be shot. But Seminoles capture the fort at the last minute to supply evidence clearing Hudson and damning Carlson.

"Destination Gobi"

(20th-Fox) Technicolor 89 Min.

Cast: Richard Widmark, Don Taylor, Casey Adams, Murvyn Vye, Darryl Hickman, Martin Milner, Ross Bagdasarian, Judy Dann, Rodolfo Acosta, Russell Collins, Leonard Strong.

Credits: Produced by Stanley Rubin; Directed by Robert Wise; Screen play by Everett Freeman; Based on a story by Edmund G. Love.

Action on the desert wastes of Inner Mongolia, recreating a heretofore unpublicized World War II incident of U. S. Navy participation, is furnished in fair measure in this Technicolor melodrama. The off-beat angle of the story (Navy personnel on the desert), a script packed with wise-cracks and handled well by competent performers, plus the visual beauty of endless stretches of sand, add up to a neat entertainment package that should augur well at the box office. Richard Widmark heads a practically all-male cast, but the absence of romance does not lessen the interest. A sneak preview audience at Skouras' Academy of Music Theatre, N. Y. C., reacted with delight to plot developments. Story relates the trek over the Gobi Desert to safety of a squad of gobs fleeing the Japanese.

STORY: Commander Russell Collius and Lieutenant Richard Widmark head a squad of Navy men conducting weather observations in Inner Mongolia late in World War II. When the Japanese locate and strafe their position, Collins is killed. Widmark, assuming command, leads the men on a trek over the Gobi Desert to the China coast. An erratic Mongol, Murvyn Vye, is sought by Widmark to guide the squad. Vye and his followers, however, run hot and cold, soon luring the Americans into Japanese hands. Taken to a prison camp near the coast, the Americans soon learn that Vye doublecossed them in order to hasten their journey, since the enemy could better provide fast transportation to the coast. Vye then helps escape the camp and flee by sea.

"The Girls Of Pleasure Island"

(Paramount) Technicolor 95 Min.

Cast: Leo Genn, Don Taylor, Gene Barry, Elsa Lanchester, Dorothy Bromiley, Audrey Dalton, Joan Elan, Peter Baldwin, Philip Ober, Barry Bernard, A. E. Gould-Porter, Richard Shannon, Leon Lontok, Michael Ross.

Credits: Produced by Paul Jones; Directed by F. Hugh Herbert and Alvin Ganzer; Screen play by Herbert; based on a novel by William Maier.

This is a cute, pleasant type of film, finely aided and abetted by Technicolor; an easy-going yarn that is a little different; a decided play on varied personalities; a yarn that is at times heart-warming, amusing and touching, with good direction and matching production. The gals, newcomers to the screen, are attractive, and the entry as a whole should make a neat part of the program with patrons being able to digest the end result with leisurely ease. There are a number of exploitation possibilities apparent from both the escapist story line and the provocative title.

STORY: On a small South Pacific atoll during the last war, there resides a dignified British subject, Leo Genn and his three youthful and lovely girls, Joan Elan, Audrey Dalton and Dorothy Bromiley, supervised by housekeeper Elsa Lanchester. Genn is notified that U. S. Marines are to land and build an air strip. The girls are thrilled at their first chance to meet men their own age for the first time. Genn, on the other hand, is worried about the meeting between the three innocents and the Marines. Audrey meets and falls in love with Lt. Don Taylor; Bromiley is attracted to Peter Baldwin, private, while Joan flirts with all the officers. Just as everyone starts getting settled, the unit is ordered to move. Taylor promises Audrey he will return to her while the other sisters resign themselves to the departure. After the war, Genn prepares to take his family on a trip to England but Audrey is reluctant to go for fear of missing Taylor but he returns at the last moment. They are reunited and everything is fine again.

"The Magnetic Monster"

(United Artists) 76 Min.

Cast: Richard Carlson, King Donovan, Jean Byron, Harry Ellerbe, Jarma Lewis, Leo Britt, Leonard Mudie, Byron Foulger.

Credits: An Ivan Tors Presentation; Produced by Tors; Directed by Curt Siodmak; Screen play by Siodmak and Tors.

Slanted toward science-fiction lovers, this exploitation entry possesses the required number of fantastic happenings to make for adequate second-feature diversion. The story builds suspense at an even pace as it pushes forward via a search by atomic scientists for a method capable of destroying a radioactive metal that is causing terrible explosions. The search calls for the use of various mechanical and electronic devices, thereby lending semi-documentary flavor to the proceedings. This flavor is aided by effective use of stock shots to ignite the fuse on a noisy and explosive climax. By way of mention, the credit listings are flashed on the screen after the final fade-out.

STORY: Atomic scientist Richard Carlson, investigating the cause of a strange magnetism that is afflicting metallic objects, discovers that a new radioactive element has been unleashed in the world. Since the element feeds on and will be destroyed by electricity—and when not fed, causes terrible explosions—Carlson enlists the power supply of an entire city to placate this "magnetic monster." But the power is insufficient and an explosion occurs. Calculations show that the world will be exploded in due time if the element is not destroyed. So Carlson rushes the element for an infusion of 90,000,000 volts at an underground Canadian dynamo. The voltage appears to have been insufficient since a tremendous explosion occurs, killing hundreds. But immediately thereafter, the element disintegrates and the world is saved.

"Count The Hours"

(RKO) 74 Min.

Cast: Teresa Wright, Macdonald Carey, Dolores Moran, Adele Mara, Edgar Barrier, John Craven, Jack Elam, Ralph Sanford.

Credits: Produced by Benedict Bogeaus; Directed by Don Siegel; Screen play by Doane R. Hoag and Karen DeWolf; From a story by Hoag.

Action fans will find diversion in this mildly suspenseful account of a lawyer's battle to save an innocent man from hanging. The film begins with a double murder, moves on to some court room scenes, proceeds to a cops-and-robber chase and concludes with a gun duel. Woven into the story are an attempted rape and a couple of interludes which spotlight Adele Mara in a tight-fitting dress. The plot is loosely strung together in incident, but a rather short running time takes up the slack on some of the drag.

STORY: When a rancher and his wife are shot to death by an unknown man, the police blame John Craven and Teresa Wright, husband and

wife who had worked for the victims. Craven, unable to bear police grilling of Teresa, signs a confession in order to release her. Macdonald Carey, lawyer assigned to Craven's defense, at first believes Craven guilty but soon realizes a doubt exists. He and Teresa vainly try to collect evidence to clear Craven. But a jury delivers a verdict of guilty and death sentence is imposed. A series of accidental developments soon occur which lead to Jack Elam, one-time employee of the victims, as the murderer. When Elam confesses, medical authorities pronounce him insane. But evidence supplied by a bartender damns Elam and Craven is freed at the last minute.

●

"The Story of Mandy"

(Univ.-Int'l.) 93 Min.

Cast: Phyllis Calvert, Jack Hawkins, Terence Morgan, Godfrey Tearle, Mandy Miller, Marjorie Fielding, Nancy Price, Edward Chapman.

Credits: A J. Arthur Rank Organization Presentation; An Ealing Studios Michael Balcon Production; Produced by Leslie Norman; Directed by Alexander Mackendrick; Screen play by Nigel Balchin and Jack Whittingham; Adapted from the novel, "The Day is Ours," by Hilda Lewis.

An emotional tale, revolving around the education of a child born deaf, is unfolded with violent tugs at the heart strings in this slow-paced British production. Best markets should be art houses and class patrons of the distaff side since the tale attempts to deal with some serious child-rearing problems involving a mute. First half of the picture does this well, but once the main issues are straightened out the story rushes into a melodramatic romantic triangle concerning the child's parents and her teacher. The names of Phyllis Calvert and Jack Hawkins may help on the marquee, but the strongest asset will be the word-of-mouth created by the brilliant performance of young Mandy Miller as the mute.

STORY: Phyllis Calvert and Terence Morgan discover that Mandy Miller, their daughter, is deaf. Phyllis decides to send Mandy to an institution. Morgan opposes and they quarrel. Phyllis leaves Morgan and enters Mandy in Jack Hawkin's institution for the deaf. But Mandy is a problem student and only after she sees Phyllis every night does she begin to show signs of learning. Meanwhile, Edward Chapman, the school's business executive, quarrels with Hawkins over policy. When Hawkins spends evenings tutoring Mandy in Phyllis' apartment, Chapman sends a spy to build a case of adultery between the two. Chapman, believing his information will lead to Hawkins' dismissal, gives a hint of their activities to Morgan. The latter grows jealous and takes Mandy out of school. Hawkins and Phyllis then clear up the adultery charge to Morgan's satisfaction. Morgan and Phyllis reconcile. Morgan, seeing that Mandy has learned to speak, permits her return to school.

●

"The Tall Texan"

(Lippert) 84 Min.

Cast: Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler, Syd Saylor, Samuel Herrick, George Steele, Dean Train.

Credits: Produced by T. Frank Woods and Robert L. Lippert, Jr.; Directed by Elmo Williams; Screen play by Samuel Roeca; Additional dialogue by Elizabeth Reinhardt.

"The Tall Texan" is tall on good acting, excellent photography, a powerful musical score and some tense passages of suspense. Only obstacle in the picture's path is a draggy, not-too-clear at times story line, that serves more as a showcase for the talents of such fine performers as Lloyd Bridges, Lee J. Cobb, Marie Windsor and Luther Adler. As it stands, "The Tall Texan" has a strong exploitation potential and with careful selling, this outdoor drama will keep well on the profit side of the ledger. Chief weak-spot is the failure to more clearly define the basic characters of some of the principals.

STORY: Escaped convict Lloyd Bridges is being brought back to El Paso where he has been convicted of killing his brother. Making the wagon trip with him are his keeper, Sheriff Samuel Herrick, Marie Windsor, Lee J. Cobb and Syd Saylor. A fleeing Indian joins them and his presence brings on an attack by fellow tribesmen, who are after the brave for murder. Marie's husband is killed. Soon the group is joined by a shady trader, Luther Adler. This group goes to a gold site. The Indians allow them to pan for gold as long as they do not descrate the burial grounds. Adler, overcome by greed, searchs for gold in the burial plot and touches off an Indian attack. Everyone is killed except Bridges, who rides off to El Paso to straighten things out with the law, and Marie, who will meet him there.

●

"Port Sinister"

(RKO) 65 Min.

Cast: James Warren, Lynne Roberts, Paul Cavanagh, William Schallert, House Peters, Jr., Marjorie Stapp, Helen Winston, Eric Colmar.

Credits: Produced and written by Aubrey Wisberg and Jack Pollexfen; Directed by Harold Daniels.

This is a moderately inept exploitation programmer about sunken treasure and an island that rises up out of the sea. Performances are subordinated to scenes with a man-eating monster crab and a chase across smoking lava amidst eruptions of fire and boiling water. Both this picture and "City Beneath the Sea" (reviewed in the last issue), concern Port Royal, the pirate stronghold that sank beneath the sea.

STORY: James Warren, volcano expert, persuades the head of a scientific institute to finance an expedition to a remote spot in the Caribbean where an island is expected to rise out of the sea. Lynne Roberts, female scientist, goes with him. Paul Cavanagh, a seaman, knowing treasure to be on the island, slugs Warren, captures the expedition ship and sails with Lynne. Warren gives chase by plane, but Cavanagh arrives first to see the island emerge from the sea. While Cavanagh locates the treasure, Lynne escapes from the ship only to be apprehended by a man-eating crab. She is saved by Warren, who, in turn, is pursued by cavanagh's men. The island suddenly erupts, killing Cavanagh and his men, while Lynne and Roberts make good their escape.

●

"Tangier Incident"

(Allied Artists) 77 Min.

Cast: George Brent, Mari Aldon, Dorothy Patrick, Bert Freed, Dan Seymour, Dayton Lummis, Alix Talton, John Harmon, Richard Karlan, Shepard Menken, Benny Rubin, Mike Ross.

Credits: A Lindsley Parsons Production Produced by Parsons; Directed by Lew Landers; Screen play by George Bricker.

"Tangier Incident" will get by as a supporting feature. It is an ordinary production, that telegraphs its plot twists far ahead. As a whole, the film is a pretty unconvincing affair, despite the fact that some of the principals do the best with what they have to work with. A tale of the efforts of an American intelligence agent to keep three scientists, all fugitives, from getting together and pooling their knowledge of the H-bomb and selling it to the Communists, the intrigue here is of a lukewarm nature.

STORY: George Brent, an alleged black market tycoon, is really an American intelligence agent out to get the goods on Bert Freed, a wealthy importer and boss of the Communists in Tangier. Brent continually out-manuevers the Red agents until he is assigned to meet Dorothy Patrick, an English girl, who is the niece of one of the runaway scientists. Already involved with a pretty American girl, Mari Aldon, whom he has met in a Tangier nightspot, Brent is the victim of a switch when Dorothy is kidnapped and Alix Talton, a Red agent, substited for her. Brent uncovers Alix as an imposter, then finds that Mari is also an imposter, who is the secret head of the Reds in Tangier. Using his cunning, Brent outwits his enemies with Tangier chief of police Dan Seymour lending him an assist.

U. S. Tax Receipts Drop Nine Percent In A Year; December Figures Rose

WASHINGTON.—Federal admissions tax collections during 1952 were $312,396,863, down about nine percent from the $344,643,254 collected during 1951, according to a Treasury Department report. Admissions tax collections in 1950 totalled $356,721,869. Because of the month lag, 1952 admissions tax collections actually reflect boxoffice in the 12 months ended Nov. 30, 1952.

December collections, reflecting the November boxoffice, were at $26,996,928, a rise over the $26,032,781 collected during the corresponding month of 1951. Tax collections during the fourth quarter of 1952 were $83,127,377, compared with $94,420,007 during the fourth quarter of 1951.

Film theatre admissions provide most of the tax receipts, although the figures include all types of admissions except to roof gardens, cabarets and over-price ticket sales.

VCI Annual Convention Scheduled For May 18-21

Variety Clubs International will hold its 17th annual international convention in Mexico City May 18 through 21. The event will mark the first time the convention will be held outside the U. S.

Harold Sharp, Coca-Cola executive, and Morton Downey, Coca-Cola salesman, are in Mexico City to meet with Luis R. Montes, convention chairman, to discuss the meeting.

Dick Dickson, manager of the Roxy Theatre, New York, has been chosed to stage the Humanitarian Award dinner to be given during the convention.

Clearing House Organized

International Film Associates Corp., formed in 1948, has been activated and will serve as a clearing house in the U.S. for selected foreign films. B. Bernard Kreisler was elected president.

U-I Unit Sets Sales Meet

Universal International Films will hold a series of regional sales meetings in the near future. Top home office executives will confer in these meetings with managers of U-I branches throughout Latin America.

Film "Mom & Dad" Sequel

HOLLYWOOD.—A sequel to Kroger Babb's sex-hygiene film, "Mom and Dad," is slated to begin filming in May, Hallmark Productions' new executive offices here announced.

NOW SHOOTIN

NOW BEING SOLI





PRE-RELEASE EXHIBITI

AT COLUMBIA !

BY COLUMBIA !

IT'S

AT OUTDOOR AMERICA IN

ISIONS



BEGINNING MAY 20TH

Executives From Every Walk Of Life Join In Zukor Tribute

A myriad of leaders from every walk of American life will gather at dinner on the evening of March 4 in the Grand Ballroom of the Waldorf-Astoria to pay tribute to Adolph Zukor, industry pioneer and chairman of the board of directors of Paramount Pictures, on the occasion of the 50th anniversary of his entrance into the motion picture industry. This Golden Jubilee Dinner will mark a high spot in the industry's series of events this year honoring Zukor. The chain of festivities is being conducted under the general sponsorship of Variety Clubs International.

The Golden Jubilee affair is specifically being held to commemmorate the opening 50 years ago by Zukor of a penny arcade on New York's Union Square. On the day prior to the dinner, a permanent metal plaque paying tribute to Zukor will be unveiled on the site of his first "Automatic Vaudeville" by the Fourteenth Street Association, an organization of business men and merchants of that area.

Plaque Honors Pioneer

Zukor will be hailed, via an inscription to the plaque, as "the man whose vision and foresight brought fame and glory to Fourteenth Street and created a historical landmark in entertainment."

Reasearch has shown that Zukor's Arcade was opened on the site now occupied by Ohrbach's Department Store. Officials of that store have approved a plan to affix the plaque inside their main entrance—the exact spot of the entrance to the now-vanished Arcade.

A special Honorary Committee has been set up for the Golden Jubilee Dinner to include key figures from the ranks of the nation's top industrialists and financiers, as well as notables from public life.

Top figures from within all branches of the film industry, together with publishers and editors of the trade press, will form a Sponsoring Committee for the Jubilee Dinner.

Members of both committees will thus join on March 4 to honor an anniversary in the life of a man who has often been called "Mr. Motion Pictures."

Zukor's History Traced

The progress of Zukor from initiator of the first penny arcade on Fourteenth Street in 1903 to his present position as chairman of the board of directors of Paramount is the history of the growth of motion pictures.

Zukor came to this country from Hungary at the age of 16, with only $40 in his pocket. He went to work for the salary of $2 per week, and later obtained the post of furrier's apprentice for the sum of $4 per week.

As soon as he settled in his fur job, he signed up for night school courses in English and American business methods.

In 1892, after four years as an employe in the fur business, Zukor moved to Chicago, where he went into the fur business for himself, using his savings and additional sums lent him by people who were already impressed with his business ability, foresight, and integrity.

While his new business was showing that it was on the road to permanent success, Zukor met, fell in love with, and married Lottie Kaufman. Their marriage took place Jan. 10, 1897.

It was not until after the turn of the century that Zukor came into contact with the first attempts at motion pictures and saw the possibilities inherent in their development.

His original penny arcade was established March 4, 1903. Shortly afterwards came the construction of the first motion picture theatre.

Perceived Future Policies

In the field of Nickelodeons and Penny Arcades Zukor perceived and put into effect the policies of expansion and multiple operations that later formed the basis for the rapid growth of the motion picture business.

In 1912, Zukor purchased the rights to the first four-reel full-length film, "Queen Elizabeth," starring Sarah Bernhardt. It was made in France. The film, which required for that time the huge production investment of $40,000, proved a major bonanza, and more than returned the original investment.

The success of "Queen Elizabeth" proved that high quality full-length films were here to stay, and led to Zukor's organization of Famous Players Film Co., the first major film studio, and later to the establishment of Paramount Pictures in 1916.

Today, at the age of 80, Zukor is still active in all branches of the motion picture industry, and the possessor of honors paid by industry, nation, and foreign governments, which give tribute to his unique qualities of vision, business acumen, and integrity.

Nation Pays Tribute

On the Honorary Committee are: Barney Balaban, Nate J. Blumberg, Steve Broidy, Jack Cohn, Edward P. Curtis, Cecil B. DeMille, Ned E. Depinet and Walt Disney.

Also, Gus S. Eyssell, Samuel Goldwyn, James R. Grainger, Eric A. Johnston, Dr. Herbert T. Kalmus, Arthur B. Krim, Jesse L. Lasky and Louis B. Mayer.

Also, Milton R. Rackmil, Herman Robbins, George J. Schaefer, Nicholas M. Schenck, Spyros P. Skouras, Major Albert Warner, Richard F. Walsh and Herbert J. Yates.

Also, Greg Blackton, James Wright Brown, Douglas L. Elliman, F. M. Flynn, Bernard Gimbel, Albert M. Greenfield, Stanton Griffis and H. H. Helm.

Also, William J. Keary, Mac Kriendler, Mrs. Albert Lasker, J. Wilson Newman, Joseph Pulvermacher, William Rosenwald, Toots Shor and Charles P. Sligh, Jr.

Also, C. R. Smith, Harold V. Smith, H. M. Taliaferro, Robert R. Young, Philip Liebmann, Grover A. Whalen, Whitelaw Reid and Richard Prentice Ettinger.

Also, Rep. Emanuel Celler, Rep. Isidore Dollinger, Rep. Francis Dorn, Rep. Sidney A. Fine, Rep. Paul A. Fino, Rep. Louis B. Heller, Rep. Lester Holtzman and Rep. Eugene J. Keogh.

Also, Rep. Arthur G. Klein, Rep. Abraham J. Multer, Rep. Adam Clayton Powell, Rep. John H. Ray, Rep. John J. Rooney, Rep. Jacob K. Javitz, Rep. Edna F. Kelly and Councilman Maurice J. McCarthy.

Also, Councilmen Charles E. Keegan, Irving I. Shreckinger, Stanley M. Issacs, Eric J. Treulich, Robert Weisberger, Jack Kranis, Jermiah B. Bloom an Arthur A. Low.

Also, Councilwomen Bertha Schwartz, Judge Charles W. Frossel, Judge Jonah J. Goldstein, Judge Ferdinand Pecora, Judge Meier Steinbrink, Judge S. Samuel DiFalco, Judge Samuel S. Leibowitz and Judge Matthew M. Levy.

Also, General Lucius D. Clay, Hon. Vincent R. Impellitteri, Sen. Herbert H. Lehman, Sen. Irving M. Ives, New York State Attorney General Nathaniel L. Goldstein; Edward Corsi, Industrial Commissioner, New York State Department of Labor; District Attorney Frank S. Hogan and New York City Comptroller Lazarus Joseph.

Herman T. Stitchman, Commissioner of Housing; Robert F. Wagner, Jr., Borough President, Manhattan; John Cashmore, Borough President, Brooklyn; Edward T. McCaffrey, Commissioner of Licenses and Walter T. Shirley, Commissioner of Commerce.

On the Sponsoring Committee are: Robert Benjamin, Charles Boasberg, Al E. Daff, George F. Dembow, Charles J. Feldman, Leopold Friedman, Maury Goldstein and Joseph Hazen.

Also, William J. Heineman, Benjamin Kalmenson, Al Lichtman, W. C. Michel, Robert M. Mochrie, Abe Montague, Charles C. Moskowitz and James A. Mulvey.

Also, John J. O'Connor, Charles M. Reagan, William F. Rodgers, J. Robert Rubin, Abe Schneider, Sam Schneider, Alfred W. Schwalberg and Nate Spingold.

Notables Join Sponsors

Also, Arthur L. Mayer. Robert W. Coyne, Louis Nizer, Sen. Herbert H. Lehman, Henry Ford II, Guy S. Eyssell, John M. Schiff and Oscar Hammerstein II.

Also, William S. Paley, Jules Stein, Walter Hoving, Gardner Cowles, John Hay Whitney, Jack Frye, Peter Grimm and Saul Schiff.

Also, Capt. Edward Rickenbacker, Otto Harbach, W. P. Marshall, Frank D. Schroth, William R. Hearst, Jr., Alfred Steele, Cornelius Vanderbilt Jr. and A. S. Johnson.

Also, General Ted Curtis, Horace C. Flanigan, Conrad Hilton, John A. Coleman, Abe Lastvogel, Herbert B. Swope, Joseph F. Cullman, Jr. and Albert Winger.

Also, L. Jan Mitchell, Carol Shanks, Herman Becker, William Brandt, Leo Brecher, Max A. Cohen, Russell V. Downing and Emmanuel Frisch.

Also, Harry Kalmine, Edward Lachman, Charles B. Moss, Walter Reade, Jr., Samuel Rinzler, Samuel Rosen, Fred J. Schwartz and Sol A. Schwartz.

Also, Joseph M. Seider, Gerald Shea, George F. Skouras, Spyros S. Skouras, Jr., Wilbur Snaper, Joseph R. Vogel, Frank C. Walker and David Weinstock.

Also, Robert M. Weitman, Jack Alicoate, Jay Emanuel, Abel Green, Pete Harrison, Charles E. Lewis, Martin C. Quigley and Ben Shlyen.

Also, Morton Sunshine, Mo Wax, William R. Wilkerson.

Si Fabian is serving as treasurer for the dinner committee.

Para Branches Post Mammoth Jubilee Spreads

In tribute to the Variety Clubs International's celebration of Adolph Zukor's Golden Jubilee in the motion picture industry, branch offices everywhere of Paramount are "hoisting the flag" this week for the company board chairman. The "flags" will stay up at branches for the remainder of the year.

Featured in these displays are bright, colorful 30 X 40 posters bearing a large photograph of the film industry pioneer, together with the announcement that "The Men and Women of the Motion Picture Industry Through Variety Clubs International, Happily Salute Adolph Zukor, Celebrating 50 Years of Service to the Motion Picture."

Seating Bill Introduced

ALBANY.—A bill requiring exhibitors of all kinds to "conspicuously post and at all times display a diagram of the exact location by number and letter of each reserved ticket" has been introduced in the State legislature. The diagram would be posted "adjacent to the box office or other place where such reserved seat tickets are sold," the bill noted.

Industry Dividends Jump

WASHINGTON.—Film industry publicly declared dividends in January 1953 were $1,970,000, a big jump from the $1,544,000 revised total of January 1952, according to a Commerce Department report.

Paramount Pictures



Paramount Pictures Corporation

and its personnel

join in affectionate felicitations to

ADOLPH ZUKOR

on the happy occasion of

THE ADOLPH ZUKOR GOLDEN JUBILEE, 1903-1953

—celebrating fifty years of service to the motion picture

And Paramount extends thanks to
Variety Clubs International for its sponsorship of this
industrywide tribute to Paramount's beloved founder.

Screenings Under Way For Selection Of "Oscar" Winners For 25th Year

HOLLYWOOD.—Screenings are now being held of all pictures represented by nominees for the 25th annual awards of the Academy of Motion Picture Arts and Sciences. Screenings will continue through March 8 for the approximately 1,600 Academy members who will vote for the final winners. Ballots will be received Feb. 24 and voting will close March 10.

Republic will meanwhile contribute its same share this year in support of the Academy and Oscar festivities as it had in previous years, according to Herbert J. Yates, president of Republic Studios.

Includes All Fields

The nominees, selected for outstanding achievements in all branches of motion picture production by 11,665 members of the industry, include actors, directors, writers, musicians and technicians, as well as feature productions, short subjects and documentaries.

Results will be announced March 19 after tabulation of the ballots by Price, Waterhouse and Co., when the Silver Jubilee Presentation program is held at the RKO Pantages Theatre in Hollywood.

Nominees for the best motion picture were: "The Greatest Show on Earth" (Para.); "High Noon" (UA); "Ivanhoe" (M-G-M); "Moulin Rouge" (UA); "The Quiet Man" (Republic).

For the best actor's performance: Marlon Brando, "Viva Zapata" (20th-Fox); Gary

(*Continued on page 33*)

Burt Robbins Nominated Cinema Lodge President

Burton E. Robbins, executive of National Screen Service and representative of his company for many years in its participation in industry charitable drives, was nominated this week to the presidency of New York's Cinema Lodge of B'nai B'rith to succeed Martin Levine, executive of Brandt Theatres. Elections will be held Feb. 24 at a business meeting at the Hotel Astor which will feature the appearance of Dr. Arthur Lelyveld, national director of B'nai B'rith's Hillel Foundations.



BURTON E. ROBBINS

Communications Media Honored By National CJ Conference With Awards To Skouras, Gen. Sarnoff

Climaxing the amusement field's participation in Brotherhood Week, sponsored by the National Conference of Christians and Jews, was a dinner given late this week at the Waldorf-Astoria honoring seven leaders of the communications industries.

Those honored by the dinner, where top names of the amusement industry were on the dais, were: Walter D. Fuller, John Golden, William Randolph Hearst, Jr., Jack R. Howard, Danny Kaye, David Sarnoff and Spyros P. Skouras.

A total of 900 motion picture theatres in the metropolitan area participated in Brotherhood Week. Every theatre displayed an honor roll and patrons were invited to sign it as their pledge to promote harmony among all Americans. Nationally, close to 18,000 theatres participated in the week-long celebration.

At the dinner, a dramatic tableaux was presented. Called "The ABC's of Brotherhood," it was written by Morton Sunshine, editor of the INDEPENDENT FILM JOURNAL. The cast of the tableaux included Quentin Reynolds, Ben Graeur, John Cameron Swayze, Mel Allen, Bob Considine, Bill Hayes, Danny Kaye, Dennis O'Keefe and Conrad Nagel.

Louis Nizer, prominent industry attorney, made the presentation before an audience of 1,000 people.

UA Execs Celebrate Anniversary



Matthew Fox, Robert S. Benjamin and Max E. Youngstein (l to r) join in a round-the-world telephone conference to celebrate the second anniversary of their management tenure at United Artists, talking with president Arthur B. Krim in Hollywood and foreign distribution chief Arnold Picker in London. Anniversary date was Feb. 15. Three days later, the company's "Bwana Devil," first full-length three-dimension feature, opened in New York at the Loew's State Theatre.

3D HIGHLIGHTS

Film companies rushed respective 3-D features in race for "first" theatrical release: Warners' with "House of Wax" for April 25; Paramount with "Sangaree" and Columbia with "Fort Ti," both for May. 20th-Fox set "The Robe" for Oct. 1. Universal-International plans "The Man From Outer Space" for the Fall.

* * *

Current shortage of polarized viewers may end with the Polaroid Corp. contemplated production schedule of 6,000,000 for March, 8,000,000 for April, 12,000,000 for May. Also planning mass viewer production is Polacoat, Inc., a Cincinnati firm. Specs shortage held up "Bwana Devil" Chicago subsequent run.

* * *

RKO Radio obtained a license for use of a new type 3-D camera developed by 3-D pioneer John A. Norling and will start production of its own three-dimension films in the near future. Camera is said to be built from the ground up especially for stereoscopic movie photography.

* * *

Approximate projection booth conversion cost for 3-D quoted by James Brigham, Natural Vision theatre equipment installations head, ranges from $584 to $784 per unit, plus installation charges.

* * *

Three-dimension without glasses is not "around the corner," according to Paramount's special effects director, Farciot Edouart. He said, rather, that standardization of 3-D was a necessity and probably because 3-D is just about completely in the public domain.

* * *

Arch Oboler, creater of "Bwana Devil," was sued for $3,500,000 damages in Los Angeles Superior Court for his sale of the film to United Artists. Plaintiff was Brenco Pictures Corp., contending that Oboler and his associates had agreed last year to sell the firm the picture.

* * *

Cinerama Productions signed an 11-feature $10,000,000 contract with Technicolor Corp. Cinerama meanwhile began production of pre-fabricated projection booths said to clip installation costs by thousands.

* * *

Sol Lesser and associates will offer on a franchise basis to exhibitors in near future equipment claimed to accommodate all types of 3-D and wide-screen systems so far announced. Lesser's "Three-D Follies," five-unit variety in color, will be completed in April.

* * *

Claim that the Polaroid Corp., manufacturer of viewers, infringes on patent held by Depix Corp., Whitestone, N. Y., was made in Federal Court suit filed in Boston by A. W. Marks, Depix prexy.

News From London

"Wait and see" sums up the attitude of British exhibitors to three-dimensional films at this stage. They are too much bothered by economic restrictions and difficulties to commit themselves fully to any new system until they are sure which 3-D has come to stay. Key theatres will certainly be adapted but the majority of British theatres are unlikely to invest heavy capital in new installations until they are sure it will pay off.

The British Government short of dollars, is unlikely to make them available for large-scale imports of new equipment. Sir Alexander Korda had to give up his plan to take over Cinerama because of the heavy cost. It is expected therefore, that English firms will be licensed to make equipment for the exhibition of 3-D films.

The Rank group has acquired "Bwana Devil," which will be shown next month at the Odeon, Marble Arch, London, and in the key cities Leeds, Birmingham, Glasgow, and others. M-G-M has announced screening of a short Metroscopix feature at the Empire Theatre, London, next month.

20th Century-Fox is well ahead with plans for CinemaScope showings of "The Robe" in key centers this autumn; London, Manchester, and Glasgow are almost sure to have CinemaScope in October. If enough equipment can be sent over, "The Robe" will also be shown in Cardiff, Leeds, Liverpool, Newcastle-on-Tyne and Edinburgh.

Three-dimensional films are expected to be in production in England by the summer. Sir Alexander Korda has already announced that he will be producing this year. It is likely also that the next Fox production in England will be shot with CinemaScope.

The British press has shown keen interest in the advent of 3-D films, the "deepies" as one columnist called them. Way out ahead was the "Sunday Express" which splashed the story all over a front page under the banner headline "Hollywood's Revolution." This paper belongs to the Beaverbrook group from which the American companies had withdrawn display advertising. Speculation in London is that advertising will gradually creep back into these papers and the dispute will be allowed to fade out.

* * *

The British Government has reaffirmed its determination to end the TV monopoly of BBC and to introduce commercially sponsored programs. A Government spokesman announced that 35 applications for licenses to run TV stations had been received so far. Labor Party speakers thought that first licenses for commercial TV will be granted late this year or early in 1954.

* * *

The major circuits are now putting the final touches to their plans for the coronation. The Rank circuits have announced a nation-wide competition at their houses in conjunction with the "News Chronicle." Prizes will be seats on the route of the coronation procession and tickets for the big-screen TV showings of the event. The Odeon and Gaumont circuits have a centrally directed scheme under which all their houses will be suitably decorated throughout the country. Decoration of cinemas on the ABC circuit is to be tied in with local schemes.

Irving A. Isaacs Elected Exhibitor Unit President; Safner, Brown Named

BOSTON.—Irving A. Isaacs was elected president of Independent Exhibitors of New England at annual election of officers last week. Others named were Melvin B. Safner, first vice-president; Herbert Brown, second vice-president; Albert Lourie, secretary, and Julian Rifkin, treasurer.

Nathan Yamins was re-elected National-Allied delegate and the outgoing president, Norman Glassman was elected chairman of the board. Ray Feeley was re-appointed executive secretary and Adeline Struzzerio was retained as office secretary.

Directors elected were Katherine Avery, W. Leslie Bendslev, A. Viola Berlin, Leonard Goldberg, David Hodgdon, Fred Markey, Walter Mitchell, Daniel Murphy, Francis Perry, Samuel Resnik, Ted Rosenblatt, Meyer Stanzler, Andrew Tegu and Charles Tobey.

"Journey" Trips Offered

United Artists, in tying-in with its release of "Royal Journey," feature about Queen Elizabeth, has offered a free trip to London for the Coronation ceremonies to the branch manager or salesman who turns in the best record of bookings on the picture during the next four months. UA will give a free one-week summer vacation at the Canadian Rockies resort of Banff as second prize. Third prize will be a wrist-watch.

Senate Unit Contemplates Continuing Distrib Probe

WASHINGTON.—Sen. Edward J. Thye (R. Minn.), new chairman of the Senate Small Business Committee, has promised within one week to consider whether the investigation into film industry distribution practices will continue.

Sen. Charles W. Tobey (R., N. H.) is on the committee along with Republicans Homer Ferguson (Mich.), Leverett Saltonstall (Mass.), Robert C. Hendrickson (N. J.), Andrew F. Schoeppel (Kans.) and James H. Duff (Pa.). Democratic members are John J. Sparkman (Ala.), Russell B. Long (La.), Guy M. Gillette (Iowa), Hubert H. Humphrey (Minn.), Lester C. Hunt (Wyo.) and George A. Smathers (Fla.).

UA Adds 42 Exploiteers

United Artists has expanded its field exploitation operations with the addition of 42 fieldmen to handle "Moulin Rouge" and "Bwana Devil," three-dimensional color feature.



Successful "Blackbeard" Bally Repeated At Numerous Houses

PITTSBURGH. — Campaign waged by the Warner Theatre for RKO Pictures' "Blackbeard the Pirate" was considered so successful that various other theatres in the area based their respective exploitations on facets of the drive. The Warner campaign encompassed a diversification of stunts, including street promotions, tie-ups with retail stores and contests with daily newspapers. Winner of one contest was given a free trip to Hollywood.

As an outdoor stunt, the Warner dressed a man in pirate garb as "Blackbeard" to roam downtown streets with a sign plugging the playdate. The man gave out candy in the form of "gold coins" as a result of a tie-up arranged with a local candy concern.

In Cleveland, similar promotions were worked by Max Mink, manager of the Palace Theatre, for the run of "Blackbeard." The Palace, however, employed two women instead of a man.

The Palace, in another promotion, secured and outfitted the window of a downtown store with a display of historical weapons obtained from a local museum. Included in the exhibit were cutlasses, guns, crossbows, rifles, swords, ships lanterns and a model man-o'-war. The U. S. Marine Corps tied-in with a recruiting poster which also carried playdate copy.

Blows-Ups Employed

Frontage of the Warner was bedecked with huge blow-ups and cut-out eyes on a face of "Blackbeard." Blinking lights in the eye spaces created a menacing appearance and served to attract attention.

One Pittsburgh newspaper ran a "Blackbeard Treasure Hunt" contest prior to the opening. Questions were spotted throughout each issue of the paper, requiring participants to hunt out each one. Finalists were asked to complete a limerick. The winner was given the trip to Hollywod, with a travel agency and an airlines firm co-operating.

For three weeks prior to opening, another major daily newspaper conducted a "Blackbeard Pirate Queen" contest. Girls were urged to send in snapshots. Prize was a complete wardrobe, as furnished by a local department store. The store furnished windows for displays on the contest and the picture.



Sam Pearlman, manager of Loew's State Theatre, New York, set up this "treasure chest" street stunt to promote his engagement of RKO Radio's "Blackbeard The Pirate." The "treasure" was chocolate candy wrapped in gold foil.



Two girls were dressed as pirates by the Palace Theatre, Cleveland, to help publicize the run of RKO's "Blackbeard."

Inexpensive contests were also run by the theatres in five other local papers. Con-the theatre in five other local papers. Con-ads with participants required to determine the correct number of picture ads placed each day. Winners received free tickets.

The theatre arranged additional promotions in the form of a "Blackbeard Flaming Sundae" at soda fountains of a local drug store chain and a "Blackbeard Mystery Cocktail" at a local bar and restaurant. Napkins at the restaurant were imprinted with requests to try the special cocktail and see the film.

A "treasure chest" was set up in front of the Loew's State Theatre, New York, by Sam Pearlman, manager, to promote that house's engagement of the film. The "treasure" was chocolate candy wrapped in gold foil.

Letters Laud "Hiawatha"

CLEVELAND.—Educational as well as entertainment values in "Hiawatha" are cited in letters sent to all school superintendents in the area of Steubenville, where the Allied Artists release opened at the Grand Theatre. Special student-rate tickets were also made available to all school pupils in that area.

"Whip" Aides Prepared

A trio of special accessories designed to augment campaigns on the local level for "The Silver Whip" are being made available to exhibitors by 20th Century-Fox. The showmanship aids are a 20-second television slide; a complete campaign mat of eight advertising and scene mats; and a special lucky herald.

MORE PRE-SALES NEWS ON PAGES 24, 26

Pre-Selling: Clothiers, Fabric House Publicize "Moulin Rouge"

United Artists, in launching promotional projects for "Moulin Rouge," has arranged for a group of nationally known retailers to include mention of the picture in their advertising and publicity material.

Co-operating on "Moulin Rouge" are the Phillips-Jones Corp., makers of Van Heusen Shirts; LaCrosse Manicuring products, Random House publishing company, Covington Fabric Corp., one of the world's largest drapery materials manufacturers, and the Lin Lite Corp., manufacturers of Kakaya Jackets.

Ferrer in "Life"

Van Heusen will feature Jose Ferrer, star of "Moulin Rouge," in a full-color advertisement appearing in "Life" magazine in March. The shirt company also will place similar advertisements in other national magazines and will supply dealers from coast to coast with a complete stock of promotional material.

LaCrosse features Zsa Zsa Gabor, who appears in one of the leading feminine roles in "Moulin Rouge," in a series of national advertisements to appear in "Seventeen," "Today's Woman," "Charm" and other key women's magazines.

Random House, which published Pierre LaMure's best-seling book, "Moulin Rouge," on which the film is based, will supply its outlets throughout the country with posters and other promotional aids, while putting bands advertising the picture around all copies of the book.

Drapery Ads Aid

Covington Fabrics is making up two sets of colorful draperies featuring the Toulouse-Lautrec paintings seen in "Moulin Rouge," as well as displaying the title of the film on the draperies themselves. The Covington company also is preparing slip-cover and curtain materials with the same "Moulin Rouge" motif.

Covington will launch its "Moulin Rouge" line with a full-color advertisement in "Mademoiselle" magazine and, simultaneously, will work out display and other promotional tie-ups with leading department stores throughout the country.

Kakaya Jackets will feature Jose Ferrer in a full-page color advertisement in "Gentry" magazine and will make a series of tie-ups with the exclusive department stores which will sell Kakaya Jackets.

Model Carrier Aids "Top"

BOSTON. — A model aircraft carrier was placed on prominent display for a 10-day period by the Paramount and Fenway Theatres here to keynote the exploitation campaign for the joint area premiere of Allied Artists' "Flat Top" at both houses. The campaign featured also a series of co-operative newspaper advertisements on an area basis and large ads in this city.

The aircraft carrier was supplied for the campaign by the U. S. Navy. It measured 45 feet in length.

SMASH THEME, SOCK NAMES HEAD THIS ONE FOR TOP BOX OFFICE!

"Unusual dramatic story!" —FILM DAILY

"Plenty of speed...exciting!" —BOXOFFICE

"Finely acted...good marquee names!" —HOLLYWOOD REPORTER

"Gripping entertainment...will cause turnstile clickers to thank you!" —SHOWMEN'S TRADE REVIEW

HOWARD HUGHES
presents

ROBERT MITCHUM
JEAN SIMMONS
in

ANGEL FACE

co-starring
MONA FREEMAN • HERBERT MARSHALL
with LEON AMES • BARBARA O'NEIL

Produced and Directed by OTTO PREMINGER • Screenplay by FRANK NUGENT and OSCAR MILLARD

RKO's 25th ANNIVERSARY DRIVE!

RKO RADIO PICTURES

Pre-Selling:

"Salome" Accorded Beauty Contest, Major Ad Campaign, Disc Tie-Up

A million dollar advertising campaign for national and fan magazines, newspapers, and Sunday supplements, designed to pre-sell Columbia Pictures "Salome" to more than 176,000,000 readers in the two months before release will be highlighted by the appearance of full-page, full-color ads in five top circulation national magazines, 15 film fan magazines and three Sunday magazine supplements that are delivered with 57 Sunday newspapers in key cities from coast to coast. First ad appeared Feb. 6.

In addition the Jan. 27 issue of "Look" is featuring Rita Hayworth stars on the cover and in a two-page spread with seven stills, showing her in the "seven veils" dance. Life magazine and many other national and fan magazines have "Salome" layouts already set.

Promotion-wise Columbia will sponsor a nation-wide, bathing beauty contest, with the winner getting two weeks in Hollywood, a screen test and one year modeling contract with Flexees Bathing Suit Co. Flexees will feature "Salome" swim suits, backing the promotion with a $100,000 national campaign, plus local exploitation.

Disc Album Prepared

Decca Records will distribute a "Salome" album, featuring all the principal members of the cast and the background music in excerpts from the sound track, backing it with the biggest promotion campaign since "The Jolson Story" album.

Many merchandise tie-up are also being set, including Trifari Jewelry, Liberty Laces and Lentheric Perfume among others.

The network TV show, "Chance of a Lifetime," is currently plugging "Salome" every week for 13 weeks and Ed Sullivan has expressed his desire to carry the premiere coast-to-coast on his "Toast of the Town" show.

National magazines which will carry full-page, fullcolor ads include "Life", "Look", "Colliers", "Saturday Evening Post" and "Seventeen." Full-color page spreads will appear also in these motion picture fan magazines: "Movie Time", "Modern Screen", "Screen Stories", "Screenland", "Silver Screen", Photoplay", "Filmland", "Movie World", "Screen Fan", Movie Life", "Movie Stars Parade", "Movieland", "Movie Fan", "Screen Life" and "Motion Picture".

Sunday supplements that will be employed are the "American Weekly", 24 papers; Metro group, 23 papers; and "Pictorial Weekly", 10 papers. Backing this will be a co-operative newspaper advertising campaign which will bring the "Salome" message into every state in the country and every section of each state.

Pre-Selling:

Concert Contest To Stir Interest In "Stars" Release

A search for young vocalists is being conducted nationwide by Paramount Pictures through the medium of a concert tour contest to boost "The Stars Are Singing." The search is being held in 104 cities during the first six months of 1953. Co-operating are Lauritz Melchior, singing star of the picture, who is making the concert tour, and the National Federation of Music Clubs.

A local contest will be held in each city Melchior visits to select a young man and young woman to appear with him and his company as part of the concert program.

Tape Recordings Planned

Following each concert, individual tape recording will be made of the winning couples. They will be sent, together with photographs, to a judging committee in Hollywood.

At the conclusion of Melchior's nationwide tour in May, the names of the national winners of the talent search will be announced. The winning boy and girl will be flown to Hollywood, with all expenses paid by Melchior, where they will be given a screen test at Paramount.

Melchior's new tour is a complete departure from the formal concert appearances he has made in the past.

Pre-Selling:

Sousaphone Drive Boosts "Forever"

C. G. Conn company, manufacturer of band and orchestra instruments, and 20th Century-Fox have set a national tie-up for "Stars and Stripes Forever" designed to achieve maximum exploitation values on the local level.

Utilizing the fact that Conn produced the original sousaphone for John Philip Sousa's band in 1898, and that the craftsman who created the instrument, Ted Pounder, is a 60-year veteran with the Conn organization, a series of activities are being set in conjunction with film openings.

One-sheets awarding full credits to "Stars and Stripes Forever" are going to the more than 800 Conn dealers around the country for use in window and in-store displays; while photographs showing Ted Pounder with F. L. Reed, Conn promotion manager, going over the campaign are being serviced to newspapers in key cities around the country.

The promotion will also serve as special impetus to the film-inspired high school and college band contest now in affect with Conn representatives expected to cooperate fully with exhibitors in generating added enthusiasm to the competition.

Literature urging all distributors and retailers of band instruments to join with theatremen in working out tie-up campaigns are also part of the Conn effect.

Pre-Selling:

M-G-M, Bakers Renew Publicity Pact

Metro-Goldwyn-Mayer and Quality Bakers of America will continue its tie-up for the third consecutive year starting in April with numerous M-G-M stars and pictures to be given national advertising and publicity.

The various media sponsored by Quality Bakers, producers of Sunbeam Bread, such as billboards, newspapers, bread wrappers and labels, and special cutouts for store displays, will be used in promotions.

Indications are that the new year's budget will be stepped up to exceed the $5,000,000 spent for the year ended March, 1953.

Sparking off the first month of the new campaign will be advertising and publicity on June Allyson in "Battle Circus," which will be released nationally on April 3.

In July, M-G-M will have Esther Williams prominently featured in special advertising for "Dangerous When Wet."

"Break" Plug Slated

In August there will be Marge and Gower Champion with credit for "Give A Girl A Break." Then, in November, Debbie Reynolds and "Affairs of Dobie Gillis" will be the feature attractions. Van Johnson is the fourth M-G-M star scheduled for a special campaign.

Supporting this program will be special newspaper ads and end labels on a number of other stars and M-G-M attractions, including Leslie Caron in "Lili," Donna Corcoran in "Scandal at Scourie" and Fernando Lamas in "The Girl Who Had Everything"

Also, Nanette Fabray in "The Band Wagon," Cyd Charisse in "The Band Wagon," Barry Sullivan in "Cry of the Hunted," plus George Murphy and four other stars to be added to the list.

Record Album Promotion Aids "Tonight We Sing"

Initiating a campaign in which all major record companies are expected to participate, RCA Victor has released a distinctive sound-track album containing musical highlights from 20th Century's-Fox's "Tonight We Sing."

The album, whose cover art consists of photographs of Ezio Pinza, Roberta Peters, and Jan Peerce—vocal and visual talents starred in the George Jessel production—also features full credits to the picture.

A six-point merchandising is being launched to publicize the album in connection with engagements of "Tonight We Sing." Tie-in advertising through co-operative ads; and special promotional material and dealer aids including window streamers, wall hangers and distributor-dealer publications will be utilized in promoting the picture and the participating artists.

Exploitation tie-ups on the local level by the record company's distributors and dealers with exhibitors will be encouraged; while RCA Victor-sponsored television and radio shows will focus attention to the picture.

Also, field men of the 20th Fox and Victor organizations will hold meetings to set campaigns several weeks before the picture opens in key city areas. Shows programming classical music and opera will be contacted to award air time to the album.

Are YOU one of them?

From an editorial in **SHOWMEN'S TRADE REVIEW**

Hollywood Observations

OPTIMISM, PLUS. No other stop on a brief tour of the studio capital produced more cheer and encouragement than a call at Allied Artists. Broidy, Mirisch, et al, have moulded an organization—in sales as well as production—that, importantly aided by some fine product, is setting records never before achieved by the company.

One of the chief troubles in this industry of ours is the insistence by certain production individuals and groups that every studio turn out motion picture Fords and Cadillacs, even though the automobile industry has clearly established that one plant cannot do both jobs efficiently and economically.

Allied Artists does not attempt to make Cadillacs, though the A-A lot every now and then has come up with a Pontiac that has performed at the box-office like a Caddy. But at that studio they have specialized in making quality product within their own class. And we are here to tell you that there is no other plant in all California better equipped by manpower and experience to do a top job in the classification niche they fill in this business.

If some of the good cheer and optimism so prevalent around A-A were to filter through to the rest of the industry, it would soon bring a restored faith and confidence in our great business.

Exhibitors and circuit heads who have been cooperative must also be chuckling with glee at how things have gone with A-A. Their investment and faith is paying pretty nice dividends. Are you one of them?

—*CHICK LEWIS*

If you are, you've collected dividends on "FLAT TOP" and "BATTLE ZONE"...and you're all set for 3 more ALLIED ARTISTS Boxoffice Champions!



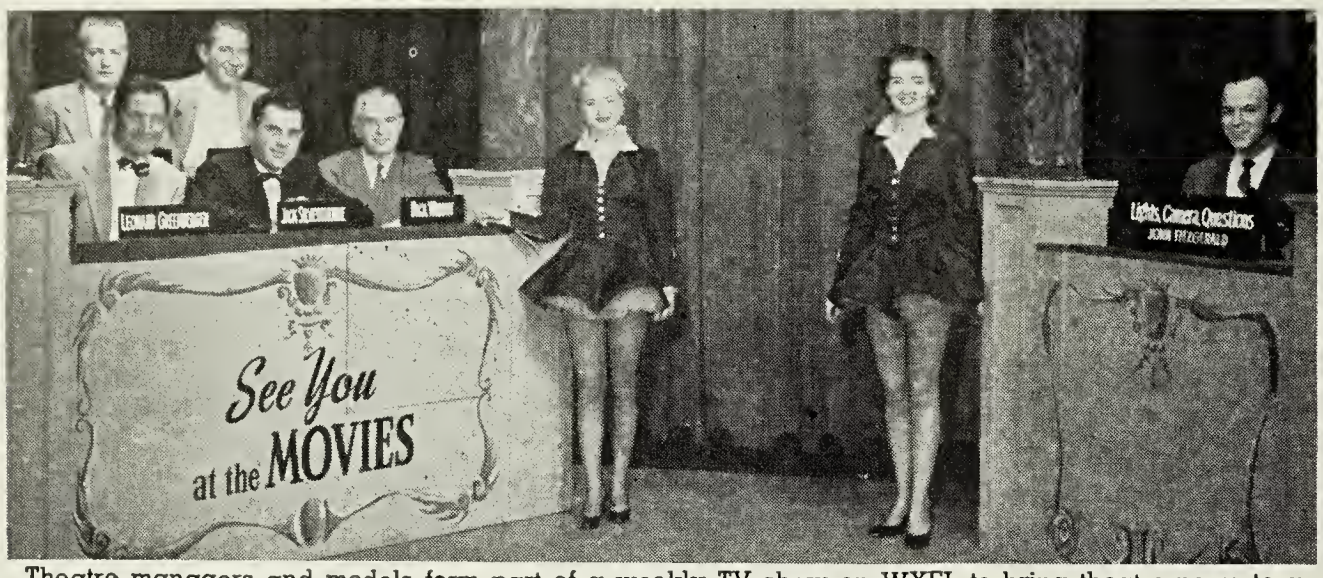




The KEY to NEW BOX OFFICE POWER...

ALLIED ARTISTS

Theatremen Conduct Successful Promotion Campaign Via Video



Theatre managers and models form part of a weekly TV show on WXEL to bring theatre news to a wide audience in Cleveland. Participating in the panel, and seated in the box are, front row, (l. to r.): Leonard Greenberger, Fairmount; Jack Silverthorne, Hipp; Dick Wright, Warner Bros.; back row, (l. to r.): Frank Murphy, Loew's, and Max Mink, Palace.

CLEVELAND.—Major theatre managers have embarked on a highly successful promotional program to "sell movies" to a vast audience through the co-operation of radio and television. One of the first groups in the nation to buy a program on TV, the theatremen say it has "brought excellent results in community goodwill and public relations." At the same time, one theatre, the Hipp, has embarked on an extensive promotional program in radio over WTAM.

So successful has been the first 13 weeks on TV Station WXEL, that the group, through Music Corporation of America and Wyse Advertising, are signing for another 13 weeks, and there is considerable planning to put the show on both a regional video network for Ohio as well as using the same format for such major midwestern theatre centers as Detroit, St. Louis, etc.

Managers Participate

Participating in the TV half-hour Sunday 1:30 p.m. quiz program are Jack Silverthorne, manager of the Telemanagement Hipp; Leonard Greenberger, manager of the suburban Fairmount and only non-downtown first-run house; Frank Murphy, manager of Loew's Ohio Theatres; Dick Wright, Warner Bros., and Max Mink, manager of the RKO Palace.

The program is written by W. Ward Marsh, movie critics of the "Plain Dealer," with John Fitzgerald as emcee. Panel members answer questions posed by listeners. At the same time they are able to inject blurbs for coming attractions. Models are employed to billboard coming shows.

Watchers Win Prizes

Prizes are given for best questions received. That there is a heavy viewing of the show is admitted by the theatre managers who say they receive large number of entries. Also, the panelists say they are frequently contacted by showgoers who "tell us they've seen us on television."

This close community tie is particularly evident in the neighborhood area, according to Greenberger, whose Fairmount runs first-showings.

"When we are able to use film clips showing advances of movies that are coming we note a substantial increase in box office receipts," the panelists also declared, but they hasten to add "this is particularly true when the picture is a good one. 'Above and Beyond' is enjoying an excellent run due to both the fact it is a top picture and the publicity we've gotten on television."

Meanwhile, theatre managers are also continuing to work out deals with radio stations. Most recent project involves WTAM and the Hipp.

Hipp Manager Silverthorne has picked up the tab for bringing the WTAM Johnny Andrew Bandwagon Show onto his stage for two Saturday night appearances at 8:45 and midnight.

Band Joins Show

A daily two-hour 7 a.m. radio program on the National Broadcasting Company's Cleveland station, the program includes a 17-piece house band under Henry "Hotlips" Levine, singers Jackie Lynn and Jay Miltner, and Andrews at the piano.

The station and theatre will add at least three more acts to the projected 45-minute stage show. The musicians union aided by "special deal arangement."

WTAM and its sister TV station, WNBK, will boost the Saturday night theatre project by numerous mention of the attraction at the Hipp. Both the theatre and TV station have worked out many other mutual promotional ventures.

Contest For Blondes Pushes "Niagara"

New York. — All blondes in the metropolitan area who believe they resemble incandescent film star Marilyn Monroe will get a chance to prove it and win handsome prizes in an advance exploitation contest, sponsored by 20th Century-Fox, in connection with the Roxy Theatre's world premiere of Miss Monroe's new Technicolored picture, "Niagara."

Photos of all contestants were forwarded to the "Niagara" Editor, and remained the property of the film company. Prizes were awarded to the three blondes most resembling Marilyn, with the finals of the contest held at the theatre.

For entrants who wanted a reminder of what Miss Monroe looks like, there was a life-size likeness of the star on view in the theatre's lobby.

Pre-Selling:

Plastic Aprons, Children's Dolls Boost "Andersen"

RKO Pictures has concluded nation-wide promotion on behalf of Samuel Goldwyn's "Hans Christian Andersen" with Jo-Do Specialty Co., makers of children's plastic aprons, pinafores, crumb catchers and adult half-aprons, and with a doll manufacturer.

Jo-Do has designed a special line of aprons hand-painted with scenes from the fairy tales told in the picture. These will be sold in leading department stores throughout the country, with heavy newspaper advertising to be concentrated during local playdates of the film. The store promotion will include the setting up of special booths where an artist will "personalize" the aprons by painting on it any name desired. In New York, the Jo-Do aprons went on sale at Macy's several days after the world premiere. Department store promotions in Beverly Hills, Boston and Miami followed.

New Dolls Introduced

In the other promotion two new dolls inspired by the characters in "Andersen" have been manufactured by the Yale-Nash Corp. which is preparing a tremendous publicity and exploitation campaign to promote them throughout the country. A "Thumbelina Doll" and a "King's Doll," they are individually packaged in a cellophane covered facsimile "Hans Christian Andersen book. Copy on the front of the "book" contains a picture credit, while a picture of Danny Kaye holding the doll is on the reverse side.

The campaign includes national ads; cooperative newspaper ads with local chain, specialty department and drug stores tied in with playdates of the picture and direct mail advertising.

Also, special display kits with suggestions as to how windows should be set up, counter cards and window streamers for point of sale advertising; and still from the picture, posters and other material that stores can obtain from their local theatre.

Also, a special mechanical display piece has been prepared with animates the dolls by means of an electric vibrator. The dolls, which will be offered to a leading store in each city on a 15-day exclusive basis, also will be available for sale at the theatres.

Transcriptions Available For "Tonight We Sing"

To aid local promotions theatremen of "Tonight We Sing," 20th Century-Fox will make two free transcriptions available to theatremen—one designed for radio use and and the other for theatre lobby playing. The radio transcription contains three announcements of 20, 30, and 60 seconds duration highlighting several of the musical selections from the musical. The selections are on one 78-rpm, 10-inch record, with open-end permitting local playdate identification by a station announcer. The transcription for the lobby features operatic numbers from the soundtrack sung by Ezio Pinza, Roberta Peters and Byron Palmer.

M-M-MAYO!

M-M-MARVELOUS!



AT BURLESQUE BABE OF

ORKING HER WAY THRU COLLEGE'

IVES 'EM THE BUSINESS AGAIN IN

She's Back on Broadway

COLOR BY WARNERCOLOR

VIRGINIA MAYO

EENE FRANK
LSON · LOVEJOY

WITH
STEVE COCHRAN · PATRICE WYMORE
VIRGINIA GIBSON · LARRY KEATING · PAUL PICERNI

Y JANNINGS · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS

MUSICAL NUMBERS STAGED AND DIRECTED BY LEROY PRINZ
MUSICAL DIRECTION BY RAY HEINDORF

WARNE
BROS.
Gala
Saturatio
Premier
in the
South
START
FEB. 26
TENNESSEE
THEATRE,
NASHVILLE
leads of

REGIONEWS

ALBANY

The American, Troy, has been put on a week-end schedule by Warners. . . . Fabian Theatres in this area are participating in a "Hold That Line" campaign, under direction of Saul J. Ullman, designed to retain recent business gains and to continue economy in operation. . . . John Villia of Massena has taken over the Palace in Fort Covington. . . . A bill requiring the posting of diagram showing the location of all reserved seats in a theatre or other place of amusement has been introduced here. . . . Assemblyman Ben Werbel, Brooklyn Democrat, proposed a bill amending the penal law by adding a definition of "civil rights," allowing equality of opportunity for admission to and enjoyment of the facilities of all places of public accommodation, resort or amusement. . . . Mrs. Jennie C. Rosenthal, 70, owner of the State Theatre, Troy, and widow of Jacob C. Rosenthal, pioneer exhibitor in that city, passed away. Present lessee of the State is John Capano, a booker for U-I in Albany.

ATLANTA

Sunday motion pictures will continue at Piedmont, Ala. at least for the time being. At its last meeting, the City Council, by a 5-1 vote, postponed action on the question. . . . George Roberts of Tampa, Fla. has started construction of a new theatre in Immokalee, Fla., to be named Dixie. . . . A Federal Grand Jury indicted Mose L. Walker, Jr. and Hugh Thomas of Waller Amuse. Co., owners of the Trail Drive-In, Sarasota, Fla. for failing to remit to the U. S. all admission taxes collected from April 1950 through Jan. 1951. Both men are already facing similar charges for period from Sept. 1949 through March 1950. . . . Down in Hugh Springs, Fla., two new drive-ins will be constructed—one by the MCM Theatres Corp., owners of theatres in Fla., the other by J. B. Younge of Wildwood, Fla. . . . M. H. Haymans will soon start work on his new 290-car ozoner at Metter, Ga. . . . Emory Johnson, theatre owner Centre, Ala., said plans for his new 350-car drive-in call for early spring opening.

C. B. Smith is building a $60,000 drive-in near Paris, Tenn., on the Meadow Lane farm, with opening set for April. . . . Stewart & Everett, chain owners in N. and S. Car., are new owners of the State and Carolina in Shelby, N. C., taken over from Jim Reynolds. . . . The Top Drive-In, Samson, Ala., has closed. . . . Robert Sen is new owner of the Mid-Way Drive-In at Opp, Ala.; former owners Johnny Dee, Jim Etheredge and Frank Jackson. . . . Chester A. Norris was appointed mgr. of the Varsity Drive-In at Tuscaloosa, Ala. . . Ernie L. Paterson acquired the K&W Drive-In at Inverness, Fla. from J. D. Wagner. . . . Jesse Marlowe moved from mgr. of the Capital, Plant City, Fla., to mgr. of the Melbourne, Melbourne, Fla. Byron Cooper replaces him at the Capital.

Paramount-Gulf has lost its fight against the city of Pensacola's amusement tax. The Florida Supreme Court reversed a former decision in favor of the theatre interests and now declares the tax constitutional and valid. . . . "Bwana Devil," Natural Vision 3-D film, opens at the Rialto about Feb. 22. Mgr. Bob Moscow says he has spent $4,000 on extra equipment. . . . Mr. & Mrs. Al Rook sold the Bushnell Theatre, Bushnell, Fla. to Mr. & Mrs. L. R. Cross. . . . Norris L. McCallum, city mgr. for Martin Theatres in Dalton, Ga., named chairman for Whitfield County March of Dimes campaign. . . . Sidney Flexer has taken over the Regal Theatre, Smyrna, Tenn. from James Berry. . . . U. S. Dist. Court Judge Elmer Davies has denied request of Crescent Amuse. Co. of Nashville, Tenn. for permission to build a new drive-in near Hopkinsville, Ky. A hearing will be held later on the company's proposed ozoner for the suburbs of Nashville. . . . Alabama Theatres Ass'n and MPTOO of Georgia will hold a joint convention at the Atlanta Biltmore Hotel, May 31-June 2.



Fabian's upstate theatre managers meet at the Albany zone office for a "Hold That Line" session to devise methods of maintaining the increase in business and economies at the present level. Seated (l to r): Wm. With, Joe Saperstein, Albany; Saul J. Ullman, gen. mgr.; Larry Cowen, Troy, and George Seed, Cohoes; standing: Paul Wallen, George Laurania, Alex Sales, Albany; Dick Murphy, Phil and Lewis Rapp, Guy Graves, Sechnectady; Stanton Patterson, Albany, and Irwin Ullman, drive-in theatres.

BOSTON

The two-million dollar anti-trust case of Leslie Bendslev, operator of the Community Playhouse, Wellesley Hills, Mass., against the majors, has been settled out of court on terms satisfactory to all parties, according to George S. Ryan, attorney representing the plaintiff. Charging combinations of conspiracy on clearances, the case was originally filed Jan. 12, 1949. . . . When Nat Hochberg took over three of the four theatres in the former Irving Green circuit —the Coolidge, Watertown; the Felsway, Medford, and the Melrose, Melrose — he formed a new company, called the Hochberg Circuit, which also includes the Jasan, E. Weymouth, and the Stoneham, Stoneham. His lineup of managers is as follows: Charles E. Burnett at the Felsway; Harold Ward at the Melrose; Henry Cicchese at the Jasan; his son Jason at the Stoneham, and he personally is operating the Coolidge.

A series of wrestling matches, started by New Eng. Theas. on the stage of the Broadway Theatre, Springfield, which had been closed, proved so popular that the circuit is putting in the same attraction on the stage of the Olympia, Lynn, which had also been closed. The events are set for one night each week. . . . Joseph Nuzzolo, pres. of IATSE Local 182, has been transferred from the Uptown Theatre to the Trans-Lux, Boston, where he is now chief operator. . . . Markell Sanitary Products, reorganized and now known as Butcher-Markell Sales Co., is moving from Filmrow March 1 to Malden, Mass., where Phil Markell and his son Joseph will continue to serve theatre customers in their janitor supply lines.

The renovated Brattle Theatre, Cambridge, former legit house, reopened Feb. 16 under its new policy of top ranking foreign films. Cyrus Harvey, Jr. and Bryant Haliday are the new owners and mgrs., who are handling their own buying and booking. Projection booth installed by Mass. Theatre Equip. Co. is the first rear-projection system in New England. . . . Zsa Zsa Gabor, featured in "Moulin Rouge," was in Boston to promote opening of the film on Feb. 26 at Loew's Orpheum Theatre. Loew's State, which ordinarily plays day and date with the Orpheum, will bring back "Ivanhoe" at popular prices on that date.

BUFFALO

Milton Harris, former mgr. of the Cinema Theatre, is now special representative handling "Hans Christian Andersen" promotion for the Goldwyn organization. Downtown merchants are planning elaborate window displays featuring opening of the film at the Century. Radio Station WKBW is having a tune guessing contest, and WEBR's disc jockeys are conducting a contest on Why I Would Like to See Hans Christian Andersen. . . . Barbara Hartman, Columbia office mgr., was married to Frank B. Quinlivan of Gammel Theatres. . . .

BUFFALO (cont'd.)

Doors at the Paramount opened one hour earlier during showing of "The Stooge." . . . "Niagara" started a third week at the Century, marking the first time since World War II that a movie has run that long there. . . . Selwyn Ginsler, UA city salesman, is passing out cigars to celebrate the birth of a son. . . . After a record run of several weeks last Fall, "Ivanhoe" returns to Shea's Buffalo for another engagement.

The local RKO exchange is cooperating with Marion Gueth, MPTO secy, in handling physical distribution of trailers for the Catholic Charities Appeal next month. . . . Gary Cohen, v.p. of Buffalo TV Corp., was married to Dorothy Lunker at Niagara Falls. Gary is the son of Irving Cohen, owner of the Allendale, Plaza at Corning, and Van Bureau Drive-In. . . . Lt. John C. Basil was married to Marion George. Lt. Basil is the son of Theophilis Basil, who with his brothers Gus and Bill operate the Basil Theatre Ents. . . . Clinton E. Lake, mgr. of the Ritz in Newburgh, announced cancelling of Chaplin's "Limelight" because of protests of the Americanism Committee of a local American Legion Post. . . . The Paramount is formulating plans for an "early bird" show to start at 6 a.m., with coffee and doughnuts to be provided.

CHICAGO

The Hinsdale, only theatre in Hinsdale, Ill., has been leased by a new company, Hinsdale Art Theatre, Inc., headed by Wm. Valos and including Alex Valos, Sidney Cheresh and J. R. Gottlieb. The house will operate on an art film policy starting March 1 and has been leased for the summer months to Marshall Migatz for summer stock. . . . Management of the Manor Theatre is allowing the house to be used Friday afternoons for Christian Science lectures. . . . A $15,000 advertising budget was set up for the Chicago world premiere of "Peter Pan" at the State Lake Theatre. . . . Warners did not seek long loop run for "The Jazz Singer." It plays two weeks at B&K's Chicago Theatre, starting March 6, and then goes into subsequent run houses. . . . B&K allowed Loyola University to use the neighboring Granada Theatre for mid-year graduation exercises.

World Playhouse is installing new equipment to modernize the booth of this art film theatre, also a new 3-dimension screen. . . . B&K's flagship house, the Chicago Theatre, is undergoing a quarter million dollar face-lifting, with architects Rapp and Rapp and the Hans Teichert Co. handling the job. . . . UA is offering "Bwana Devil" for subsequent runs in this territory, starting March 27, on a 50-50 percentage deal, which also includes the cost of polaroid glasses and advertising budget. . . . John Semadolis, Chicago theatre owner, and his wife celebrated their 25th wedding anniversary with a dinner and reception at the Drake Hotel. . . . Oriental Theatre, showing "Han Christian Andersen," giving color books to the kiddies and admitting them at 55¢.

Howard Lambert, former Essaness head film buyer, and Dick Felix, their former ad director, have taken over the 1,000-seat Adelphi Theatre, formerly operated by the late Ludwig Sussman. They also operate the 1,700-seat Vogue and will add other houses to their circuit. . . . Capital Films and Realart Pictures are moving to larger quarters at 1301 S. Wabash Ave. . . . B&K reopened the Palace in South Bend, Ind. after repairs occasioned by fire loss. . . . Out-of-court settlement of Star and Garter and Haymarket anti-trust suits leave about 60 suits still in the Chicago federal courts. Other similar settlements are rumored. . . . Duke Ellington and Pearl Bailey stage bill broke B&K's Regal Theatre attendance record for the past ten years. James Randall was named asst. mgr. of the Regal. . . . Charles Nesbitt transferred from B&K's Harding to Chicago Theatre management staff; D. Calamri transferred from Southtown to Harding management. . . B&K invested $17,500 in Polaroid paper lenses for two weeks' engagement of "Bwana Devil" at Chicago Theatre. The 175,000 lenses received were practically all used up.

Essaness is closing the Byrd Theatre on W. Madison St. . . . James Trinz of the Clark Theatre is in Michael Reese Hospital for checkup. . . . David Barrett named mgr. of Carnegie Theatre. . . . UA has accepted Judge Michael Igoe's decision of eight weeks loop playing time for "Moulin Rouge," to follow present court-approved extensions on "Peter Pan" and "Hans Christian Andersen." . . . Jesse Porter, asst. mgr. at B&K's Regal Theatre, passed away. . . . Metro Theatre, under Fader management, has been closed. Bldg. will be turned into commercial establishment. . . . B&K starting dinnerware giveaways at Biltmore and Crystal. . . . William Dunn named asst. mgr. at B&K's Southtown; Victor Fischer new mgr. at Norshore; Max Milstein new mgr. at Howard.

January Chicago theatre tax collections showed a decrease of some $13,000 from same period last year. . . . Wm. K. Hollander of B&K Circuit was elected v.p. of the State St. Lighting Ass'n. . . . Ziegfeld Theatre booked the first Chicago run of "Come Back Little Sheba" for an extended loop run. . . . Theodore Smith succeeds Magdalene Lizette as asst. mgr. at the Telenews. Joe Odendahl has retired as mgr. after many years of service. . . . Palace Theatre reopened with "Stars Are Singing" after failure to come to terms with Operators Union on installation of Cinerama.

CINCINNATI

Shareholders of Theatre Owners Corp. recently elected Willis Vance, pres. The organization represents a buying and booking program for 52 theatres. Pres. Vance reported that the first month of 1953 showed an increase in business over same month last year. . . . Variety Wives of Cincinnati, headed by Mrs. Sam Weiss, are planning a donor luncheon for April 15, to be held at the Hotel Netherland Plaza, for benefit of the Variety Foundation for Retarded Children. . . . Herman H. Hunt has appointed





Doris Day, voted Top Money Actress in the Independent Film Journal's Exhibitorating Poll, accepts her award for this honor from Hollywood editor Richard Bernstein. Miss Day is now busy at Warner's making "Calamity Jane." In photo at right, Roy Rogers, voted Top Money Western Star in the Exhibitorating Poll, also receives his award from Bernstein.

Watch These Dates!

Feb. 23-25: Oklahoma City—Allied Theatre Owners of Oklahoma annual convention—Biltmore Hotel.

March 4: New York City—Adolph Zukor Golden Jubilee Dinner—Waldorf-Astoria.

March 4: Kansas City—Missouri Theatre Association Drive-In Operators meeting.

March 24-26: Milwaukee — Allied Independent Theatre Owners of Wisconsin and National Drive-In convention—Schroeder Hotel.

March 25: Hollywood — Academy of M.P. Arts and Sciences "Oscar" awards.

March 25-26: Louisville — Kentucky Association of Theatre Owners convention — Brown Hotel.

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention.

May 18-23: Mexico City—Variety Clubs, International convention.

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

CINCINNATI (cont'd.)

John Rugg mgr. of his Uptown Theatre, Columbus, and Clarence Ward mgr. of his McCook in Dayton. . . . A team of local distributor representatives met here with representatives of IATSE to negotiate new contracts. This method differs from past procedures, when negotiations were handled on a national basis.

"Loyola The Soldier Saint" was booked by Louis Knostman of Crescent Theatre, Minster, O., for three-day showing in March, after the picture was shown at a special screening for Priests and other Catholic dignitaries in the town. . . . Sam Haber, veteran film salesman, has joined Realart of Cincinnati. . . . Louis Wiethe, local exhibitor, is making plans to have his Valley Theatre equipped for three-dimensional pictures. . . . Jim Curran, former sales representative for Republic, joined the sales staff of UA and will travel the Ky. territory. Mitchell Blachschleger, UA Ky. salesman, will now cover Columbus in place of Jack Frisch, resigned. . . . S. R. Scale of Berea, Ky., veteran theatre owner, succumbed to a heart attack. . . . Two Fox men became papas again, each for the third time. Tony Knollman and Jack Kaufman both have new daughters.

CLEVELAND

Defiance City Council has dropped the 3% amusement tax on theatres. . . . Thor Hauschild resigned as mgr. of the Paramount in Toledo, where he's been replaced by Fred Lentz, former asst. to Jack Armstrong, gen. mgr. of the Schwyn Circuit. . . . The 750-seat Paulding, only film house in Paulding, has closed in protest against the village's 3% admission tax, which owner Jack O'Connell calls unfair.

DALLAS

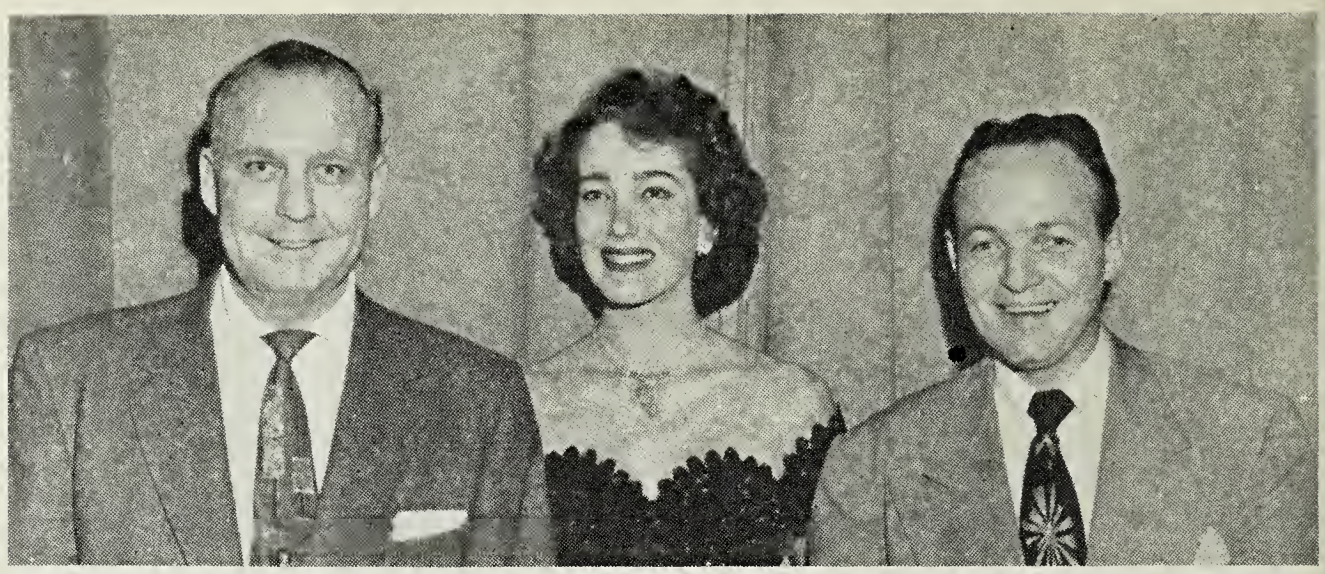
R. E. Rushing has filed a $315,000 anti-trust action in Monahans, West Texas, against seven distributors and Theatre Enterprises. Defendants include Loew's, UA, Warners, Universal, 20th-Fox, Columbia and Republic. . . . Al Lever, Houston city mgr. for Interstate, called upon Houstonians to write or phone the Metropolitan Theatre if they wanted him to book Les Paul and Mary Ford. In newspaper stories, he explained that the couple had a high asking price and he wanted to determine local interest in this attraction. . . . Karl Hoblitzelle, Interstate prexy, has set up a $5,000 award to be made in May by the Karl Hoblitzelle Agricultural Laboratory of Texas Research Foundation.

EXCELLENT OPPORTUNITIES FOR THEATRE MANAGERS

Both indoor and out-door theatres, with one of the largest indepenednt circuits in the Middle West. Will pay good wages to start, moving expenses, and unlimited opportunities for advancement. Give us full details if you are interested.

Box '52

Independent Film Journal



Julia Adams, touring key cities on behalf of Universal-International's "The Mississippi Gambler," poses in Indianapolis with Al Hendricks (left), manager of the Indiana Theatre, and Walter Wolverton, manager of the Circle.

The Gonzales Warm Springs Foundation, in a "thank you" to film patrons, announced that Texas movie theatres raised $262,883 in a special drive last Sept., sponsored by Texas COMPO and co-chairmaned by R. J. O'Donnell, Interstate veep, and Col. H. A. Cole, chairman of ATO of Texas. . . . Ed Williamson has been promoted from branch mgr. to southwestern dist. mgr. for Warners. H. C. Vogelpohl was upped from Dallas sales mgr. to Williamson's former job, and James C. McCrary succeeded to Vogelpohl's post. Doak Roberts will continue in an advisory capacity. . . . As its first 1953 public relations project, Texas COMPO will sponsor M-G-M's documentary, "The Hoaxters." . . . Art Meyer, mgr. of the River Oaks Theatre, Houston, for six years, leaves show business to become chief of the Shell Oil Co. film library. Theatre owners can look forward to a sizeable slice of the dollars spent by 400,000 persons attending conventions in Houston during the next six months. The Chamber of Commerce estimates 1.6% of the take will go to theatre boxoffices. . . . Lew Bray, operator of the Arcadia, Harlingen, and four other Rio Grande Valley houses, is calling his new daughter Deborah Ann. . . . The Houston Post, in its "Yesteryears" column, selected an item of 25 years ago, telling of Interstate's plans to build the 4500-seat, $2½ million Majestic, which was recently elaborately modernized.

INDIANAPOLIS

20th-Fox salesman Clayton E. Bond, Jr. was transferred to the N. Y. office as national sales representative for TV products, assisting Lem Jones. Replacing him here is Bennett Goldstein, former salesman in Cleveland, O. . . . Roy Brandenburg of Affiliated Booking Circuit has resigned his post. . . . The Airport Drive-In, Martinsville, has been closed, and the Martinsville Drive-In has been taken over by Fred Myers. Booking and buying will be handled by E. Campbell. . . . The Maywood (Ind.) Drive-In, Maywood, has been taken over by Earl Bell, local theatre operator. . . . Don French has acquired the Union Theatre, Liberty, Ind. . . . Both the Browny Theatre, Brownsburg, and the Community at Greenwood closed Feb. 1. Also closed is the Sheridan Theatre, Indianapolis. . . . The Auditorium Theatre, Connersville, Ind., has changed its name to Fayette.

Robert Mulcahy is new student booker at 20th-Fox. . . . John Schwin, operator of the Wigton at LaGrange, has turned the house over to his wife and entered the kitchen cabinet manufacturing business. . . . The drive-in at Angola, operated by Clair Stucky and Matt Scheidler, is to open April 15. . . . Robert Anderson, mgr. of the Rodeo Theatre, was robbed of $800 by a masked bandit in his second floor office. . . . Rush Williams, UA office mgr., reports the arrival of a baby girl. Mother formerly was a member of Affiliated Booking staff. . . . The Regent, downtown specialty theatre, has closed. It will be converted into business rooms. Arthur Baker operated the house for many years. . . . Robert Shrader, Warner salesman, is recovering from a tumor operation at Nortons Infirmary in Louisville, Ky.

MILWAUKEE

The National Drive-In Theatre Convention and Equipment Show, scheduled for March 24-26 at the Schroeder Hotel will have a 3-dimension theme. Drive-In theatre owners and prospective builders are invited to contact Allied of Wisconsin, 1027 W. Wells St., Milwaukee, for reservations. . . . For the past five years, WTMJ-TV, Channel 3, has been the only station here. Now the FCC has granted permission to Midwest Broadcasting Co., operators of radio station WCAN, to build and operate a new TV station here, which will be on UHF. The new channel will be 25, WCAN-TV. . . . Beloit, Wis. was also granted a TV channel. . . . "Bwana Devil" opened here in a dual premiere at both the Fox-Palace and Wisconsin, to big business. Prior to this opening, the Telenews Theatre presented an hour and 15-minute showing of five 3-dimensional movie shorts, also well received. . . . The UA exchange here won second place in the first lap of the Bernie Kranze drive. . . . W. Petterson has taken over the Elmer Theatre in Elderon, which he has reopened.

MINNEAPOLIS

Four new drive-in projects have been announced. Cinema Corp. will build a 600-car ozoner north of LaCrosse, Wis., to be called the North Star. Jim and George LeTourneau, operators of the State, Windom, Minn., will build a 300-car operation east of Windom. O. K. Butts, Mott, N. D., will call his the Playhouse, to be located at Mott. Earnest Schweigerdt announced plans for a drive-in at Miller, S. D. . . . E. F. Streed closed the New Franklin, Franklin, Minn., because of poor biz. . . . Frank

MINNEAPOLIS (cont'd.)

Hill, Hutchinson, Kans., has been named mgr. of the Yankton, Yankton, S. D., replacing Vern Peterson. . . . Children under 12 are being admitted free under new family policy at the Family, North Branch, Minn. . . . Don Stern closed the Community, Clear Lake, Wis., temporarily. . . . Fire gutted Arnold Kallien's 215-seat Milan, Milan, Wis., leaving only the chimney and projection booth standing. Kallien is undecided about rebuilding.

Venice Barness, recently discharged from service, has returned to the Orpheum, Sioux Falls, S. D., as mgr. . . . Mr. & Mrs. Clayton Johnson are new mgrs. of the Rialto, N. St. Paul, Minn. . . . Earl Barran, former exhib at Denver, Colo., will build a 450-car ozoner at Milbank, S. D., with opening scheduled for June 1. . . . New seats have been installed in the Gem, Balaton, Minn., by James Harmon. . . The Westby, Wis. theatre conducted a movie popularity poll as a business builder.

James Fergen has been named mgr. of the State and College theatres and the Sioux Drive-In at Brookings, S. D., by owners Leo and Dan Peterson. . . . Howell Kadrie was named mgr. of the Paramount, St. Paul, succeeding John Reed, resigned. Kadrie, who formerly managed the Riviera, St. Paul, is being replaced by L. A. Brewer, mgr. of the Arion, Mpls. nabe. . . . Eddie Ruben, pres. of Welworth circuit; his son-in-law, Larry Bentson; Emanuel Sgutt, Fargo, N. D., and Joe Floyd, Sioux Falls, S. D. exhib, have filed articles of incorporation for a broadcasting station at Grand Forks, N. D.

NEW HAVEN

Charles Tomasino sold his 600-seat White Way Theatre, New Haven, and the theatre building to Fred Dandio, operator of the Guilford Theatre, Guilford. . . . The Alcazar Theatre, now closed, and building in Naugatuck were taken over by William Schapero, jeweler, in a sale by Waterbury Amuse. Co. . . . James Tobin has re-joined the Warner circuit as mgr. of the first-run Warner, Bridgeport, succeeding Albert Schleicher, who shifts to the Palace, Torrington. . . . Bruno Schubert is the new mgr. of the Clinton Theatre, Clinton, replacing Charles A. Saglio, resigned.

Harry Feinstein, Warner zone mgr., has scheduled a mid-March premiere in Conn. for "Bwana Devil," Natuarl Vision 3-D attraction. It opens March 18 at the Roger Sherman in New Haven, to be followed shortly thereafter at the Warner Strand, Hartford. . . . Loew's Poli-New England launched bookings of Stereo-Techniques' at Loew's Poli, Bridgeport, Loew's Poli, New Haven, and on Feb. 26 at Loew's Poli, Waterbury. . . . The Allyn Theatre, Hartford, first Conn. downtown first run to try an apple vending machine, has removed the attraction. . . Now reported with the Army in Germany is Ray Flynn, former asst. mgr. at Loew's Poli College Theatre, New Haven. . . . Gustave J. Schaefer, 59, treas. of Hartford Theatre Circuit and formerly European sales mgr. for Paramount, passed away.

NEW ORLEANS

Drive-In Movies Inc. and Wollner Theatres, Inc., operators of the Drive-In Movie and Air-Line Drive-In, have filed an anti-trust suit in Federal Court for $150,000 damages from Warners, Universal, RKO, 20th-Fox, Columbia and Paramount for refusal to license films on a second-run basis without clearance favoring downtown second-runs. . . . T. A. MacDougald purchased the Belmont Theatre at Pensacola, Fla. and reopened it. . . Under the new name of Ann Theatre, the Montesano at Baton Rouge, La. reopened Feb. 19. . . . The Roosevelt at Mobile, Ala. reopens March 1 after a remodeling job. . . . L. W. Watts sold his Wakee Theatre, Waldo, Ark. to his nephew, John Watts. . . . L. J. Langlois of the Alamo Theatre, New Roads, La., is a patient at the Foundation Hospital here.

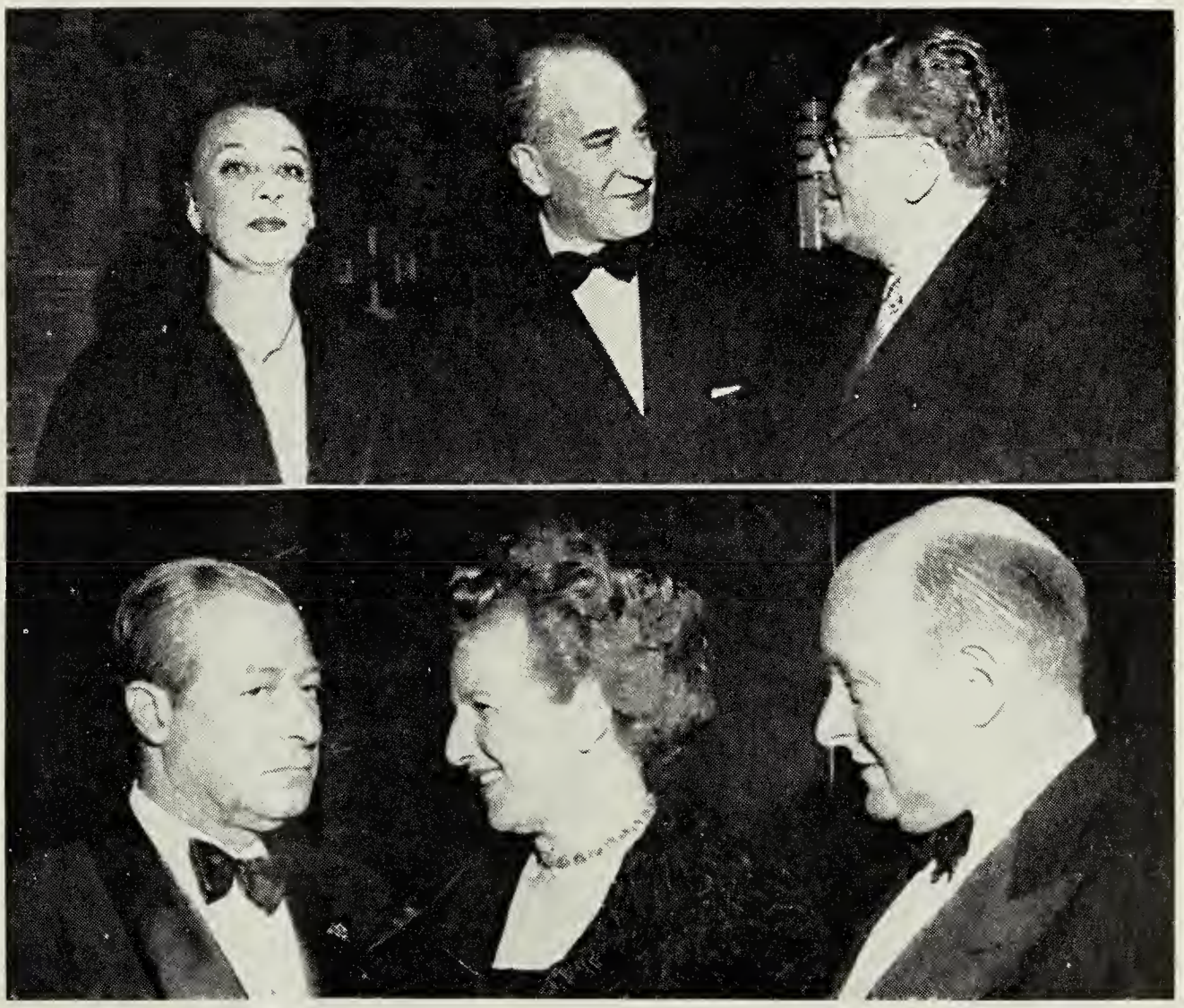
First showing of three-dimensional films opened to terrific business here. "Bwana Devil" is at the Saenger and "Stero-Techniques" at Loew's State. . . . Chaplin's "Limelight" was withdrawn from the Orpheum before its scheduled closing on instructions from New York, according to mgr. Ross McCausland. The film was doing well and getting good audience response. . . . The Bijou Theatre at Houma, La. was destroyed by fire. Arthur Bethencourt, mgr., revealed that damages would probably run to $300,000. . . . San Pasqua sold his Sorrento Theatre, Sorrento, La., to A. J. Allen. . . . The Star at Biloxi, Miss. was reopened by J. C. Yeager.

Name of the drive-in at Lucedale, Miss. has been changed from Drive-In Theatre to Ritz Theatre. . . . The D'Lo Theatre, D'Lo, Miss. was closed for good. . . . The Loma Theatre, Campti, La., changed hands and is now owned by S. D. Dick. . . . The Wren Theatre, McComb, Miss., scheduled to open Feb. 28, is a Broggi affiliate. . . . Max Connett reopened his Twin-Drive at Lafayette, La., Feb. 11. . . The Rose Theatre, Opelousas, La., was taken over by Harry Comeaux from Percy Duplessy. . . . Pop's Drive-In, Jena, La., which holds 350 cars, will open March 1, with four changes weekly.

NEW YORK

The three-dimensional process developed by Bolex Co. was unveiled at the Rialto Theatre in a film called Triorama, in color. Audience was equipped with Polaroid glasses. . . . Senator Fred G. Moritt, Brooklyn Democrat, is again sponsoring a bill which would allow NYC, by local law, to impose tax of 10¢ on admissions of $1 or more, and other taxes for benefit of the municipally owned and operated transportation system. . . . A special "midnight soiree," hosted by Russell B. Downing, exec. dir. of Radio City Music Hall, with leading Broadway figures and notables of the concert world in attendance, followed a gala evening showing of "Tonight We Sing" which premiered at the showplace.

Charles Levinson, asst. mgr. at Loew's Grand, was upped to mgr. of Loew's 116th St. Theatre. James Napoli, asst. at Loew's Valencia, Jamaica, will manage Loew's Grand, Bronx. Other managerial transfers will bring Sig Schwartz from Loew's 175th St. to Loew's Gates; Nate Bernstock from Loew's National to Loew's 175th St., and Joe McCoy from Loew's 116th St. to the National. . . . The Board of Superintendents of the N. Y. C. Board of Education is continuing its in-service course on motion pictures for teachers for the second consecutive year in cooperation with OMPI. Dr. Jacob Greenberg, associate supt. is directing the program and Rita Hochheimer, asst. dir. of visual education is serving as coordinator in cooperation with Fred J. Schwartz, pres. of Century Circuit and chairman of OMPI. . . . Mrs. Sidney Unger, daughter of RKO theatre exec Harry Mandel, gave birth to a second daughter,



Following premiere showing of 20th Century-Fox's "Tonight We Sing," at Radio City Music Hall, executive director Russell V. Downing hosted a midnight champagne party for the assembled celebrities. L to R (top photo): Mrs. Wm. C. Gehring, Downing, and Wm. C. Gehring, Fox exec.; (bottom photo): George Jessel, producer of the film, Mrs. Charles Einfeld, and Charles Einfeld, Fox v.p.

FILMS TELEVISED FEB. 6 to FEB. 20

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
An Angel Comes From Brooklyn	Kaye Dowd	
Arthur Takes Over	Skip Homeier	Fox 4-7-48
Back Lash	Jean Rogers	
Blackmail	William Marshall	Rep. 7-24-47
Border Rangers	Robert Lowery	Lippert 10-6-50
Clancy Street Boys	East Side Kids	Monog. 3-29-43
Courageous Dr. Christian	Jean Hersholt	RKO 3-5-40
Crime On The Hill	Sally Blaine	British-Int. 10-13-34
Cross Streets	Anita Louise	Rep. 7-6-34
Deadline For Murder	Paul Kelly	Fox 6-19-46
Driven Snow	Bruce Cabot	
End of the Road	Edward Norris	Rep. 12-6-44
Faces In The Fog	Jane Withers	Rep. 10-27-44
Female Fugitive	Craig Reynolds	Monog. 4-15-38
Fighting Back	Jean Rogers	Fox 8-1-48
Flaming Signal	Mischa Auer	Inv. 5-23-33
Forgotten	June Clyde	Inv. 4-20-33
Gamblers Terror	Johnny Mack Brown	
Ghosts On The Loose	Bela Lugosi	Monog. 6-14-43
Hi, Neighbor	Jean Parker	Rep. 7-23-42
It Couldn't Have Happened	Reginald Denney	Inv. 9-11-36
Ladies In Love	Johnny Walker	Chesterfield 5-14-30
Lady Luck	William Bakewell	Chesterfield 9-14-36
Law of the Sea		Monog. 5-1-32
Love, Horror & Goodbye	Virginia Bruce	Rep. 9-14-45
Melody For Three	Jean Hersholt	RKO 3-6-41
Men With Whips	Victor Jory	
Met Her At Dawn	Mischa Auer	
Pioneers of the West	Bob Livingston	Rep. 3-12-40
Pride of the Navy	James Dunn	Rep. 1-24-39
Rio Grande Raiders	Sunset Carson	Rep. 9-9-46
Senations	Eleanor Powell	UA 6-24-44
Shadow Laughs	Rose Hobart	Inv. 3-21-33
Story Of Two Orphans	Anne Sutherland	
The Great John L.	Linda Darnell	UA 6-4-45
Thunder In The Desert	Bob Steele	Rep. 5-18-38
Tinker	Derek Smith	
Too Little Time	Basil Radford	
Tough Assignment	Don Barry	Lippert 5-24-49
Trail Blazers	Bob Livingston	Rep. 10-29-40
Trigger Trio	Ray Corrigan	Rep. 10-2-37
White Gorilla	Ray Corrigan	

OKLAHOMA CITY

H. B. 709, introduced in the current session of the Okla. legislature, is being carefully watched by theatre men. Intended as a safety measure, it would prohibit construction of anything to claim the view of drivers on highways adjacent to drive-in theatres, like screens facing highways. While Theatre Owners of Okla. approve safety measures, they are watching to see that the bill does not become a barrier to erection of drive-ins in proper locations. . . . The Criterion was closed to the public all day Feb. 16, while Hales-Mullaly Co. was host to its dealers and representatives at a showing of "Servel Show of Starts." . . . Plans are being made for the TOO convention to be held in Okla. City the latter part of April. . . . Variety Tent No. 22, housed in the Black Hotel since its beginning here, moved to the Biltmore Feb. 21, in quarters formerly used by Radio Station KOMA on the 24th floor. Space was completely remodeled and decorated and barkers from numerous clubs atended the formal opening.

C. B. "Brownie" Akers, v.p. of TOO and chairman of its Legislative Committee, is now connected with Senator Kerr's Radio and TV station in Peoria, Ill. He recently confered with pres. Morris Lowenstein on correction of state sales tax law, which by inference would place sales tax on films and trailers. Efforts are being made to have this section of the law clarified. . . . Theatre custodian of the Criterion discovered a theft of an undetermined sum from the lobby vending machines.

PITTSBURGH

Allied MPTO of Western Penna. is planning a series of regional meetings throughout the territory to acquaint all exhibitors with the work of the organization and give them an opportunity to discuss their problems and receive advice. . . . Workmen's compensation for drive-ins has been upped from 18¢ per $100 to 65¢ per $100 of payroll. Allied has protested and asked for a hearing before the Rating Board. . . . On March 1, Warner's Erie dist. mgr. Harry Burger becomes ad director for the Tri-State area, replacing Jacques L. Kahn, resigned. Philip Katz will take over publicity and exploitation, and Robert Bowman becomes dist. mgr. for Western Penna. and lower N. Y. State.

Although children made up a large part of the audiences, patrons of the Metropolitan and Plaza theatres filed out calmly when smoke poured into the buildings from a 4-alarm fire in a Bloomfield supermarket. . . . John Stanton, projectionist at the doomed Louisa Theatre, was feted at the annual dinner-dance of the Carnegie Chamber of Commerce and received a plaque from the Kiwanis Club for leading many people to safety during fire at the Louisa.

PORTLAND-SEATTLE

Saffles Theatre Service announces opening of new headquarters adjoining 20th-Fox, Seattle. . . . Sterling Theatres, Seattle, engaged Tall Malysheff for new post on staff; formerly with Paramount as booker. . . . Miriam Dickey, theatre exec on Lathrop Circuit, Alaska, married to Robert O. Kinsey. . . Weather permitting, the majority of Pacific NW drive-ins will open the 1953 season around Washington's Birthday. . . . A greater variety of TV programs will be available when Station KTNT-TV, Tacoma, Wash., begins operation March 1st. This will come in on Channel 11.

ST. LOUIS

The Ill. Supreme Court upheld the legality of construction and operation of a drive-in on municipally owned land at Lake Benton, Ill. by Sam Stuart Marshall of Tamaroa, Ill. The ozoner has been completed and was operated for a few weeks late last fall. . . . Construction of parking ramps, roads and waterlines of the new K&B Drive-In being erected near the western edge of Casey, Ill. has been awarded to Fred E. Hickox, local contractor, by owners John Kirby and Leroy Baston, who awarded equipment contract to St. L. Theatre Supply Co. . . . Paul Musser, who owns the Lyric Theatre in Casey, Ill., is also planning to build a drive-in. . . . Prominent on the agenda of the initial meeting of the Grievance Committee of St. L. MPTO was a registered complaint that certain churches have gone into unfair competition with theatres by regular exhibition of motion pictures at an admission comparable to charge at neighborhood theatres. . . . Aiming at cooperation on a state-wide basis between TOA affiliates, MPTO and Kansas-Missouri TA are planning a regional meeting in Jefferson City to be held in April.

A list of public domain music, available to all exhibitors, may now be obtained at the MPTO offices. . . John Dugan, who resigned from 20th-Fox some weeks ago to sell for Warner in Pitsburgh, has rejoined the Fox sales staff, under mgr. Gordon Halloran. . . . The U City Theatre, 450-



Charles Boasberg, RKO's general sales manager, gives Mervin Houser, newly appointed home office publicity director, a "shot in the arm" to prepare him for the company's forthcoming 25th Anniversary Drive, March 6-June 25. Looking on (l to r): Nat Levy, Eastern div. mgr.; Walter Branson, asst. gen. sales mgr.; Boasberg; Houser; Mike Poller, asst. to Boasberg, and Sidney Kramer, short subjects sales mgr.



A group of business and professional men, teachers and students from Uniontown, Pa., all guests of M-G-M and Manos Theatre Enterprises of Uniontown, met in the office of branch manager Ralph Pielow in Pittsburgh for a tour of the exchange and screening of "The Hoaxters" and "Above and Beyond." Guests were presented with a portfolio of ideas for making commercial tie-ups with showings of M-G-M pictures. In the center above (dark suit) is Pielow, flanked by Ted Manos, v.p. and Joseph Bugala, gen. mgr. of Manos Ents.

ST. LOUIS (cont'd.)

seater, owned by Mrs. Regina Steinberg, and the Uptown, owned by A. L. Matreci, have been closed, while F&M's 950-seat Maffitt reopened recently on a policy similar to the one at the company's Aubert Theatre. . . Albert Vetters plans to reopen his Rio Theatre, Edinburgh, Ill. at an early date. Repairs and remodeling, resulting from recent fire at the theatre, are about completed. . . . National Screen, through its local branch, recently sold a third-dimensional Walker Hi-intensity screen to the Ambassador Theatre, and also the first Walker panoramic screen in the U. S. to American Theatre, Wentzville, Mo., owned by Judge Frank X. Reller.

There are now more than 100 ozoners operating in this trade area, with about 25 additional projects under construction or definitely planned for opening the 1953 season. Spots in southern Ill. that have drive-ins under way or about to start include Beardstown, McLeansboro, Vienna, Breese, Carlyle, Anna, Belleville, Cobden and Jonesboro, and another to serve Mt. Carmel, Ill. is said to be under way just over the line in Indiana. In St. L. County and out-state Mo., 10 or more new ozoners are in the making while in northeastern Ky. there will be five if all announced projects materialize. . . . Harry Blount of Potosi, Mo. has definitely set Easter Sunday as opening date for his drive-in.

Plans of the Federal Govt. to construct a $29,000,000 plant in the Camp Ellis reservation has created a stir in business and real estate circles around Macomb, Ill. Macomb has the 933-seat Illinois Theatre and the 570-seat LaMoines, and theatres located in Cuba, Canton, Lewistown and Bushnell should also benefit from such a project. . . . Joe Lyman, owner of the Princess at White Hall, Ill., offers a $25 reward for apprehension of persons guilty of cutting up new seat cushions. . . . At Sesser, Ill., Mrs. Lucille Banovz recently returned from a free trip to Los Angeles, sponsored by the Melody Drive-In near Tamaroa, operated by Frank Glen. . . . One of the best efforts on behalf of the March of Dimes campaign was turned in by the Will Rogers Theatre here. Mgr. Lou Davis, Dickie Cooper and the entire staff are to be congratulated for the net total of $425.87 collected.

Andy Dietz of Co-operative Theas. will bok and buy for the Harrisburg Theatre, Harrisburg, Ill., owned by Olin J. Ingram, and the Grand in Benld, Ill., owned and operated by Joe Katz. . . . Jimmy Frisina is booking and buying for the Lincoln and Will Rogers in Charleston, Ill., with J. D. Giachetto dating short subjects. . . . Leo Parish of Cottage Hills, Ill., is a recent benedict. . . . Dale Moody, mgr. of the Strand, Tuscola, Ill., has set April 26 for his marriage. . . . Ray Parker's Shubert Theatre moved into a double feature subsequent run policy. . . . The historic Coliseum has been condemned by City Bldg. Comm. Baum as unsafe. Unless ordered repairs are made, it may be razed. . . Variety Club plans to open permanent club quarters in the Sheraton Hotel.

SAN FRANCISCO

Fox West Coast announced the resignation of C. E. Macdonald, Peninsula dist. mgr., and the transfer of Fay S. Reeder from ad-pub director to succeed Macdonald. Reeder will continue as San. Fran. dist. mgr. but his ad-pub desk has been taken over by Herman Kersken in addition to his duties as resident mgr. of the Fox Theatre. Macdonald has joined his brother in the restaurant business in Oregon. . . . Guy Meek, pres. of Guy Meek Theatres, was recalled to the Navy and as Lt. Commander is now in Korea. . . . Teddy Gelber of 20th-Fox resigned as of March 1 to take over management of Meek's new Studio Drive-In at San Mateo. . . . H. Bradley Fish sold his Clovis, to Emmanual A. Giannaros. . . . Blumenfeld Theatres reopened the Cerrito, El Cerrito, closed since last Nov., and Golden State Theas. put the Irving on a one-change-a-week policy from two-a-week. . . . Harry Seipel, formerly with FWC here and now an executive of Hoyts Theatres, Australia, is in town for the next three months.

Northern California Theatre Owners, at a recent meeting, following abolishment of the office of president, decided on a policy of rotating chairman monthly, chosen alphabetically. First under this setup will be Dave Bolton of Trans-California Theatres. Meetings are scheduled for the first Tuesday each month. It was also decided that the routine work of the association will be carried on by exec. secy Hannah Oppie, under direction of the entire board. . . . The first one-day all-jazz stage show at the 2735-seat Paramount was a success, with gross reported at $24,000. . . . It was a prestige opening for "Anna" at the St. Francis here, replete with celebrities and KNBC interviewing guests upon arrival, and a 15-minute re-broadcast promoted free of charge. Assisting dist. mgr. Earl Long in the successful campaign were Alex Cooperman of I.F.E. Releasing Corp., Edward Penn of I.F.E., St. Francis mgr. Hargis L. Arnett and theatre publicist Jimmy Lyons.

BECAUSE WE KNOW IT'S SO

WE KEEP ON SAYING . . .

FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

FILMACK TRAILERS

1327 S. WABASH AVE. CHICAGO

630 NINTH AVENUE, NEW YORK

Exhib Groups Warn Of 3-D Publicity Boomerang

(*Continued from page* 6)

films made by different methods and the distributors may find themselves without retail outlets."

Myers was not, however, certain about the future of 3-D. He said it "has descended upon the industry in an avalanche of publicity," but "it is difficult to tell whether there is a genuine stampede to 3-D or whether some of the bulls are merely pawing the ground to see which can stir up the most dust."

Myers questions the wisdom of telling the public there will be nothing by 3-D when most film companies have inventories of flat films and few exhibitors are set up to play anything else.

Whether the future of 3-D is to be as glowing as industry staements promise, Myers pointed to the success of "Bwana Devil" and said "it is going to be hard for revenue hungry exhibitors to resist the lure of swollen grosses."

Screenings For "Oscars"

(*Continued from page* 20)

Cooper, "High Noon" (UA); Kirk Douglas, "The Bad and the Beautiful" (M-G-M); Jose Ferrer, "Moulin Rouge" (UA); Alec Guiness, "The Lavender Hill Mob" (U-I).

For the best actresses' performance: Shirley Booth, "Come Back, Little Sheba" (Para); Joan Crawford, "Sudden Fear" (RKO); Bette Davis, "The Star" (20th-Fox); Julie Harris, "The Member of The Wedding" (Col); Susan Hayward, "With A Song In My Heart" (20th-Fox).

For the best achievement in directing: Joseph L. Mankiewicz, "Five Fingers" (20th-Fox); Cecil B. DeMille, "The Greatest Show on Earth" (Para); Stanley Kramer, "High Noon" (UA); John Huston, "Moulin Rouge" (UA); John Ford, "The Quiet Man" (Rep).

Good Casts Plus Good Titles Make Top Pix: Andrew Stone

By Richard Bernstein

"Quality in a motion picture is not a matter of its cost," explained Andrew Stone, "it is a matter of a good script, a good cast, a good producer and a good director."

Producer-writer Stone, who has been in the motion picture business since 1926, is a constant seeker for the unusual story which will make good screen fare. For the last eight to nine years, he has directed original stories and screen plays he has authored himself.

In answer to why he writes his own stories, Stone said, "I have found that the easiest way to get a job is on a good original screen play. I direct my own stories and I find that there is a terrific advantage in directing one's own screen play."

He added: "You can bring out certain things in the writing that might be bypassed by someone who can only go by what you have written and who is not aware of your thoughts on certain phases on the script."

"Toughest Fight" Explained

Always accepted as a top director, Stone explained, "The toughest fight I've ever had was to get established as a screen writer. There has always seemed to be the idea present that if a man directs, he can't write."

Stone is also a man who makes it a point to see that his work has a strong, appealing title. He believes that movie-goers shop for their fare by title and by stars. That's another formula that Stone has figured out: good stars and a good title make a good picture.

An example of his meticulous care in selecting screen story ideas that are novel is "Confidence Girl," which he made for United Artists release on a very nominal budget. Despite its comparative cost, the picture received good comment from the critics, who praised its story and direction.

Stone's current effort at 20th Century-Fox is "Blueprint For Murder," which stars Jean Peters and Joseph Cotten. He said that this is the first time the screen has delved into a factual study of a premediated poison murder.

"This film is the result of three years of research and the charting of 1,055 poison homicides. It is an expose on poison murder and it is the first time that this has ever been done in a movie," the director-writer stated.

A stalwart believer in suspense, Stone is of the opinion that through the use of authenticity and realism, a great amount of tension can be generated. In "Blueprint For Murder," Stone is telling his tale with carefully documented research at hand to adhere to events as they really happen.



ANDREW STONE

The producer-director-writer said: "The public can detect something that looks phoney. There is no such thing as 'fake realism;' there is just realism."

Stone has another project that he would like to do soon. It is titled "The Little Man" and is the story of a man in jail for life for murder. The man in the case is in jail because he has never been given a proper trial.

The film would graphically tell his case and emphasize how a man can be a victim of circumstance, fail to receive a proper trial and end up by serving a life sentence.

Stone, who at one time headed his own company, Andrew Stone Productions, has a record of successful films to his credit. In 1937, he wrote the original story, directed and produced the film, "The Girl Who Said No" for Grand National.

The following year, he produced and directed "Stolen Heaven" and "Say It In French" for Paramount. One of his biggest hits was "The Great Victor Herbert," which he wrote and directed for Paramount in 1939.

Another example of Stone's craftsmanship is the recent Warner Brothers' film of a few years back, "Highway 301," which helped greatly to zoom Steve Cochran to prominence.

Title Changes

Allied Artists: "**Rebel City**" is the new title for "The Copperheads." (Stars Wild Bill Elliott; Produced by Vincent M. Fennelly).

Warner Bros.: "**The Marines Had A Word For It**" is the new name for "Sulu Sea." (Stars Burt Lancaster and Virginia Mayo; Arthur Lubin directs).

Columbia: "**The Big Jump**" is the new title for "The Red Beret." (Stars Alan Ladd; Irving Allen and Albert "Cubby" Broccoli produced).

Laurel For Pix Scripter

HOLLYWOOD. — The screen writer, who over a given number of years has contributed in the most distinguished and consistent fashion to motion pictures, will be signally honored by the Screen Writers' Guild with the Laurel for Achievement, which will be presented for the first time at the fifth annual awards dinner to be held at the Hollywood Palladium on March 10.

HOLLYWOOD ON-THE-WIRE

"Stolen Identity," a feature produced in Vienna by Turhan Bey with a cast headed by Francis Lederer, Joan Camden and Donald Buka, has been acquired by the Helen Ainsworth Corp. for release in this country and Canada, Sam Nathanson, in charge of distribution, announced. . . . Paulette Goddard has been signed by Sam Katzman at Columbia to star in "Charge of the Lancers," story of the Crimean War of 1854, slated to go before the Technicolor cameras April 7. . . . Frank Lloyd, one of the film industry's most noted directors and a three-time Academy Award winner, signed a Republic long term contract as an associate producer and director, Herbert J. Yates, Republic president announced. Lloyd, with this new contract, marks the beginning of his 36th year as one of the industry's top figures.

* * *

William Holden goes to M-G-M for the starring role in the Technicolor outdoor drama, "Rope's End." The film, written by Frank Fenton, will be directed by John Sturges and produced by Nicholas Nayfack. It is slated for an early March start. . . . Nicolas Ray will direct "Lisbon" at Paramount. This is the film that will star Joan Crawford and will be produced by Irving Asher, who is currently in Ceylon making "Elephant Walk," which stars Vivien Leigh, Dana Andrews, and Peter Finch. . . . Walter Mirisch, Allied Artists executive producer, announced the purchase of an original, "Bitter Creek," from George Waggner. The western will be filmed in color some time during the summer months.

* * *

Robert L. Lippert will release a three-dimensional featurette, "A Day in the Country," produced in the East by Jack Rieger. The comedy subject, narrated by Joe Besser, will be projected on normal theatre equipment. . . . Jack Broder has just signed Jerry Thomas to produce "Steel

(*Continued on next page*)

Sidney And Laughton



Charles Laughton tells Director George Sidney that playing Henry VIII in M-G-M's "Young Bess" is like meeting an old pal. Just 20 years ago Laughton won an "Oscar" for his role as the historic monarch in "The Private Life of Henry VIII."

Production Boom In 3-Dimension Rages On Coast

Hollywood has gone 3-D happy. Everywhere one goes, the subject of three-dimension films is the main topic of conversation. But Hollywood is also putting words into action and current Hollywood production reflects the fact that quite a few three-dimensional films are now in production.

Over at Columbia, "Fort Ty," a 3-D feature starring George Montgomery and Joan Vohs, is before the cameras with Sam Katzman producing. William Castle is directing.

Paramount's Pine and Thomas are shooting the Technicolor feature, "Sangaree," which stars Fernando Lamas and Arlene Dahl in the studio's 3-D process, Paravision.

Studios Push Films

At 20th Century-Fox, "Inferno," which stars Robert Ryan, William Lundigan and Rhonda Fleming is being lensed in Technicolor and is a 3-D feature using the studio's own process.

Warner Brothers has "House of Wax," starring Vincent Price and Frank Lovejoy, being lensed in Natural Vision 3-D and WarnerColor. Bryan Foy is producing and Andre de Toth directing.

M-G-M put its 3-D AnscoColor feature, "Arena," into production. It stars Gig Young, Polly Bergen and Jean Hagen. Arthur Leow, Jr., is producing and Richard Fleischer directing.

Each passing week brings more news of 3-D productions and of new processes. It is also quite obvious in Hollywood, that the motion picture industry feels that in 3-D they have the potent force that will take people away from their TV sets.

HOLLYWOOD

(*Continued from preceding page*)

Bayonets" which will start shooting Mar. 5 at Eagle Lion Studios. Thomas has options for additional features for Jack Broder during the coming year. Formerly with Monogram, Thomas produced the Bowery Boys features, the film, "Hot Rod," and others. Prior to his producer's berth at Monogram, he produced for Eagle-Lion. . . . Sid Luft has moved onto the Warner Brothers lot to concentrate on final preparations for the three pictures that he is to produce for Warner Bros. release. "Man O' War," in Technicolor, is to be the first. It will be followed by "A Star Is Born," the musical which is bringing Judy Garland back to the screen. Moss Hart is preparing the script. Third film will be "Snow Covered Wagons."

* * *

Vincente Minnelli has been selected by M-G-M to direct the Lucille Ball-Desi Arnaz starrer, "The Long, Long Trailer." Minnelli has just completed "The Band Wagon." Pandro S. Berman will produce the comedy, which marks the screen debut of Miss Ball and Arnaz as a motion picture team and the return of the actress to M-G-M where she was formerly under contract. . . . Andrea Mead Lawrence, whose biography as a ski champ is being film by Warners, was voted the sixth ranking American woman athlete for 1952 in the annual Associated Press poll. . . . John Derek's next Columbia film will be "Renegade Canyon." This is the picturization of Peter Dawson's suspenseful "Saturday Evening Post" serial, which will be lensed in Technicolor. Kenneth Gamet will produce the feature from John K. Butler's screen play. At the same studio, "Darling, I Love You," an original comedy by Norman Krasna, has been acquired by Columbia from RKO, where it was originally prepared by Jerry Wald. It has now been assigned to William Fadiman to produce, and has a tentative April starting date. Three top stars are being sought for the leads. . . . Aldo Ray will play opposite Rita Hayworth in the same studio's Technicolor version of Somerset Maugham's "Miss Sadie Thompson," which rolls next month with Curtis Bernhardt directing the Beckworth production.

* * *

Universal-International signed Ross Hunter to a new seven year contract as a producer. The new contract was given Hunter as a result of his last two productions, "Take Me To Town" and "All I Desire." The producer currently is preparing "Magnificient Obsession," which Wells Root is scripting. . . . Harry Keller, Republic director, has been optioned for an additional term by the studio. Keller is currently directing the science-fiction chapter play, "Commando Cody, Sky Marshall of the Universe," for associate producer Franklin Adreon. His next assignment is "El Paso Stampede," starring Rocky Lane with Rudy Ralston as associate producer. . . . Edmund Grainger signed Alfred Werker to direct his forthcoming RKO production, "Arizona Outpost," which is scheduled to begin filming this month with Robert Ryan and Arthur Hunnicutt heading the all-star cast of players. Others scheduled to follow this feature before the cameras within the next 60 days at RKO under Edmund Grainger's production banner are "Second Chance," "The Glacier Story," and "Space Pioneer." . . . Producer Howard W. Koch signed Robert Stack for the male lead in "War Paint," an Eastman color production for United Artists release. The film is slated for a Feb. 25 start in Death Valley. Interiors will be shot at Eagle Lion Studios.

* * *

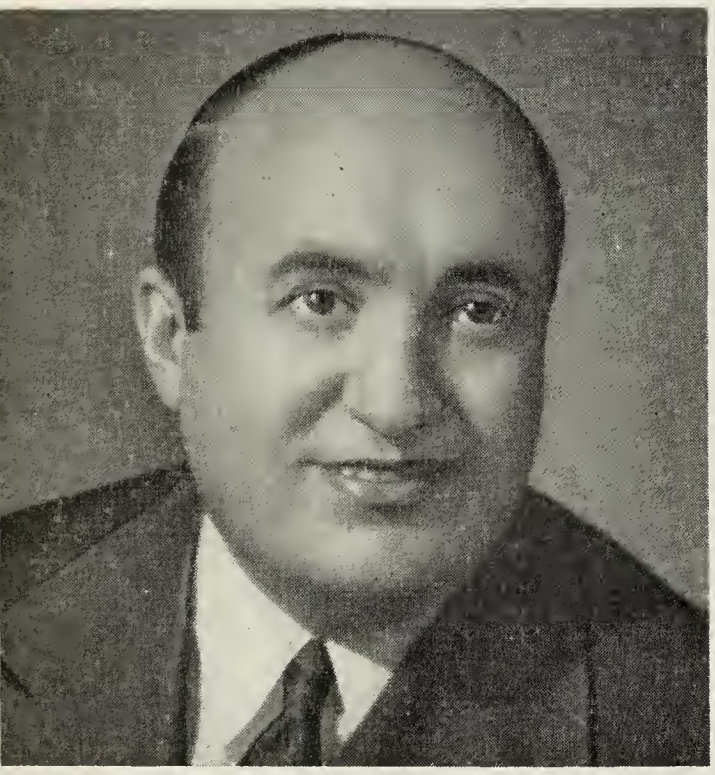
Renate Huy, who was signed to a long term contract by Universal-International last summer as a result of being "Miss Germany" in the "Miss Universe" Beauty Pageant at Long Beach, California, had her old contract torn up and replaced by a brand new seven year contract. . . . Both "Life" and "Collier's" are coming up with big layouts on Hollywood's 3-D enthusiasm. . . . Cyd Charisse will star in the Technicolor musical version of "Kismet." M-G-M producer Arthur Freed is preparing the film. . . . Allied Artists producer Ben Schwalb announced that he has rearranged his Bowery Boys production schedule, putting "Loose in London," before the cameras as soon as an improvement project on the lot has been completed. Previously he had slated "Clipped Wings" as the first to go when production is resumed. The comedies will star Leo Gorcey and Huntz Hall. . . . Herschel Burke Gilbert, who has been nominated by the Academy for an award, has been signed to compose the music for "Harness Bull."—*R. B.*

On The 3-D Set For "Sangaree"



The set of Paramount's first three-dimensional Paravision film, "Sangaree," in Technicolor, is the focal point of many Hollywood visitors these days. Above, Joseph Brager, (left), manager of the Tivoli Cinema, Calgary, Canada, and Mrs. Brager, meet Fernando Lamas, film's co-star. Brager was the first exhibitor to witness the 3-D filming. Below, Gus Eyssell, managing director of Rockefeller Center, Inc., firm controlling New York's Radio City Music Hall, was another set visitor. With Eyssell are Arlene Dahl, film's co-star, and Adolph Zukor, Paramount's board chairman. "Sangaree" is scheduled for late May release.

The Biggest Showmen In America Have Booked The Biggest Money-Maker Of The Year!



HARRY BRANDT
President, Brandt Theatres
says:

"Congratulations! MOULIN ROUGE certainly fulfills the promise made when United Artists said it would release 'the big ones.' This picture, in my opinion, is one of the biggest for the year 1953 and I am delighted that UA has chosen our Trans-Lux Theatre in Philadelphia as the first run showcase in that area."

AND THE CRITICS HAVE BACKED IT!

"Dust off the Oscars, Hollywood! Here comes 'Moulin Rouge'!"
—WORLD-TEL. SUN

"Highest rating! Will cast a spell over audiences!"
—DAILY NEWS

"The most vivacious and exciting illustration of bohemian Paris ever splashed on the screen!"
—N. Y. TIMES

ROMULUS presents

JOSÉ FERRER in John Huston's

MOULIN ROUGE

COLOR BY Technicolor

ROMULUS presents JOSÉ FERRER in John Huston's "MOULIN ROUGE" • Color by Technicolor • with ZSA ZSA GABOR
SUZANNE FLON • And Introducing • COLETTE MARCHAND • A ROMULUS Production • Directed by JOHN HUSTON
Screenplay by Anthony Veiller and John Huston • From the Novel "MOULIN ROUGE" by PIERRE LA MURE

THE MOTION PICTURE HONORED WITH 7 ACADEMY AWARD NOMINATIONS!

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

MANY HOUSES RUSH 3-D INSTALLATIONS

INDUSTRY TACKLES 3-D EQUIPMENT SHORTAGE, UNIFORMITY PROBLEMS

EXHIBITION EXECS SPLIT OVER 3-D FOR NOVEL SYSTEMS

3-D CIRCUIT OPERATION STARTED BY FABIAN

COHN SEES "GOOD CHANCE" FOR TAX REPEAL

RKO OFFERS FCC THEATRE TV COMPROMISE

RKO'S PROFIT RISE SEEN

REVIEWS pages 10, 11, 15

No. 4 March 7, 1953

Entered as second class matter October 25, 1946, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published Biweekly by The ITOA Independent, 1501 Broadway, New York 36, New York. Subscription rate $2.00 a Year, Single copy 10 cents.

LOST DIMENSION

NOW is the time for the industry to make a supreme effort to recover a dimension that has been lost at the boxoffice — the top layer of gross receipts siphoned off by the government as admission taxes.

The National Tax Repeal Campaign Committee has selected H.R. 157, a bill introduced in the House of Representatives on January 3rd of this year by Rep. Noah M. Mason of Illinois, as the one which the industry should support in its effort to obtain repeal of the Federal 20 percent tax on motion picture admissions.

The Mason bill is identical in language to 15 other bills introduced in Congress calling for the immediate elimination of the tax on film theatre admis-

(See Page 3)

PUT THIS IN YOUR PIPE AND SMOKE IT!



"M-G-M's 'DREAM WIFE' is the funniest CARY GRANT picture since 'The Bachelor And The Bobby-Soxer'!"

SENSATIONAL AUDIENCE PREVIEWS IN N. Y. AND L. A.

M-G-M presents CARY GRANT · DEBORAH KERR · WALTER PIDGEON in "DREAM WIFE" with BETTA ST. JOHN · BUDDY BAER

EDUARD FRANZ · Screen Play by SIDNEY SHELDON, HERBERT BAKER and ALFRED LEWIS LEVITT

Directed by SIDNEY SHELDON · Produced by DORE SCHARY

THE Independent FILM JOURNAL

Vol. 31 No. 4
March 7, 1953

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

sions in which the principal form of entertainment is motion picture exhibition.

It is obvious that only one such measure can be pushed. The Mason bill was chosen by the industry because its sponsor is a high ranking Republican member of the powerful Ways and Means Committee, to which any tax legislation must be referred and which must report the bill out favorably before it can be passed on the floor of the House and sent to the Senate.

It is gratifying to report that the sponsors of other tax repeal legislation in the lower house have assured the industry committee that they will throw their support behind H.R. 157 and withhold action on their own measures. As a matter of fact, three of Mr. Mason's colleagues on the Committee proposed the same legislation.

And now while the National Committee readies its presentation for eventual hearings before the Ways and Means Committee, it falls upon state and congressional district committees to get in touch with their local representatives in Congress to advise them that the Mason Bill is the one the industry would like to see passed.

This task falls into the lap of every exhibitor in the country. Now is the time to act. The Mason bill has been studied by leading industry lawyers and has been approved as meeting the industry's needs in all respects. H.R. 157 is as worthy of an all-out industry effort as is 3-D. All you have to do is study your balance sheet for a moment and it becomes self-evident.

To those theatre owners who are reluctant to act because it is the policy of the administration to defer tax reductions generally until the budget is balanced, we want to emphasize that the Mason bill is regarded by many lawmakers as emergency legislation for a distressed business . . . and there is good reason to believe that the industry's case will receive proper Congressional consideration. There is no hard and fast rule that the application of common sense cannot change.

Proper consideration of the Mason Bill—unencumbered by other collateral tax legislation—requires a grass-roots effort in every section of the nation. The National Committee can coordinate and act as spokesman at formal hearings but it is up to industry personnel to do the job on the local level.

At the start of this tax repeal campaign, we cautioned exhibitors not to expect repeal overnight and that it required a process of educating the lawmakers with the plight of the industry. To date, the progress has been most satisfying. But now more must be done.

Exhibitors should meet with their representatives and furnish statistics of decreasing receipts, increasing costs, net income or losses and admission tax collection figures. Appointments are easily made with Congressmen and they give sympathetic attention to their constituents.

Wires and letters are also most helpful in alerting your representative to the emergency nature of your plea for relief. You must make them understand that the admissions levy acts as a discriminatory 20 percent gross sales tax on your operation . . . that your theatre can no longer afford this subsidy to government.

You must point out instances of theatres compelled to shut their doors because of this oppressive tax. Your representative must be made to realize, if he doesn't already, that the Government has far more to gain from a healthy theatre economy than from steadily dwindling admission taxes.

Tell your Congressman how many people you employ . . . the taxes they pay . . . the taxes you pay. Get the local merchants, property owners and the banker to tell their representatives what the theatre means to them from the standpoint of neighborhood traffic and trade and property values.

This, then, is the job of every exhibitor . . . to enlist the support of his Congressman and secure his pledge that he will work for the passage of H.R. 157 during the present session. He certainly cannot be expected to take care of your problem if you don't let him know all about it. See your Congressman or you won't see the tax repealed.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Three-Dimension Installations Rushed By Numerous Houses

With the initial excitement over three-dimensional films somewhat abated, numerous exhibitors this week moved forward with concrete plans to equip their houses for earliest possible showings in the new medium.

S. H. Fabian announced that the theatre circuits which he heads, Fabian Theatres and the newly formed Stanley Warner Corp., will move with gusto into the 3-D medium.

Some 200 of the more than 300 theatres in the Stanley Warner circuit are in the process of having 3-D equipment installed or have orders for such installation placed for early delivery. Fabian Theatres has plans ready for adapting from 25 to 30 of the houses to 3-D exhibition.

Houses Book "Wax"

Warner Bros'. "House of Wax," first major studio 3-D production, has been booked for 70 to 75 showings in Stanley Warner theatres.

Interstate Theatres of New England announced that it is moving forward with plans to equip at least two houses in its circuit with 3-D facilities. 3-D exhibition also figured at a meeting in Hartford of Interstate managers from Connecticut and Western Massachusetts.

Over the country, orders for theatre installations to handle 3-D films were mounting daily.

In the Cleveland exchange area, contracts for 35 3-D installations were received by National Theatre Supply Co. Included were seven for Shea circuit theatres in Ashtabula, New Philadelphia, Zanesville, Marietta, Cambridge, Lancaster and Newark.

Skirball Places Orders

Orders were placed by the Skirball circuit for Massilon, Bryan, Mansfield and Toledo. Equipment for Wheeling and Bellaire was ordered by Chris Velas, and other demands have come in from Cuyahoga Falls, Bedford, Toledo, Kenton, Canton, Cleveland and East Liverpool.

Five openings in March of United Artists' "Bwana Devil" are planned by Warner theatres in Akron, Youngstown, Mansfield, Canton and Lima. Loew's Valentine, Toledo, has "Devil" scheduled for March 21 opening.

M. L. Gunzburg, Natural "Devil" Vision prexy, stated that with no financial interest in the company, his firm recommends Walker American High Intensity Screens, but added that any reflective or metallic screen is acceptable.

Equipment Shortage Occurs

Fox Intermountain, in the Denver section, is preparing its first-run houses for 3-D installations. The company operates houses in seven states.

R. D. Goldberg's State Theatre, Omaha, opened with a Stereo-Techniques program, after plans for showing "Devil" fell through because of shortages in equipment.

The Warner Connecticut Circuit will run "Devil" beginning March 16 at the Roger Sherman, New Haven. Next house to show the film will be the Strand in Hartford. Loew's Poli, Bridgeport, played the Stereo-Techniques program, and was followed by Loew's houses in New Haven and Waterbury.

Cinerama officials meanwhile disclosed that the West Coast premiere of that system will take place at Warner's Hollywood Theatre Apr. 29. It will follow Detroit, where Cinerama opens at the Music Hall March 23.

On the international scene, Famous Players Canadian Corp. gave notice that 10 of its first-run houses across Canada will shortly exhibit Natural Vision 3-D films. First on the list is Shea's Theatre, to show "House of Wax." Also, Odeon units will undergo 3-D installations at an early date to prepare for a program of Stereo-Techniques.

Rank Equips Houses

In London, J. Arthur Rank plunged head foremost into the 3-D flood with the announcement that all of his 551 theatres will be equipped with a three-purpose screen, called Stableford, which is said to be suited to the exhibition of panoramic, 3-D or standard 35mm. films.

Meanwhile, Pacific Drive-in Theatres prexy Bill Forman announced that his California company has entered the 3-D field. Forman said that experiments were underway in some of his 40 theatres to adapt 3-D and panoramic films to drive-in requirements.

Dissident notes on the conversion of drive-ins for third-dimensional processes were sounded by Myron N. Blank, research committee chairman of the Theatre Owners of America.

Blank Scores Systems

Blank said that neither of the available systems, panoramic or stereoscopic, were suitable for drive-ins because of a lack of light in the case of processes requiring polarized light; and because peripheral projection processes, such as CinemaScope, have their illusion destroyed by windshields.

He said also that people seated in most autos will not have the peripheral vision in their sight line.

However, it was disclosed that the New Highway 16 Ontdoor Theatre, Lacrosse, Wisc., owned by LaCrosse Amusement Co., will be constructed to permit showings of 3-D and wide-screen process films.

Unveil CinemaScope March 16

CinemaScope, 20th Century-Fox's curved screen process, will have its first press and public demonstration at the New York home office on or about March 16, it was announced over the weekend by the film company. Scenes from the Technicolored "The Robe" will be shown.

Alterations are currently being completed at the home office projection room to facilitate the staging of the demonstration.

Spyros P. Skouras, president, is slated to leave over the coming weekend for the studios to set up a program which will be presented at the showing.

Production Executives Disagree On Future For Novel Systems

As the date for the debut of the first major company release of a three-dimensional picture drew closer, production continued this week to contemplate the future of the new medium.

Cecil B. DeMille, who said last week that "one of the most difficult things in pictures is depth of focus," gave no indication whether his forthcoming "Ten Commandments" would be filmed in a new process. He said, however, it would be the most costly film he ever made.

Main objection to curved screen systems, according to DeMille, is their supposed inability to capture the intimacy of the close-up. But, DeMille noted, whatever the fate of the new inventions, box office still depends on a good picture.

Yates Dissents

A dissenting view toward 3-D was delivered by Republic President Herbert J. Yates, who said that Hollywood has given itself over to 3-D hysterics.

Yates said in London that true 3-D is not yet in sight and that his company plans to concentrate on the production of good films, forgetting about new processes.

Over at 20th Century-Fox, the CinemaScope filming of "The Robe" began. Picture is budgeted at $5,000,000—the company's most expensive venture ever.

Paramount prepared a special Technicolor trailer in 3-D Paravision to boost its "Sangaree," to be filmed both in 3-D and 2-D versions. Trailer is due to be screened at exhibitor meetings.

Meanwhile, Realart predicted that the industry could look forward to a three to five year changeover period from 2-D to 3-D.

3-D Equipment Shortage, Problems Of Uniformity Tackled By Pix Industry

Although certain 3-D equipment shortages and a helter-skelter situation regarding projection standardization for the new medium continued to plague exhibition this week, signs appeared on the near horizon that both problems would soon be sensibly tackled.

In addition to the Polaroid Corp., two more companies began the marketing of polarized glasses for viewing 3-D pictures: Commerce International, of which Matthew Fox is a partner, and Polacoat, Inc., an Ohio company.

The Society of Motion Picture and Television Engineers meanwhile assigned top priority to new problems engendered by 3-D for discussion at its annual convention in Los Angeles, Apr. 27-May 1.

RCA announced the development of a packaged "3-Dimension Kit" in order to facilitate projection equipment conversion. Package allegedly includes everything necessary to the installation of two Selsyn interlocking motors, which also are included.

Motiograph is featuring both a mechanical and an electrical interlock system for adapting equipment to synchronous projection. The mechanical system is reportedly available for immediate delivery.

COMPO Views "Good Chance" For Tax Repeal

WASHINGTON.—Repeal of the Federal 20 per cent admissions tax continued as a subject of heated discussion during the week in trade circles.

COMPO got behind one bill, advocating complete repeals and at least one Congressman told the House the tax is threatening theatre closings.

COMPO's Tax Committee noted there is "a good chance" that the tax will be repealed at this session of Congress. A statement urged the industry to disregard discouraging rumors regarding tax repeal and to continue "the fine spirit of co-operation that has so far been shown in the repeal campaign."

The Committee asked people in the industry, especially state and Congressional repeal campaign committee members, to hold themselves available for further assistance to the campaign as help may be necessary.

Tax Duplications Studied

President Eisenhower, together with Congressional and State leaders combined to set up a commission to recommend laws aimed at eliminating Federal and State tax duplications.

Many State governments have pressed for elimination of the Government tax on film theatre admissions so they could use this tax source themselves.

A bill introduced by Rep. Noah M. Mason (R., Ill.) calling for complete tax repeal as it applies to exhibition was selected for support by the industry. Col. H. A. Cole and Pat McGee, co-chairmen of the National tax repeal campaign committee, chose the Mason bill out of 26 bills of a similar nature.

The Mason measure "has been studied by leading industry lawyers and has been approved as meeting the industry's needs in all respects," according to a COMPO statement.

"The Mason Bill was chosen," said COMPO, "because it was one of the first offered and because its sponsor is a high ranking Republican member of the Ways and Means Committee."

Dempsey Cites Threat

COMPO mailed copies of the Mason bill to all state and Congressional District campaign committees.

Citing two examples "typical of many" brought to his attention regarding threatened bankruptcies and closings of theatres as a direct result of the heavy burden caused by the 20 per cent tax, Rep. John J. Dempsey (D., N. Mex.) urged the House to give serious consideration to early repeal of the levy.

And, he added, "with juvenile delinquency increasing by leaps and bounds, the closing of these theatres, because of excessive taxation, will remove one of the most valuable potentials our country has for clean juvenile entertainment and for youth education."

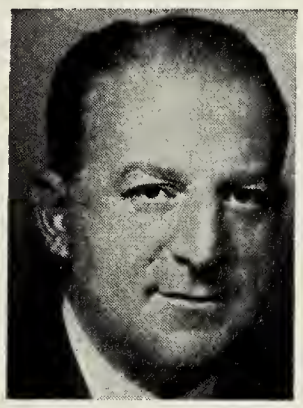
RKO, Disney Renew Pact

New distribution pact signed this week between RKO Pictures and Walt Disney Productions includes provisions for the handling by RKO of Disney's "The Sword and the Rose," Technicolor live action film, and the newest true-life film, "Prowlers of the Everglades."

WB Circuit Operation Started By Fabian; 3-D Units Planned

The newly organized Stanley Warner Corp. went into official operation this week under the presidency of S. H. Fabian. Circuit consists of about 325 theatres, all of which were secured by Fabian Enterprises, Inc., through a controlling stock purchase from the Warner brothers for a reputed $7,498,994.

Both the new circuit and the approximate 63-theatre enterprise of Fabian Theatres will be operated separately in all respects, Fabian told film press writers at a conference held in the Warner Bros. building.



S. H. FABIAN

He said that no immediate expansion is entertained for either enterprise, but by the end of the week a great many houses on both circuits will be outfitted with plans for three-dimension equipment installations.

Fabian estimated the per theatre cost of these installations to range from $1,300 to $2,000, and predicted a great future for both 3-D and the curved screen systems of projection.

Cinerama For Warner

Regarding the Warner Theatre, New York, Fabian revealed that beginning in mid-April equipment will be installed for Cinerama conversion. Showings on this new medium will open for the public about June 1, he added. Cinerama has a five-year lease, with cancellation options, on that house, Fabian disclosed.

The reorganization of Warner Bros. Pictures, Inc., was completed in Wilmington by the transfer, as of the close of business on Feb. 28, of the motion picture assets and business of the old corporation to the new Warner Bros. Pictures, Inc., which was organized in 1953; and the transfer of the domestic theatre assets and business to the new theatre company, Stanley Warner Corp.

Sale of their theatre interests by the Warner brothers was consummated early this week, and all the necessary legal and financial elements of reorganization were subsequently completed.

A meeting was then held at which the following Stanley Warner Corp. board of directors was elected: Fabian, Samuel Rosen, David G. Baird, Harry M. Kalmine and Moe A. Silver.

Officers Elected

Immediately following, the board elected these officers: Fabian, president; Rosen, executive vice-president; Baird; financial committee chairman; Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer; Frank Kiernan, controller; David Fogelson, secretary; Miles Alben, assistant secretary, and James M. Brennan, assistant treasurer.

Both Fabian and Rosen will divide their time between the two circuits. Lapkin will transfer from Fabian Theatres to the Warner Stanley operation. Fabian pointed out that no staff reductions are contemplated for either concern.

The theatres taken over from the Warner brothers represent a current and depreciated value of $70,000,000, Fabian disclosed. He said original value was $120,000,000.

It was noted also that 25 houses on the Warner Stanley circuit must be divested in compliance with consent decree regulations.

About 25 theatres on the new circuit are currently shuttered and about "half-a-dozen" on the Fabian Theatres registry are closed, Fabian pointed out. A good percentage of these on both circuits were described as marginal theatres for which no re-opening plans are entertained.

Fabian said, regarding the newly acquired theatres, that his company is "now conducting a study for purposes of determining a rehabilitation program." Physical conditioning will be stressed.

Fabian added that within the next two months he will visit every zone on the new circuit for meetings.

Arbitration Marks Time

The arbitration situation marked time this week, following renewed blasts by Allied chieftains at distributor pre-releasing tactics and their alleged "flagrant violations" of the consent decree.

Blasts were delivered by Abram F. Myers, general counsel and board chairman, in a speech at the first annual convention of Allied Theatre Owners of Oklahoma. Myers hit the distributor policy of forcing advanced admissions on theatres as a requisite for showing pre-released product.

Attacking specifically, Wilbur Snaper, as head of Jersey Allied, called the RKO Pictures deal on "Peter Pan" a current "economic impossibility." Deal, Snaper said, seeks 60 percent for distribution.

Noting that "it is unlikely . . . RKO has 100 percent say about the sales policy" for "Pan," Snaper said that it "certainly would be advisable for the Disney representative and James Grainger or Charles Boasberg (both of RKO) to face the facts that will eventually cause tremendous friction."

Advises Exhibitors

Snaper said that "no one in the industry doubts that it is RKO's intention to force exhibition to raise its prices for this picture." He added, however, advice to Jersey members to let RKO salesmen "know how you feel" when they come to sell "Pan."

Earlier, Snaper as Allied prexy, noted that "there is no intent on the part of Allied to vary one degree from its present position as to arbitration and each day gives reason to strengthen that position."

Snaper disclosed that Starr's suggestion Owners of America prexy, had broached a suggestion for an "informal get-together" of Allied and TOA members which "might prove to be of benefit to exhibitors" and at which time a general discussion of industry problems might take place.

Snaper disclosed that Starr's suggestion would be placed before the Allied board.

TELEVIEWS

Two Majors in TV Tie-Up

Two major companies, 20th-Fox and Metro, have launched time-of-release promotions of feature films over Ed Sullivan's "Toast of the Town" TV program, CBS network. M-G-M will have scenes from the films shown over the program in conjunction with personal appearances of Metro stars appearing in the pictures. M-G-M showed highlights from "Battle Circus" first, and will go on to "I Love Melvin" March 22, as the first two in a series of eight contracted. Fox signed a two-year contract with "Toast" for the showing once monthly of a six-minute film clip plugging the Fox feature coincidentally released. "Destination Gobi" will be plugged this Sunday. In addition, the company is preparing special trailers for exhibitors to use in exploiting the productions.

Defends Video Sales

Defending Republic Pictures' recent sale of 104 features to TV channels, president Herbert J. Yates, in a letter to Jack Kirsch, president of Illinois Allied, pointed to losses of over $1,000,000 suffered by Republic when "theatres discontinued playing B pictures and lower cost Westerns." Yates said that this brought about a crisis at Republic which he solved by eliminating the production of B pictures and substituting a program of de luxe productions. In order to obtain the necessary financing for this new policy, asserted Yates, the company was forced to sell "some of our old pictures to television; that is old pictures exhibitors would not buy at any price."

Injunction Sought

A group of eight producers filed a $2,000,000 damage suit against a Chesapeake Industries, Inc., requesting a restraining order against further showings of their films on TV, on grounds that it is not commercial practice to show recently made productions through the medium. Producers charged that the distributing company, in assigning TV rights of their pictures to Matty Fox's Motion Pictures for Television, Inc., destroyed the films' future theatrical revenue by impairing reissue rights and preventing theatre distribution. Films were: "Enchanted Valley," "Headin' for Heaven," "Alimony," "Parole, Inc.," "Ride, Ryder, Ride," "Roll, Thunder, Roll," "Fighting Redhead" and "The Cowboy and the Prizefighter;" all were 1948 and 1949 releases.

Deadline Jottings

Charles C. Moskowitz, vice-president and treasurer of Loew's, Inc., said that the company was reluctant to enter the home TV field as its welfare was tied up with the welfare of theatres. . . . TV industry forecasts showed a strong consumer demand for receivers this year, with production levels set at 6,500,000 sets; but National Production Authority officials were skeptical about supplies of some scarce metals needed in TV sets. . . . Ern Westmore's TV beauty show is negotiating a network package daytime deal for the 30-minute, 5-day a week TV production. . . . The Screen Actors Guild voted to approve a new collective bargaining contract in a move that ended the three-month nation-wide Guild strike against the producers of TV film commercials. . . . First meeting of the ABC-TV stations advisory committee since the ABC-UPT merger was held to discuss operations.

Scientific Conference Via TV

Seven theatres in New York and New Jersey will co-operate in a presentation of theatre TV's first program to be shown exclusively for educational purposes. Program will be held at an "off-hour" on Saturday, March 21, and will be called the "First Greater New York Scientific and Engineering Career Conference." It will be seen by approximately 20,000 high school students, as part of a general drive of school authorities to relieve the scientific and engineering manpower shortage. The following theatres are involved: New York Paramount, Lane, RKO Fordham, Fabian's Fox, Century Circuit's Marine, Prospect, Flushing, and the Lee, Fort Lee, N. J.

New Film Series

Production of the second "Cowboy G-Men" TV-film series was announced by vice-president George Shupert of UA-TV. Shupert said that UA-TV sales for the first six weeks of the year were in excess of $250,000, a figure that covered the sale of six programs in 27 markets. . . . Scott Brown acquired 50 silent pictures produced by Jesse J. Goldburg for TV distribution. Brown plans to give the pictures an up-to-date touch by adding new footage as introductions and closings.

Random Notes

Stereoscopic systems and the engineering of drive-ins stand out in the SMPTE schedule of sessions for its Los Angeles convention, April 27. . . . Paramount's "The Stars are Singing" received a plug in a special contest held on ABC-TV's "What's Your Bid." Winner was awarded a pass to the premiere at the Astor Theatre. . . . Two Italian film executives arrived in New York to conclude agreements for Italo-American TV film co-productions.

Regents TV Plan Killed

A New York Board of Regents proposal to set up a $5,000,000 system of 10 state-owned and operated TV stations, to be used exclusively for educational purposes, was killed by a vote of a special commission appointed to review the plan. The commission majority could find no justification for the expenditure involved.

Video Developments

Audiences at the TNT theatre telecast of "Carmen" stated 87 percent they would come to see more operas on theatre TV, and 91 percent thought that the telecast was "excellent.". . . NBC film syndication operation will be taken out of the network organization and made into an independent division on an equal standing with the other two major NBC divisions.

Trade Bids FCC Compromise On Big Screen TV

WASHINGTON.—The industry has offered the FCC a compromise on theatre television under which the recessed hearings would be called off and the FCC would provide for sharing of present common carrier frequencies by common carriers furnishing only a theatre TV service.

Earlier, FCC Chairman Paul A. Walker told the House Interstate and Foreign Commerce Committee that FCC will be wrestling with contested applications for video channels for years.

He said in answer to Committee questioning that under the best possible circumstances, and presumably with Congress appropriating more money for FCC to add personnel, all uncontested applications might be processed and grants made in three months or so.

Also, under ideal conditions, it might be possible to handle hearings and come to determinations on contested channels within 18 months to two years, Walker testified.

Compromise Proposed

The industry proposed as a part of its compromise that the FCC rule, as requested by Western Union, that common carriers must permit interconnection of facilities, as well as requiring that in such interconnection cases the common carriers must supply facilities equivalent to those of the theatre TV carrier concerned.

Counsel Marcus Cohn, for NETTC, and Vincent B. Welch, for MPAA, told the Commission that "the extent of the commitments which the Commission is apparently seeking in this proceeding . . . is unprecedented, in the light of other allocation proceedings. . . ."

Nevertheless, the industry presentation said, an attempt has been made to answer all FCC questions fully. The industry is prepared to go ahead with "a substantially detailed case" involving theatre TV programming, identification of prospective applicants for channels, if allocated, costs of programming, and the many other matters in which the FCC seemed interested.

The industry still feels that existing common carrier facilities are insufficient and feels it could persuade the FCC through renewed hearings that "one of the several alternate (exclusive) frequency allocation proposals" made by the industry should be granted.

Quick End Sought

But the industry, according to the brief, has also considered the large volume of additional testimony needed and has considered "whether there is now available a feasible method by which high-quality theatre TV transmission service can be achieved and which would at the same time minimize the allocations problems involved and thus permit a more expeditious termination of the proceeding. . . ."

"Shared use of frequencies is a less desirable method . . . because of inevitable conflicts of interest with other users . . . the existing common carriers in the past have not had facilities of the quality required . . . have given the industry no definitive information as to when such facilities would be available or at what charges . . ."

Joseph Schenck Leaves 20th-Fox

Joseph M. Schenck, in a letter submitted jointly to Spyros Skouras, president of 20th Century-Fox, and Darryl F. Zanuck, vice-president in charge of production, last week resigned as executive production head of the company. Schenck cited the pressure of other interests as his reason for withdrawing. Schenck is the major owner of the United Artists theatre chain and holds many other interests in theatres.

Skouras and Zanuck both expressed deep regret over Schenck's resignation. His withdrawal will mark the first time since the earliest days of silent pictures that he will not be a chief figure in Hollywood's production ranks.

First Italian 3-D Picture Set For Spring Filming; Mangano, Douglas Star

The Italian film industry's first three-dimensional venture will be "The Odyssey of Ulysses," to be photographed this spring in Eastman Color with Sylvana Mangano and Kirk Douglas starring, it was revealed to film press writers by Dino De Laurentis, who will produce, at a conference at IFE Releasing Corp. headquarters last week.

Ben Hecht and Hugh Gray will write the screenplay for "Ulysses," which will probably have Miss Mangano playing three roles. IFE will release the film in the U. S.

Plans Four Films

"Ulysses" will be the first in a group of four pictures De Laurentis plans for Lux Films. The others are "Judith and Holofernes," "Helen of Troy" and "Attila, Scourge of God." All will be in color.

IFE meanwhile allocated $150,000 for co-operative advertising with houses in 400 key cities for its American-language version of "Anna." This money will be augmented later for campaigns beyond the 400, the company pointed out.

M-G-M Slates 17 Films For Release Until June

M-G-M has scheduled 17 pictures for general release from February through May. Of the total, five will be in Technicolor. February releases include "The Naked Spur" and "Ivanhoe," both in Technicolor. Scheduled for March release are "Battle Circus," "Confidentially Connie," "I Love Melvin," in Technicolor, and "The Girl Who Had Everything."

For April: "Sombrero," "Small Town Girl," both in Technicolor, plus "See How They Run" and "Code Two." May releases are: "Never Let Me Go," "Cry of the Hunted," "Arena," M-G-M's first 3-D Metrovision picture, "Fast Company" and "Dream Wife."

UA Anni Drive Launched

An eight-week anniversary campaign has been inaugurated by branches of United Artists to honor the completion of two years under the management of Arthur B. Krim, president. The campaign got under way as part of the "Bernie Kranze Drive."

Tent 35 Backs Epilepsy Charity

A philanthropic foundation to combat epilepsy, to be founded and supported by the Variety Club of New York, Tent 35, was announced by Edward Lachman, chief barker of the New York Tent, at a luncheon meeting in the Picadilly Hotel last week.

President of the foundation will be William German, head of William J. German, Inc. It was revealed by Lachman that German, former chief barker of the New York Tent, made an initial contribution of $1,000.

In addition, the organization will support a Variety Club Clinic for Epileptic Children at the Neurological Institute of the Columbia Presbyterian Medical Center.

Much of the foundation's work, in addition to the purely medical aspects, will be educational and informational in nature, in an effort to dispel social prejudices which exist against epileptics.

Sid Samuelson Renamed Eastern Pa. Allied Head; Fertel, Gregory In Posts

PHILADELPHIA. — Representatives from stereoscopic and panoramic three-dimensional systems spoke at a meeting here last week of Allied Theatre Owners of Eastern Pennsylvania at which exhibitors representing some 500 theatres were present.

The unit also reelected its 155 directors in addition to the following officers: Sidney Samuelson, president; Ben Fertel, treasurer; E. B. Gregory, secretary and Jack Greenberg, finance committee chairman.

William C. Gehring, general sales manager for 20th Century-Fox, spoke for CinemaScope and Harlod Legrande and Knox Haddow for Paramount's Paravision. Technicians from Altec, National Theatre Supply and RCA also made presentations. Cost estimations for stereoscopic 3-D ran to a minimum of $1,000 in addition to extra wiring and other refurbishing expenses.

Levin Organizes National Ozoner Theatre Institute

Organization of the National Drive-In Theatre Institute, Inc., serving exhibitors, distributors, and equipment company interests, has been announced by its president, Jack H. Levin. The Institute, affiliated with Jack H. Levin Associates, Inc., was incorporated for the purpose of specializing in survey, research, and inspections for drive-in operations. Its first assignment is a nationwide survey and analysis of the current drive-in situation, with its relationship to the future.

Balaban In JDA Chair

Barney Balaban, Paramount Pictures prexy, has been named honorary chairman of the 1953 Joint Defense Appeal Campaign.

Pimstein Resigns At RKO

Harry M. Pimstein, attorney for the RKO companies for 26 years and vice-president at RKO Radio Pictures, Inc., since October, 1952, has resigned.

EXHI-BITS

Ad Talk Highlighted

MILWAUKEE.—Obtaining the greatest benefit from the advertising dollar will be subject for discussion by E. R. Brennan, Standard Theatres district manager, in a special session on drive-in problems at the National Drive-In Convention, scheduled for March 24-26 at the Schroeder Hotel.

Talk will cover such phases of ozoner advertising as full-page co-op ads and layouts, mailing cards for rural routes, holiday ballyhoo.

Exhib Loses Suit

An anti-trust suit amounting to $3,075,000 against 20th Century-Fox and Skouras Theatres has been lost by J. J. Theatres, Inc. and its operating company, Luxor Group, Inc. Claim was that the Luxor Theatre, The Bronx, was unfairly discriminated against in favor of the Park Plaza, a neighboring theatre. RKO Pictures, Warner Bros. and Universal were named as co-conspirators.

Inspection Ordered

COLUMBIA, S. C.—A U. S. District Judge this week ordered a thorough inspection of all theatre records and books in seven percentage actions which are pending. Order was entered in suits by Loew's 20th Century-Fox, Paramount, Warner Bros., United Artists, Universal and Columbia against William Harold Hall, running the Dixie Theatre and Hall's Drive-in in West Columbia.

Trust Action Settled

An anti-trust suit against the major distributing companies—Paramount, Metropolitan Playhouses and Skouras Theatres excepted—has been settled before trial. The suit was filed in 1949 by Edward Peskay's Prefect Theatres, Inc., which operates the Pickwick and Greenwich Playhouses, Greenwich, Conn.

$3,000,000 Suit Filed

PROVIDENCE.—A $3,000,000 anti-trust suit has been filed here in Federal Court by Elmwood Amusement Corp., operator of the Liberty Theatre, Providence, against RKO Rhode Island Corp., Loew's State, Ralph E. Snider Associates and the eight major distributors.

Unit Meet Advanced

DETROIT. — Owing to exhibitor concern with three-dimensional developments, the annual meeting of Michigan Allied has been advanced to April 27-29. The meeting will take place at the Hotel Tuller. Technical problems will be the main topic for discussion with drive-in operations as well as conventional theatre problems figuring.

Suit Names Majors

GRAND RAPIDS, MICH.—A $450,000 anti-trust suit was filed against Butterfield Theatres and a group of distributors by a theatre in St. Joseph. Charge was inability to book first-run pictures. Distributors include Loew's, Paramount, Warner Bros., United Artists, 20th Century-Fox, Columbia.



Ruby's

...IN A

Big cities,
makes no
any subse
Main Stem
...they're

It's a pleasure to do business with "Ruby"...be sure to get your share!

The story of a flam named Ruby who wrecked a whole town...sin by sin! It's Jennifer Jones' greatest smash sinc "Duel In The Sun"!

Bernhard-Vidor Productions, Inc. p

Produced by JOSEPH BERNHARD an

GOT WHAT IT TAKES
KIND OF SITUATION!

l towns, subsequent runs – it
erence! "Ruby" is just as hot in
t situation as she was on the
sk any man who's dated her
ng up for "Ruby" everywhere!



ER JONES · CHARLTON HESTON · KARL MALDEN in **RUBY GENTRY** with Tom Tully

ected by **KING VIDOR** · Screen play by **SILVIA RICHARDS** · Story by Arthur Fitz-Richard · Released by 20th Century-Fox

Staff Reviews

"Call Me Madam"

(20th-Fox) Technicolor 114 Min.

Cast: Ethel Merman, Donald O'Connor, Vera-Ellen, George Sanders, Billy De Wolfe, Helmut Dantine, Walter Slezak, Steven Geray, Ludwig Stossel, Lilia Skala, Charles Dingle, Emory Parnell, Percy Helton.

Credits: Produced by Sol C. Siegel; Directed by Walter Lang; Screen play by Arthur Sheekman; Based on the musical comedy by Howard Lindsay and Russel Crouse; Music and lyrics by Irving Berlin; Dances and musical numbers staged by Robert Alton.

In this screen version of Irving Berlin's Broadway musical comedy hit, "Call Me Madam," 20th-Fox has wrought a two-dimensional triumph in Technicolor that should pay off handsomely wherever played. The picture is entertaining throughout with its top-flight songs, adroitly staged musical numbers, fast-moving story, sharp comedy aud excellent performing. Ethel Merman, who created her role on the stage, turns in a walloping job as the fabulous and convention-defying woman ambassador from the U. S., driving each song across in her rousing and inimitable style. Sharing the musical chores is Donald O'Connor, whose downright excellence as a versatile song-and-dance man in the upper category of movie entertainers is established without doubt in this film. Vera-Ellen and George Sanders also acquit themselves commendably in the musical vein. Color values are brilliant, with a bevy of sets utilized to keep the gay and sentimental mood of the picture constant throughout. Picture should score a solid box office success. The length of its running time will not cause a drag on the patron who delights in good comedy, lively performing and tuneful songs.

STORY: Ethel Mermau, appointed American ambassador to the mythical European country of Lichtenburg, signs on Donald O'Connor as her press attache. Arriving iu Lichtenburg, Ethel is warned that diplomats of that nation are seeking an American loan, and her instructions are not to grant one. But George Sanders, Lichtenburg's foreign minister, arouses Ethel's love interest aud she finds it difficult to maintain her country's stand in his presence. Meanwhile, O'Connor falls in love with Vera-Ellen, the princess, but social pressures prevent the romance from blossoming. When Ethel decides to grant a loan, U. S. Senators arrive to investigate her findings. But Sanders reveals that despite love for Ethel he wants his nation to stand on its feet without a loan. Ethel then returns to the U. S. At a mammoth ball, Sanders appears with Vera-Ellen, who has renounced her claim to the throne. Vera-Ellen and O'Connor, Sanders and Ethel, respectively clinch.

●

"The Story Of Three Loves"

(M-G-M) Technicolor 122 Min.

Cast: Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer, Agnes Moorehead, Ricky Nelson, Zsa Zsa Gabor, Richard Anderson.

Credits: Produced by Sidney Franklin; "The Jealous Lover" directed by Gottfried Reinhardt; Screen play by John Collier; "Mademoiselle" directed by Vincente Minnelli; Screen play by Jan Lustig and George Froeschel; Based on a story by Arnold Phillips; "Equilibrium" directed by Reinhardt; Screen play by Collier; Adaptation by Lustig and Froeschel; Based on a story by Ladislas Vajda and Jacques Maret.

A trio of romantic tales, each dealing with a different aspect of love, is unspooled at a leisurely pace in this all-star Technicolor omnibus. Film conceutrates on mood and characterization and should find good response when played for the more discriminating members of the public. The battery of stars will serve to attract an even wider audience. By far the most dramatic tale is "Equilibrium," which comes last. This sequence is graphically exciting and often suspenseful in its detailing of a comeback and love affair in the career of a trapeze artist. The lead-off story, "The Jealous Lover," contains as its highlight a ballet performed by Moira Shearer. The plot, though slight, is fraught with pathos as it relates the tragedy of a dancer who learns that physical activity will cause her heart to stop beating. The middle episode, "Mademoiselle," possesses sceues of whimsy and fantasy in showing how an eccentric spinster casts dreams of glory for a young boy aud his love-starved governess.

"The Story of Three Loves" is cloaked throughout in a plush and splendid production, many scenes of which were filmed in Europe. The color aids greatly in keeping the attention glued to the proceedings. Linking the tales is the device of placing the main characters aboard the same ocean liner, where they recall each episode in flashbacks.

STORY: In "The Jealous Lover," Moira Shearer, an aspiring ballet dancer, loses her lust for life when she learns that her heart is weak and further dancing will cause death. But after watching a ballet created by James Mason she impulsively begins to dance again. Mason, unaware of her ailment, encourages her to do more dancing. This proves fatal, but Moira dies happy.

In "Mademoiselle," young Ricky Nelson rebels when Leslie Caron, his governess, persists in treating him like a child. Ricky visits Ethel Barrymore, spinster he thinks is a witch, and tells her he wants to grow up immediately. Ethel tells him to utter some magic words. Ricky does so and, in a dream, becomes the grown-up Farley Granger, who falls in love with Leslie. The next day, Leslie, grown love-starved, meets Ethel who offers a magical suggestion. Leslie does what Ethel advises and, without dreaming, meets Granger.

"Equilibrium" casts Kirk Douglas as a trapeze artist who has accidentally caused the deaths of his former partners. After Douglas rescues Pier Angeli from an attempted suicide, he induces her to train as his partner. Pier masters the art but Douglas, in a twinge of conscience, decides to abandon the act, fearing that Pier will die. Pier, however, forces him to continue. Together, they successfully execute a dangerous trapeze stunt. Douglas then quits the act and marries her.

●

"The War Of The Worlds"

(Paramount) Technicolor 85 Min.

Cast: Gene Barry, Ann Robinson, Les Tremayne, Bob Cornthwaite, Sandro Giglio, Lewis Martin, Houseley Stevenson, Jr., Paul Frees, Bill Phipps, Vernon Rich, Henry Brandon, Jack Kruschen.

Credits: Produced by George Pal; Directed by Byron Haskin; Screen play by Barre Lyndon; Based on the novel by H. G. Wells; Commentary by Sir Cedric Hardwicke.

Perhaps the best science fiction epic to date, and certainly the strongest and most effective "horror" picture ever produced, George Pal's "War of the Worlds" stacks up also as a powerful suspense feature. As such, for a fantasy about Martians invading the earth, the exploitation possibilities are without a ceiling. The film boasts excellent color, some amazing special photographic effects and astronomical art. The story is supercharged with dramatic touches that keep it moving at a rapid pace. Picture drew an ovation when screened for a press preview audience at Paramount Studios, Hollywood.

Although "War of the Worlds" has no stars, it is apparent from his performance that Gene Barry, the hero, will eventually become a name of stature. His playing of a scientist who meets a blood-curdling and insect-like Martian face to face is highly convincing, in view of the incredible nature of the circumstance depicted. The shock effect of this meeting, and of other scenes which devestatingly show the total destruction of persons by the Martian death ray make the film unsuitable for children.

STORY: The Martians, finding their planet will not be of use to them in the immediate future, look for another planet on which to move. They decide to invade the earth. Their first projectile lands and is mistaken for a meteor. Professor Gene Barry, an expert on meteors, is called. When three men are killed and the projectile starts making weird manuevers, it becomes apparent that the projectile and its contents are from Mars. The military are alerted, Soon the sky is raiuing projectiles and the war is on. The earth uses its strongest weapons against the invaders, including the H-Bomb, with no results. The Martian's death ray destroys all within its path and makes rubble of cities. The only hope for civilization is for the scientists to devise something with which to combat the Martians. Scientists Bob Cornthwaite, Sandro Giglio, Barry and teacher Ann Robinson head out of the city to set up a laboratory. Mobs commandeer their truck and pummel them, then leave them to shift for themselves. Martians are finally defeated by germs, which destroy them and save the earth.

●

"Sombrero"

(M-G-M) Technicolor 104 Min.

Cast: Ricardo Montalban, Pier Angeli, Vittorio Gassman, Yvonne De Carlo, Cyd Charisse, Rick Jason, Nina Foch, Walter Hampden, Jose Greco, Kurt Kasznar, Thomas Gomez, John Abbot, Andres Soler, Fanny Schiller, Luz Alba, Rosaura Revueltas, Alfonso Bedoya, Jorge Trevino, Tito Novaro, Manuel Arvide, Felipe De Flores, Beatrice Ramos, Florencio Castello, Arturo Rangel.

Credits: Produced by Jack Cummings; Directed by Norman Foster; Screen play by Josefina Niggli and Norman Foster; Based on the novel; "A Mexican Village," by Miss Niggli; Music and lyrics by Ruben Fuentes, Ruben Mendez, Saul Chaplin, Agustin Lara, Ray Gilbert, Alfonso Oteo and Fernandez Bustamente.

Holiday atmosphere south-of-the-border, featuring a host of popular names, some exciting dance numbers and a good bit of comedy in this Technicolor music-drama should provide ample lure for the general audience. Mexican festivities, colorful rituals and a field day of Latin sports add to the color of this extravaganza but an over-complicated plot and frequent switches between heavy dramatics and light comedy tend to cause awkward moments. Some cutting would help.

Packed into the plot's set of three love stories are a couple of musical interludes in which songs are delivered by Ricardo Montalban and Vittorio Gassman, Italian star seen here in his first American role. Add to this a touch of witch-craft and gypsy superstition, a frantic dance of purification by Cyd Charisse on a mountain top, plus an unusual solo by Spanish dancer Jose Greco, and "Sombrero" results in palatable family entertainment.

STORY: Events explode in the quiet Mexican countryside, touching off a feud between two villages, when judges of a beauty contest give the prize to Nina Foch, a rich girl, rather than to Yvonne De Carlo, poor girl but real winner. Yvonne is loved by Vittorio Gassman, rich man's son whose father opposes a marriage. Gassman, who has headaches, learns that this illness will prove fatal. To appease his father he marries Nina, the approved girl. Meanwhile, Ricardo Montalban and Rick Jason, friends of Gassman, go to Mexico City where Jason falls in love with Cyd Charisse, coveted sister of Jose Greco, a bull fighter. When Greco dies in the ring Jason marries and takes home Cyd. Montalban, pursuing a romance with Pier Angeli, daughter of the feuding family, endeavors to settle the feud with the help of a priest. Soon Gassman dies. His father, discovering the son's love for Yvonne, adopts her as his own. Then Cyd, possessed by guilt feelings over her brother's death, purifies herself in a wild dance. Finally Montalban and Pier marry when the priest settles the feud.

"Small Town Girl"

(M-G-M) Technicolor 93 Min.

Cast: Jane Powell, Farley Granger, Ann Miller, S. Z. Sakall, Robert Keith, Bobby Van, Billie Burke, Fay Wray, Chill Wills, Nat King Cole, Dean Miller, William Campbell, Philip Tonge, Jonathan Cott, Bobby Hyatt, Rudy Lee, Beverly Wills, Gloria Noble, Jane Liddell, Nancy Valentine, Janet Stewart, Pegi McIntire, Virginia Hall.

Credits: Produced by Joe Pasternak; Directed by Leslie Kardos; Screen play by Dorothy Cooper and Dorothy Kingsley; Musical numbers staged by Busby Berkeley; Music and lyrics by Nicholas Brodszky and Leo Robin.

Frolicsome and gay, this Technicolor musical romance about a small town girl and a city slicker is a natural for the teen-agers and should have appeal for their elders as well. A smooth-running story, though somewhat hackneyed, gives adequate support for several nice songs vocalized by Jane Powell and plenty of time for her comic and romantic scenes with Farley Granger. Energetic Bobby Van provides some top-flight dance numbers, and S. Z. Sakall applies his special brand of humor to the proceedings. Two production numbers, staged by Busby Berkeley, with Ann Miller's dancing are included. Nat King Cole in a special cafe sequence is an additional asset.

STORY: Farley Granger, playboy, is picked up for speeding in a small town while on his way with Ann Miller, popular Broadway dancer, to get married. The judge gives Granger 30 days in jail. Ann returns to the city to wait for him. Granger gets to know the judge's daughter, Jane Powell, who sings and dances. Granger talks Jane into arranging a temporary escape for him so he can be with Ann. But Jane surprises Granger by insisting on going along as a chaperon. They tour the New York nightspots and fall in love. Granger returns to jail. When offered a parole he turns it down but is made to take it by the judge. Jane, hearing that Granger has left, thinks that he has returned to Ann. But Granger decides to court Jane.

"The President's Lady"

(20th-Fox) 96 Min.

Cast: Susan Hayward, Charlton Heston, John McIntire, Fay Bainter, Whitfield Connor, Carl Betz, Gladys Hurlbut, Ruth Attaway, Charles Dingle.

Credits: Produced by Sol. C. Siegel; Directed by Henry Levin; Screen play by John Patrick; Based on the novel by Irving Stone.

Strong appeal for the distaff side is present in the absorbing recreation of the late 18th century romance between the young Andrew Jackson and Rachel Robards, the strong-willed woman Jackson eventually married. With Susan Hayward as Rachel and Charlton Heston as Jackson, the film receives marquee value that more than enough makes up for some of the slow portions of the narrative. Story concentrates heavily on the reactions of Rachel and Jackson to the scurrilous brand of adultery which many had placed on Rachel. This aspect of the tale is of course highly exploitable. As seen from Rachel's point of view, the frontier life she shared with Jackson comes across as visually appealing. The later years of their life together are telescoped into the last reel, which is highlighted by Jackson's election to the Presidency. Rachel's death provides an effective and moving climax to this love story.

STORY: Toward the close of the 18th century Charlton Heston, Andrew Jackson, meets and falls in love with Susan Hayward. Heston soon learns that Susan is already married, though unhappily, to Whitfield Connor. Susan, however, discovers that Connor is unfaithful and wins a separation. With Heston, she goes South and wins a divorce. They marry. When they return to Susan's frontier village Heston has his hands full quelling rumors of Susan's alleged adultery. Rumors mount when the two learn that her divorce was illegal. A new marriage is necessary. In later years, Heston achieves success as a soldier but wherever they go the stigma of adultery still haunts their lives. Even when Heston runs for President, the adultery issue is dragged into the campaign. Finally, when Susan falls ill, the slanderous charges take their toll by hastening her death. Jackson, elected President, thinks about his life with Rachel while preparing to deliver his inaugural speech.

"Pony Express"

(Paramount) Technicolor 101 Min.

Cast: Charlton Heston, Rhonda Fleming, Jan Sterling, Forrest Tucker, Michael Moore, Porter Hall, Richard Shannon, Henry Brandon, Stuart Randall, Lewis Martin, Pat Hogan, Eric Alden.

Credits: Produced by Nat Holt; Directed by Jerry Hopper; Screen play by Charles Marquis Warren; Based on a story by Frank Gruber.

Action fans will find a modicum of diversion in the hard-riding and fast-shooting of this Technicolor recreation of the founding by "Buffalo Bill" and "Wild Bill" Hickcock of the famous Pony Express. Set in the colorful locales of the Southwest, the story involves battles between "Buffalo Bill" and the Indians as well as quick-on-the-draw exploits between the hero and villiainous whites. The box office value should be boosted by the names of Charlton Heston and Rhonda Fleming, who star, while a valuable exploitation gimmick can stem from a bathtub sequence which features Miss Fleming and Jan Sterling.

STORY: Charlton Heston, "Buffalo Bill," and Forrest Tucker, "Wild Bill Hickock," are organizing a Pony Express early in the Civil War. Opposed to their plan are Rhonda Fleming and Michael Moore, sister-brother team representing the State of California, split over the issue of joining the Union. Heston, unaware of Rhonda's intent, becomes attracted to her, thereby incurring the jealousy of Jan Sterling, frontier lass in love with Heston. A set of gun-runners and thugs constantly tries to kill Heston, but the latter is too good a shot. Even Indians, supplied with guns by the villians, cannot beat Heston. Moore's thugs grow desperate, plan to scuttle the route for selfish reasons. Rhonda, learning of their intention switches allegiance to Heston's side. Despite Moore's opposition, Heston's route proves successful but villains set an ambush. Jan, sensing trouble, sacrifices herself to save Heston's life. Heston, grieved at her death, ignores Rhonda and rides off onto the plains alone.

"Ma And Pa Kettle On Vacation"

(Univ.-Int'l.) 75 Min.

Cast: Marjorie Main, Percy Kilbride, Ray Collins, Bodil Miller, Barbara Brown, Sig Ruman, Oliver Blake, Teddy Hart, Peter Brocco.

Credits: Produced by Leonard Goldstein; Directed by Charles Lamont; Written by Jack Henley.

Those who go for the adventures of the Kettle family will undoubtedly want to follow the pair abroad to Paris in this entry, with its pretty girls, intrigue, famous scenic backgrounds, etc. The story, with its espionage background, is interesting enough; the cast turns in competent jobs and the direction and production are in the good class. Exhibitors have learned that there is a goodly portion of the public that could be classified as Kettle fans, and there is every reason to believe that it will continue its allegiance with this latest entry.

STORY: Ray Collins and Barbara Brown, in-laws to Marjorie Main and Percy Kilbride's daughter, invite them to visit Paris with them. Enroute on plane, foreign agent Peter Brocco gives Kilbride an envelope to hold for him to be claimed in Paris. In the hotel, Brocco is killed by agents Sig Ruman and Bodil Miller, who switch their hunt to Kilbride when they learn that he has the envelope which contains secret plans stolen from the U. S. With Brocco's death, Collins advises taking the envelope to the American embassy where Kilbride is praised as a hero when he agrees to carry around a dummy envelope to trap the spies. Finally the spies are caught and Kilbride returns to the U. S. as the conquering hero.

"The Girl Who Had Everything"

(M-G-M) 69 Min.

Cast: Elizabeth Taylor, Fernando Lamas, William Powell, Gig Young, James Whitmore, Robert Burton, William Walker.

Credits: Produced by Armand Deutsch; Directed by Richard Thorpe; Written for the screen by Art Cohn; Based upon a novel by Adela Rogers St. Johns.

This routine programmer about a rich young thing's ill-fated romance with a slick but brutal mobster is considerably enhanced by the presence of Elizabeth Taylor. The story permits her appearance in a number of alluring gowns, and in a bathing suit. The plot also gives veteran William Powell one of his rare appearances on the screen. Herein he wrests some humor from an uninspired script that resolves itself in a moral rather than a happy ending. Some topical flavor is apparent in opening scenes which detail a Congressional crime probe.

STORY: Elizabeth Taylor, daughter of William Powell, successful lawyer, falls in love with Fernando Lamas, mobster-client of Powell. The romance becomes heavy and Powell vainly tries to discourage Elizabeth. When Lamas decides to go straight and marry Elizabeth, Powell threatens to reveal Lamas' crimes to Congressional probers. Learning of Powell's threat, Lamas' underlings grow panicky. Lamas, in turn, beats up Powell. But Elizabeth witnesses the beating and calls off the romance. Lamas is killed by thugs. Elizabeth discerns that Powell's attitude about thugs not making good husbands is correct.

"The Glass Wall"

(Columbia) 80 Min.

Cast: Vittorio Gassman, Gloria Grahame, Ann Robinson, Douglas Spencer, Robin Raymond, Jerry Paris, Elizabeth Slifer, Richard Reeves, Joseph Turkel, Else Neft, Michael Fox, Ned Booth, Kathleen Freeman, Junev Ellis.

Credits: Produced by Ivan Tors and Ben Colman; Directed by Maxwell Shane; Screen play by Tors and Shane.

"The Glass Wall" is a slow-paced melodrama that utilizes the topicality of the current immigration problem to make its vital points. But loose construction prevents the picture from building up the suspense needed to sustain interest throughout. Attempting realism, story involves a series of chases, filmed mostly on location, through Manhattan's streets, nightspots, parks and the United Nations building. Gloria Grahame's presence in a sweater occasionally livens things up, and Jack Teagarden, trombonist, adds a touch of jazz in one scene.

STORY: Vittorio Gassman, stowaway on a refugee ship, is denied entry to the U S., but escapes from the ship and goes in search of a former paratrooper, Jerry Paris—now a clarinetist on Times Square—whose life he saved in the last war. On the Square, Gassman is befriended by Gloria Grahame, a down-and-out working girl, but newspapers carrying Gassman's picture force them to hide. Police spot them in a subway and capture Gloria. Meanwhile, Paris has read about Gassman and contacts police. Hearing the story, police agree to let Gassman into the country. Gloria, Paris, and officials go in search of him. They find him in front of the U. N. building, but Gassman, thinking he is still pursued, runs into the build-

(*Continued on page* 15)



'Hans' Across

'Hans' Sockeroo Seattle

Terrific total
leads town

'Hans' Gigantic Frisco

Unheard-of business
at Stagedoor

'Hans' Bests 'Best Yrs.' In Denver

Miracle opening tees
off record run

'Hans', 9th, L. A. Nifty

Upbeat sensation
at Beverly Hills (9th wk.)
and Palace (5th wk.)

SAMUEL GOLDWYN

presents

Hans Christia

starring Danny Kay

The Country...!

ans', 2nd, /ows Chi

reat in holdover
Oriental, Chicago

'Hans' Boffo Buffalo

Pacing field
by big margin

'Hans' Happy In 9th, Hub

Holdover sensation
at Astor, Boston

'Hans' B'way 13th Wk. Smash

13th session tops previous
socko 6 wks. in day-date
Criterion, Paris, N. Y. run

'Hans', 3rd, Thrills Philly

3rd wk. terrific
following smash 2nd

'Hans' Huge Pittsburgh

Off with a bang
at the Fulton

'Hans' D. C. Smash

Socko start at
Metropolitan

s' N. Orleans nockout

ing 2nd wk. after
hopping opener

'Hans' Miami 10 Wk. Mop-Up

No let-up in torrid take

Andersen

COLOR BY TECHNICOLOR

EY GRANGER *introducing* JEANMAIRE

Directed by CHARLES VIDOR · *Screenplay by* MOSS HART
Words & Music by FRANK LOESSER · *Choreography by* ROLAND PETIT

Loew's Earnings Boost Predicted In Current Half

An increase in Loew's earnings to 40 cents per share was predicted for the first 28 weeks of the current fiscal year by vice-president and treasurer Charles C. Moskowitz, at the annual stockholders meeting last week. This figure was compared to the six cents per share earned in the first 12 weeks of this fiscal year.

Moskowitz also praised 20th Century-Fox's three-dimensional CinemaScope system. He said that he had viewed tests of the process and "liked" them. Moskowitz added that Loew's had aided in the development of CinemaScope, had its own rights to the system and "access to everything."

Management of Loew's, Inc., declared a dividend of 20 cents per share, payable March 31 to holders of record March 13.

The meeting also brought out news of a $134,000 loss suffered by the company in its sale of 11 theatres in accordance with the consent decree and the separation of theatre and production-distribution profits.

Future Policies Discussed

In a break-down of Loew's operations for the 1952 fiscal year, it was revealed that earnings were divided 43 per cent from theatre operations, compared to a figure of 46 per cent for the previous fiscal year. Moskowitz said that 38 per cent of the company's film income came from foreign markets.

Discussing future policies, Moskowitz pointed to a pay cut of 25 to 50 per cent, taken last September on all salaries from $1,000 per week and over and said that "considerable" further economies were envisioned.

Loew's retirement plan, stated Moskowitz, cost stockholders about 25 cents per share. The amount paid in has been $31,500,000, while a $4,000,000 sum has been paid out in benefits, he added.

The following directors were re-elected at the meeting: Nicholas M. Schenck, J. Robert Rubin, Leopold Friedman, Charles C. Moskowitz, Joseph R. Vogel, William A. Parker, Henry Rogers Winthrop, Eugene W. Leake, William F. Rodgers, F. Joseph Holleran and George A. Brownell. Following the stockholders meeting, the board of directors met and re-elected the present officers headed by Schenck, president.

Zukor Jubilee Affair Staged In New York

Novel entertainment numbers and distinguished speakers were the highlights of the Adolph Zukor Golden Jubilee Dinner, which was held this week at the Waldorf-Astoria. The dinner, honoring Zukor's 50 years in the motion picture industry, climaxed a year-long series of celebrations paying tribute to Zukor.

Leading off the evening's entertainment program was a film featurette called "The Adolph Zukor Story." Bob Hope and Rosemary Clooney headed the cast of live entertainers present. Speakers were Herbert Bayard Swope, who made the initial presentation, Mayor Vincent Impelliteri, Hon. Nathaniel L. Goldstein, Robert J. O'Donnell and Barney Balaban.

Industryites Launch Welfare Unit

Milwaukee.—Members of all segments of the industry in Wisconsin and Upper Michigan met here last week to form a new non-profit welfare organization for the benefit of industry employes in the area. Called Showman's Guild, Inc., the organization will dispense aid to industry members in the area who have been less fortunate than others.

Officers are: Harold J. Fitzgerald, president; Ben Marcus, first vice-president; A. D. Kvool, second vice-president; L. F. Gran, treasurer; Oliver Trampe, assistant treasurer and Jack Lorentz, secretary.

NPA Okays Nine Bids For Metals

WASHINGTON. — Allotments of controlled materials for construction of eight standard theatres and one drive-in were made by the National Production Authority during Oct. 1-Dec. 31 period, according to the NPA over the weekend. Largest theatre involved was to be constructed in Wichita Falls, Texas, by the Texas Consolidated Theatres, at an estimated cost of $312,500.

In addition, NPA during the period approved building of two standard and four drive-in theatres where no allotments of controlled materials were necesary. One under-roofer and seven drive-ins were declared exempt from the ban on amusement construction.

Allotments were given to: Cobian Theatres, Rio Piedras, Puerto Rico, theatre, $44,400; Connellee & Co., Aberdeen, Md., theatre, $55,000; Thomas H. Blash, Cumberland, Md., drive in, $15,000; H. J. Gilbert, Princeton, W. Va., theatre, $152,326; Fred G. Weis, Macon, Ga., alter theatre, 16,467; H. D. Bowers, Kosciusko, Miss., theatre, $70,000; Donald W. Campbell, Newtown, N. Dak., theatre, $25,000; Arcada Theatre, Holton, Kans., theatre, $102,800, and Texas Consol. Theatres, Inc., Vernon, Tex., theatre, $199,500.

Projects approved, with no allotments necessary, were: Manchester Drive-in, Bolton, Conn., drive-in, $41,500; Gary Outdoor Thea., Gary, Ind., airer, $48,000; Minnesota Amuse., Minot, N. D., theatre, $93,000; Rowly United Employees Pension Fund, Little Rock, Ark., drive-in, $46,172; John K. Cook, Tucson, Ariz., theatre, not given, and W. R. Becker, Yuma, Ariz., drive-in, $14,500.

Projects declared exempt were: Jones Enterprises, North Bend, Ore., theatre, $71,950; LarGil, Inc., Bellingham, Wash., drive-in, $41,000; Regina Perry, Yerington, Nev., airer, $24,000; William R. Everhill, Salt Lake City, Utah, Airer, $20,000; Scott Enterprises, Odessa, Tex., airer, $112,350; Turner-Farrar, Eldorado, Ill., airer, $32,750; Eastern Theatre Co., Goldsboro, N. C., airer, $56,900, and Kent Theatre Corp., Dover, Dela., airer, $16,700.

Nabes Aid "Stars" Preem Via 60-Theatre Contest

Joining together in a first-night promotion action to be held along with the opening of Paramount's "The Stars Are Singing" at the Astor Theatre, March 10, are nine New York area circuits. Representing 60 neighborhood theatres, the circuits will hold a contest in each house. Contests will allow 600 patrons to attend the Astor premiere.

Each theatre will conduct a drawing of five patrons' Contest calls for the filling in of entry blanks, which are to be deposited in a box in the theatres' lobbies. Winners will meet Rosemary Clooney, star, who will appear in person at the premiere.

NEW APPOINTMENTS

C. Bruce Newbery was named vice-president and director of sales for Republic Pictures by Herbert J. Yates, company president. Newbery succeeds James R. Grainger, who recently became president of RKO Pictures.

Newbery's former position of vice-president and chief executive officer of Republic's British organization will be filled by Reginald Armour while Richard G. Yates, former assistant to Grainger, will become assistant sales director.

Herman Temple was added to the staff of Charles Schlaifer & Co. as consulting art director. He will facilitate the operation of the ad agency's enlarged art department. Temple was formerly with 20th Century-Fox, Warner Bros. and RKO Pictures, respectively.

Frank Upton, William Loll and William Green were named to Cinerama posts in Detroit. Upton was recently theatre supervisor for W. S. Butterfield Theatres. Loll formerly held posts with Detroit legitimate theatres, and Green previously did press work with M-G-M and Columbia.

Dudley R. Rollinson was appointed manager of motion picture advertising for "The American Weekly." Rollinson held positions in the past with National Broadcasting Co. and "Holiday" magazine and was president of his own firm of advertising consultants.

Sigmund Gottlober, executive director of the Foreign Language Press Film Critics' Circle, was appointed to direct New York foreign language press and radio publicity for the Red Cross's 1953 annual fund drive. Gottlober served in the same capacity for 12 consecutive years.

Frank Braden, formerly a circus press-agent, was signed as national exploitation representative for United Artists' "Melba." Braden left on a country-wide tour to publicize the picture.

Montague C. Morton was appointed managing director of United Artists' British company: United Artists Corp., Ltd. Morton was UA general sales manager in Britain since 1948.

Samuel Goldwyn, Jr., joined the CBS television network as producer in the news and public affairs department. Goldwyn recently finished a two-year Army tour of duty.

Raybond Suit Hits Distribs

The Normandie Amusement Corp., a Raybond unit, has filed a $1,200,000 suit against the major distributing companies. The Normandie suit attacked a Loew's-RKO product split in neighborhood showings, charging that this action destroyed "the ability of other exhibitors" to negotiate for licenses. The court was requested to grant an injunction restraining the defendants from refusing first neighborhood runs to the Normandie.

Staff Reviews

(Continued from page 11)

ing. A wild chase through corridors and offices leads to the roof overlooking the East River where Gassman starts to jump. But hearing Gloria's voice, he turns around and collapses in her arms.

●

"Code Two"

(M-G-M) 69 Min.

Cast: Ralph Meeker, Sally Forrest, Kennan Wynn, Robert Horton, James Craig, Elaine Stewart, Jeff Richards, Robert Burton, Jonathan Cott, William Campbell, Fred Graham.

Credits: Produced by William Grady, Jr.; Directed by Fred M. Wilcox; Written by Marcel Klauber.

Motorcycle antics and the subsequent cracking of a black market cattle-rustling racket lift this otherwise routine yarn into an interest-holding feature that should nicely round out the program. It is smoothly-paced and action devotees should enjoy the suspenseful finale. Cast includes several attractive youngsters and they are ably directed.

STORY: Police force candidates Ralph Meeker and Jeff Richards become buddies as they get through the academy course. Unsatisfied with routine assignments and attracted by the higher pay, they join the motorcycle squad. Meeker learns how to be a team-minded officer after inadvertantly causing Richards' death by a truck. Meeker tracks down the truck, battles a gang within to a standstill, and is saved by police arriving on an emergency call.

●

"San Antone"

(Republic) 90 Min.

Cast: Rod Cameron, Arleen Whelan, Forrest Tucker, Katv Jurado, Rudolfo Acosta, Roy Roberts, Bob Steele, Harry Carey, Jr.

Credits: Associate producer, Joseph Kane; Directed by Kane; Screen play by Steve Fisher; Based on the novel by Curt Carroll.

There are enough ingredients in "San Antone" to make it a top-flight feature but the screen play doesn't help the broth. Mounted pretentiously, and with a strong cast, the film is held to a slow pace by the script. When the picture does burst loose with action, it shows all the potentialities of what might have been. Film has some strong dramatic sequences and some spirited action, but not enough. With careful exploitation it will get by in the general market.

STORY: Spoiled Southern belle Arleen Whelan almost costs Rudolfo Acosta his life when he returns with ardor her efforts at flirtation. He is saved by Rod Cameron and leaves for Mexico with his sister, Katy Jurado, to fight with Juarez against Maximilian. Meanwhile, Cameron, top cattleman, does civilian duty with the Confederates along with Forrest Tucker. Captured, Cameron ends up in a Union prison. Once out he learns that Tucker, now a guerrilla, is responsible for the death of his father. He also learns that Tucker has been captured by Acosta, now a bandit in Mexico. Katy, tells him that Acosta has all Tucker's command as hostages and demands 500 head of cattle ransom, which has been refused. Cameron decides to pay the ransom to save the mens' lives. He heads for Mexico with Katy and the cattle. They are joined by Tucker's fiancee, Arleen, who makes a play for Cameron. In Mexico, everything works out okay with Tucker getting Arleen and Cameron sharing the fadeout with Katy.

●

"White Lightning"

(Allied Artists) 61 Min.

Cast: Stanley Clements, Steve Brodie, Gloria Blondell, Barbara Bestar, Lyle Talbot, Frank Jenks, Paul Bryar, Lee Van Cleef, Myron Healey, Riley Hill, Tom Hanlon, Jane Easton, John Bleifer, Duncan Richardson.

Credits: Produced by Ben Schwalb; Directed by Edward Bernds; Written by Charles R. Marion.

This Stanley Clements starrer is an average supporting feature for the general market. It will appeal to juveniles who like sports stories. It tells the oft-told tale of the cocky young athlete, this time an ice hockey player, who is out for himself but learns different when love and the hero worship of a little boy teach him otherwise. Film boasts some good stock shots of ice hockey games.

STORY: Steve Brodie, manager of a hockey team in a slump, brushes off Stanley Clements, when Clements tells him that he is the answer to Brodie's problem. Clements, by a ruse, works out with the team and is so good that Brodie signs him. A gambling syndicate, headed by Lyle Talbot, has been betting against the team and insuring its bets by bribing the team's ace, Myron Healey. Clements pulls the team out of its dive and starts it on a winning streak. Before the big game, Brodie and Clements have a misunderstanding over Brodie's sister, Barbara Bestar. Angry, Clements accepts a bribe from the syndicate to make the team lose. But he sees the light during the game and helps his team win. His reward is Barbara with Brodie's blessing.

●

"Luxury Girls"

(United Artists) 96 Min.

Cast: Susan Stephen, Jacques Sernas, Steve Barclay, Anna Maria Ferrero.

Credits: Produced by Carlo Civallero; Directed by Piero Mussetta; Screen play by Ennio Flaiano.

While geared for exploitation, with emphasis on sex, this will need pushing for actually it is a slowly unfolding, fairly serious reworking of the true values vs. dissipation theme. Filmed on the continent, this lacks names and should be middle-of-the-week fare for most spots. The attractive young ladies of the title are amply displayed and the Swiss Alps are effectively photographed in brief outdoor sequences. The girls of the title are daughters of the international society set who attend a swank school in the Swiss Alps.

STORY: Susan Stephen, unspoiled daughter of wealthy American playboy Steve Barclay, enters finishing school but is spurned by the wordly clique running social affairs. She meets and becomes enamored of villager Jacques Sarnas, but they are parted. She is provided with money and a car by her father and is accepted by the clique. After getting engaged to a wealthy suitor and causing a near-suicide, she re-adopts her former values and leaves the school in her mother's company. Sarnas follows her to resume engineering studies in the same town.

●

"Old Overland Trail"

(Republic) 60 Min.

Cast: Rex Allen, his horse, Koko, Slim Pickens, Roy Barcroft, Virginia Hall Gil Herman, Wade Crosby, Leonard Nimoy, Zon Murray, Harry Harvey and the Republic Rhythm Riders.

Credits: Associate producer, Edward J. White; Directed by William Witney; Written bv Milton Raison.

"Old Overland Trail" is a good Rex Allen western that should get fine response in the action market. Script is interesting and has all sagebrush ingredients that western fans like. Film is liberally sprinkled with songs, to good effect. Rex Allen, the Republic Ahythm Riders and Virginia Hall team up on "Cowboy's Dream of Heaven" and "Work For The Night Is Coming," while Allen and Slim Pickens sing "Just A Wandrin' Buckaroo." Pickens manages to get a fair share of laugs with his type of humor. Excellent use of stock shots is made in this film, with some especially interesting railroad construction shots figuring.

STORY: Indian agent Rex Allen has been sent west to find out why the Apaches are uprising. In Red Creek, Allen, Slim Pickens and the Rhythm Riders meet Roy Barcroft, who is partnered with Allen's brother, Gil Herman, in the construction of a railroad spur line for the government. Herman is bringing emigrants in to help build the line, when they are attacked by Indians. It becomes obvious after a few payroll holdups that Barcroft is bribing the Indians and that he plans to have the emigrants work for him for almost nothing to make a large profit. Allen has a fight with Herman over this. Barcroft then kills Herman, making it look as if Allen had murdered his own brother. Allen saves Indian chief Leonard Nimoy's life and in a battle between the emigrants and Barcroft's henchmen and Indian collaborators, Nimoy, dying, helps Allen emerge victorious.

●

"Marshal Of Cedar Rock"

(Republic) 54 Min.

Cast: Allan "Rocky" Lane, Black Jack, his horse, Eddy Waller, Phyllis Coates, Roy Barcroft, Bill Henry, Robert Shayne, John Crawford, John Hamilton, Kenneth MacDonald, Herbert Lytton.

Credits: Associate producer, Rudy Ralston; Directed bv Harry Keller; Screen play by Albert DeMond; Story by M. Coates Webster.

This is another fast-paced Allan "Rocky" Lane western, that will go over well with all his fans and probably add a few more new ones to his ever-growing following. Loaded with action from start to finish, the picture has a good story and Lane is in top form as usual, shooting, fighting and riding hard. In the acting department, Lane and his leading lady, Phyllis Coates, turn in convincing performances.

STORY: William Henry, sent to jail for bank robbery, is allowed to escape so that Allan "Rocky" Lane can trail him and find the rest of the men involved in the robbery. Lane learns that Henry is innocent and that Roy Barcroft, head of the bank, robbed it himself to leave the ranchers penniless so that he could buy their property for almost nothing. When a bonafide railroad man comes to town to make the ranchers a legitimate offer for their land, Bancroft has him killed and replaced by Robert Shayne, one of his men. Henry joins with Lane in exposing this swindle and a brutal gun fight ensues with Barcroft and his gang subdued and arrested.

U-I Launches $1,000,000 New Personalities Drive

Univeral-International will spend $1,000,000 in developing new screen personalities during 1953, it has been revealed by Robert Palmer, studio casting director. This expanded program is a result of the wide acceptance, by both exhibitors and public, of the new stars developed by U-I during the last few years, Palmer said.

The "new faces" program calls for: continual search for promising new personalities; careful casting in pictures; intensive schooling in dramatics, voice, dancing and riding; special advertising and publicity campaigns in all available media; personal appearance tours and a specially staged show to be put on in June.

WB Lab Adds Color Unit

The Warner laboratory, Brooklyn, is being converted to help meet the increased film processing required for the two-film tracks of three-dimensional pictures. The laboratory will also be used to supplement the studio's processing of WarnerColor.

Washington Closeups

Producers' Stand Hit

WASHINGTON. — Opposition to the producers' stand in favor of a uniform Federal statute of limitations of two or three years in anti-trust cases has been expressed by Rep. Cauncey W. Reed, (R., Ill.), chairman of the House Judiciary Committee.

The Judiciary Committee is the group which considers such legislation. A sub-committee has been studying the anti-trust laws with a view towards recommending changes.

Reed indicated yesterday that the report probably would not be ready until at least the end of March, however. Reed said he would prefer a Federal statute of limitation of five or six years, close to the average of present state statutes. Other Committee members might feel differently, however, he indicated.

Ruling in Month

WASHINGTON.—A ruling about whether film people can take advantage of 18-month-abroad provision of the 1951 Tax Act is expected from the Internal Revenue Bureau in about a month, it was learned this week. Under the provision, the U. S. waives taxes on money earned abroad by citizens if they have remained abroad for 17 out of 18 consecutive months.

Airer Bill Entered

WASHINGTON. — A bill barring drive-in theatres from building within one mile of any incorporated city or town has been introduced in the Wyoming state legislature, according to Jack Bryson, MPAA representative. Bryson said that this is the first bill introduced in any state legislature so far this year that need concern the film industry.

RKO Given Deadline

WASHINGTON.—RKO has been given until Apr. 29 to dispose of two first-run theatres in Cincinnati, the Shubert and Capitol, under a 60-day extension of time agreed to by the Justice Department. The two houses had been sold once, but RKO was forced to take the theatres back because of default in payments by the purchasers. Justice gave RKO six months, until Feb. 28, to re-sell, but RKO was unable to do so.

Run Improvement Granted

WASHINGTON. — The Homeland Amusement Co. has received an improvement in run for its Rex Theatre in Baltimore in negotiations with the eight major distributors, and its $750,000 anti-trust suit against the eight and the Durkee Circuit, as co-conspirator, will be dismissed when the agreement is actually on paper and signed. Robert E. Sher, counsel for Homeland, in revealing the settlement would not comment on whether any cash settlement was also involved.

Lopert Plans Production

"Beauty and the Beast," a film comedy with music, will be produced by Lopert Films, Inc., by the end of this year and S. N. Behrman has been signed to adapt the fairy tale and write the screenplay, it has been announced by Ilya Lopert, head of the producing company. Film will be made in England in Technicolor.

Theatre Group Discloses Names Of New Members On Six Permanent Units

Membership of six more standing committees have been revealed by the Theatre Owners of America.

On the COMPO committee are: chairman, Sam Pinanski; Alfred Starr, Elmer C. Rhoden, Robert B. Wilby, S. H. Fabian, Myron N. Blank, Tom Edwards, Morton Thalhimer and Howard L. Bryant, Jr. On the public relations committee are: chairman, Elmer C. Rhoden; Emil Bernstecker, Mark Chartran, Earl J. Hudson and Dick Dickson.

On the theatre equipment and accessories committee are: chairman, Joseph J. Zaro; L. E. Pope, J. H. Elder and John Mauk. Other names are to be announced. The film reviewing committee will consist of chairman H. F. Kincey and Dick Pitts. On the research committee are: chairman, Myron N. Blank; Elmer C. Rhoden, Martin J. Mullin, David Wallerstein and Martin Kolar.

On the organization and membership committee are: co-chairmen, E. D. Martin and George Kerasotes; S. H. Fabian, Jay Solomon, Morton Thalheimer, Morris Loewenstein, Joseph Rosenfield, Roy Cooper, Harry Lamont and Elmer Rhoden, Jr.

Majors Going Over Kiddie Film Library

Oklahoma City.—With more than 4,000 theatres successfully showing children's pictures, all major company general sales managers are carefully investigating the Children's Film Library print situation, said Leon Bamberger, RKO sales promotion manager. Bamberger made this announcement at the Allied TO of Oklahoma convention, in a speech on "Your Community Relations."

The investigation was being carried out, said Bamberger, "with a view toward supplying new children's subjects and replacing worn-out prints that are popular with the kids."

Newsreels Gave Broadest World Events Coverage In 1952: MPAA Survey

Newsreels are giving a more extensive coverage of world events than ever before, according to an MPAA analysis this week of the contents of 520 issues released in 1952 by the five newsreel organizations.

Survey shows that of 3,300 newsreel topics presented, 785 dealt exclusively with some aspect of the foreign scene. This represents an increase of 118 topics of foreign source over the totals of the previous 12-month period and marks one of the greatest years on record for overseas coverage.

The broader coverage of international events last year brought no curtailment in newsreel attention to the domestic front, survey showed. In all, the newsreels brought over 2,500 sequences covering every newsworthy facet of life and activity in the U.S.

FILMS TELEVISED FEB. 21 to MAR. 6

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Affairs of Geraldine	James Lydon	Rep. 11-27-46
An Old Spanish Custom	Buster Keaton	Hoffberg 1-17-36
Assassin For Hire	Sidney Taffler	
Bedside Manner	John Carroll	UA 6-14-15
Cat Man In Paris	Carl Esmond	
Cavalry	Bob Steele	Rep. 10-5-36
Cowboys From Texas	Bob Livingston	Rep. 12-5-39
Crime Of The Century	Bob Livingston	6-27-46
Day Without Fear	Godfrey Tearle	
Days of Buffalo Bill	Sunset Carson	Rep. 2-9-46
Diamonds In Crime	Dennis O'Keefe	
Dr. Christian Meets The Woman	Jean Hersholt	RKO- 8-5-40
Federal Man	Pamela Blake	Rep. 1-10-39
Fighting Stallion	Bill Edwards	El 5-4-50
Forbidden Jungle	Don Harvey	El 5-4-50
Girl or Ghost	Gloria Sanders	
Girls of the Big House	Lynne Roberts	
A Guy Could Change	Allan Lane	Rep. 2-7-46
Half Past Midnight	Kent Taylor	Fox 2-18-48
Hand on My Shoulder	Frank Jenks	
Here Comes Elmer	Frank Albertson	Rep. 10-13-43
The Hard Way	Jan Kayne	
Hideout	Valerie Hobson	
Hollywood Barn Dance	Ernest Tubb	Screen Guild 6-5-47
Housekeeper	Albert Dekker	
It Happened in Heaven	Steve Brodie	
Just Like A Woman	John Lodge	Alliance 12-1-39
The Kansas Terrors	Bob Livingston	Rep. 10-19-39
Lets Make A Night of It	Buddy Rogers	U 8-12-38
A Likely Story	Fred Sherman	RKO 4-16-47
Lone Star Raiders	Bob Livingston	Rep. 12-13-40
Mexicana	Constance Moore	Rep. 11-21-45
Million Dollar Kid	East Side Boys	Monog. 2-15-44
Nor Gloom of Night	Buddy Ebsen	
Remedy For Riches	Jean Hersholt	RKO 11-25-40
Return of Van Sickle	Cliff Arquette	
Sheriff of Cimarron	Sunset Carson	Rep. 2-3-45
A Song For Miss Julie	Shirley Ross	Rep. 2-20-45
Specter of The Rose	Judith Anderson	Rep. 5-20-46
Transparent Man		

Trade Practices Probers Summon Allied Delegates

WASHINGTON. — Representatives of National Allied were tentatively scheduled to confer with Senate Small Business Committee investigator William Amis this week, as the Committee's investigation of film industry distribution practices goes into high gear.

Following the talk with Allied, Amis will confer with Washington area exhibitors who have registered complaints, it was learned following meeting during which plans for the investigation were put into more concrete form.

Amis will travel to New York, Chicago and through the South, talking to complaining exhibitors. The Committee tentatively set March 30 as the date for opening of actual hearings.

Coast Hearing Undetermined

Possibility of West Coast hearing dates, as well as for hearings at other places, hinges a great deal on the chances for getting legislators away from Washington in a year in which there is a strong push for early adjournment, the Committee staff explained.

Main hearings are expected to run for two weeks, and if actually started on March 30, would run right through the Easter Congressional recess. Sen. Andrew F. Schoeppel (R., Kans.), is chairman of the sub-committee which is handling the film industry investigation.

It was learned that Justice Department officials are cool to the sub-committee's invitation to testify during the hearings. Federal Trade Commission officials are also reluctant.

Maryland Censor Battle Looms; Pennsylvania Unit Fears "Salacious" Films

BALTIMORE.—Gov. McKeldin this week appointed Mrs. Maude B. Dorrance, to replace Mrs. Eva M. Holland on the State Board of Motion Picture Censors.

Meanwhile, the Board prepared for a fight, coming up in City Court March 23, to defeat appeal by Floyd Lewis Attractions against the Board's decision to cut those parts of the film "Street Corner," that have to do with normal and caesarian births.

Meanwhile, a wave of "objectionable and salacious" films may descend on Pennsylvania as a result of the U. S. Supreme Court decisions stripping state film censorship boards of some of their powers, said Mrs. Edna R. Carroll, chairman of the Pennsylvania Board of Censors, last week.

Critics' Prize To DeMille

CLEVELAND.—Cecil B. DeMille accepted the Cleveland Film Critics Circle Award last week naming his "The Greatest Show On Earth," as the best picture of 1952.

Levey Films Edison Life

DEARBORN, MICH.—Production by Jules Levey of a film tentatively titled "The Life of Thomas A. Edison," began here this week.

News From London

Large screen television is being installed by Paramount in its premiere theatre in the West End of London. The system used will be Paramount's own "intermediate" process. Preliminary construction work is well advanced and American technicians are due in London shortly to install the equipment which has already arrived in England. The system will be ready for use in time for the Coronation. Paramount's Plaza is the third London cinema with large screen TV installation. The Rank and ABC circuits are each installing TV in one of their London theatres.

* * *

Stereo-Techniques, the firm which controls the Tri-Opticon process is to make a three-dimensional color film of the Coronation by arrangement with Anglo-Scottish productions. It will not be possible to shoot scenes inside Westminster Abbey and three-dimensional impressions are to be contributed by artists of the actual coronation scene. Utilizing current public interest in three-dimensionals the National Film Theatre, recently opened by the British Film Institute, is presenting programs of stereoscopic films for continous once-weekly runs. Until "Bwana Devil" is shown on the Rank circuits shortly the National Film Theatre will be the only cinema in England showing full length 3-D programs.

* * *

The 400 cinemas on the ABC circuits are to show advertising films for the first time. Long-term contract has been signed with Pearl & Dean giving this firm exclusive right to show up to 10 filmlets and one 200 foot advertising film per program. The Pearl & Dean screen advertising firm was set up early this year.

* * *

March will decide the future of the 30 percent first feature quota of British films required to be shown by exhibitors each year. Decision now rests with the President of the Board of Trade following the failure of the Board's Films Council to recommend a quota figure for the year beginning Oct. 1, 1953. At a recent meeting of the Council exhibitors pressed for the abolition of quota altogether on the grounds that producers were unable to give any definite estimate of their output in the coming year.

* * *

The four trade associations are intending to make a joint approach to the government to permit the operation of television transmitters by the film industry. This idea first arose in 1951 when the trade thought in terms of one station for the whole industry. Since then, however, it has become clear that plenty of channels will be available for commercial TV and it is now thought that there may be a number of exhibitor-controlled TV stations. But the film trade insists that cinema video must not be used to coerce the trade into supplying feature films to the British Broadcasting Corporation's TV service. The CEA recently upheld its decision that no films must be given to the BBC and that any producer making films for the BBC will not find a market for any of his product in the cinemas. Wartime film material held by the War Office and the Air Ministry, however, has been offered to the BBC for television purposes.

Hope To Host "Oscar" Ceremonies

HOLLYWOOD.—The 25th annual Academy Awards presentation program will originate from the RKO Pantages Theatre on the evening of March 19 and the events will be telecast for the first time in the industry's history. A coast-to-coast TV and radio hook-up will be utilized by NBC, with the Victor division of RCA sponsoring.

Master of ceremonies and radio commentator, respectively, will be Bob Hope and Paul Douglas. Adolph Deutsch is music director, and Bobby Helfer orchestra manager and special assistant to Deutsch.

Republic Practice Noted

Knowledge that Republic is soliciting 16mm. film shows in churches, schools, lodges, etc., in towns where the firm has exhibitor customers has been imported by Wilbur Snaper, president of Allied Theatre Owners of New Jersey, in a bulletin to members. The bulletin noted: "Exhibitors are beginning to wonder what business Republic is really in. This note is just to alert you.' "

Tax Repealer Entered

NASHVILLE.—A bill to repeal a 20 per cent state admissions tax on theatres and other places of entertainment was introduced this week in the state legislature.

List American Pix Execs

HOLLYWOOD. — New officers of American Pictures Corp., according to the company's annual election last week, are as follows: Albert Zugsmith, president; Larry Gross, vice-president; Peter Miller, treasurer and director, and Dr. George Zugsmith, chairman of the board.

American announced plans to produce a new film in April titled "Girls of the South Pacific."

Jackson Park Change Benefits Theatres

Chicago. — The Jackson Park Decree, which prohibited Balaban and Katz and other "affiliated" theatres from running double features prior to the Jackson Park Theatre, was amended by a Federal Court here in accordance with an opinion handed down by a U. S. Appeals Court last December.

The "affiliated" theatres are now relieved from the prohibiting rule. In addition, the amendment establishes 10 days clearance prior to first subsequent runs for films playing first Chicago runs of a week or less.

Theatres Launch 3-D Run Ballys; Distribs Prepare "Round" Stills

Numerous exihibitors are capitalizing on the current flood of three-dimensional publicity to excite the interest of the public in their runs of 3-D films. Novel lobby displays and unusual promotional campaigns, with film companies furnishing display material and special "round" stereo stills, are underway.

The Loew's State Theatre run of United Artists' "Bwana Devil" was ballyhood in 900 Stereo-Realist camera dealer windows in New York. Display material, advertising mats and promotion booklets were supplied the dealers by UA.

The run of "Devil" was also promoted at the National Photographic Show in Grand Central Palace. A contest was held offering free tickets as prizes.

Lobby Viewers Installed

Winners were the writers of the best letters stating why they wanted to see the 3-D film. The show also exhibited six 3-D viewers showing "Devil" scenes.

For its run of "Devil," Loew's State installed stereopticon devices in the outer lobbies of the theatre. Equipped with slides and containing shots of "Devil," the devices served to arouse the curiosity of passing pedestrians.

Heralding its run of "Devil," the Fox Palace Theatre, Milwaukee, installed a stereopticon device as part of its theatre front. It consisted of a case about two-feet wide, eight-feet across, and five-feet high, equipped with a set of three viewers mounted on a slanting board.

The device was topped by a banner inviting passers-by to take a glance at scenes from "Devil." It accomodated three persons at a time.

The Globe Theatre, New York, for its series of Sol Lesser Tri-Opticon shorts, also installed a set of stereopticon viewers in its outer lobby. The Rialto followed suit in its showing of a series of shorts in the Bolex-Stereo process.

3-D Stills Envisioned

As part of Paramount's exploitation campaign for the 3-D film "Sangaree," 35mm. stills covering the picture will be produced. In order to make them suitable for exhibitor exploitation purposes, a special process to create enlargements of these stills is envisioned by the major.

Allied Artists' publicity department also set up machinery for making 3-D stills available to exhibitors. These stills, to be viewed with a stereoscopic device, will be particularly suited for lobby displays, according to the company. They will be made both in black-and-white and color and will feature scenes from 3-D productions, with particular emphasis on the company's forthcoming and first film in the new medium, "The Maze."

Caron, Reynolds On Tour

M-G-M is sending out two stars, Leslie Caron and Debbie Reynolds, on cross-country tour on behalf of "Lili," current release, and "I Love Melvin," Technicolor musical scheduled for March 20 release. Cities to be covered include New York, Philadelphia, Baltimore, Washington, Atlanta, New Orleans, Houston and Dallas.



Promoting the playdate of M-G-M's "The Naked Spur," at the Denver Paramount Theatre, singer Peggy King made an appearance at the record counter of a local department store to sell her own records. In the background was a poster tying in her appearance with the run of the film, plus art work on the singer and the film.

"Naked Spur" Premiere Pulls State Proclamation, Scout Festivity, Displays

DENVER. — The Paramount Theatre world premiere of M-G-M's "The Naked Spur," was proclaimed in a round of activities sponsored by numerous state and local organizations.

Topping the list was the introduction by Governor Thornton of the film's stars to the legislature. In addition, the governor presented James Stewart, film's star, with a special plaque in honor of his performance. The legislature then proclaimed a "Hollywood in the Rockies Day."

A Girl Scout jamboree was also tied in with the event. Members of the Denver troupe participated in a fund-raising campaign at which the film's stars made personal appearances.

Singer Peggy King made a personal appearance at the record counter of a department store to sell her records. A banner heralding her visit and the playdate of the film was displayed.

Window displays highlighting the local color aspect of the picture appeared in most of the downtown shops and hotels.

One Hundred Annas See "Anna" Free

New York. — A novel "name" promotion worked by the Globe Theatre for the engagement of IFE's English-language release of "Anna" involved free admittance to the opening performance for the first 100 women who could prove their names were "Anna."

Stunt was supplemented by a giveaway of champagne bottles to all "Annas" over 21. The women were also accorded a chance to participate in a game called "Annalysis," which involved character readings by a psychiatrist.

Pre-Arranged Promotions

Radio-publicity for "The Star," pre-selling individual playdates of the 20th Century-Fox release, is being made possible by the availability of a five-minute transcribed interview with Bette Davis, film's star. The talk can be presented two ways: on one side of the transcription, the star is interviewed by an announcer; on the reverse side, the questions have been wiped off the record, providing the open spaces for a local personality to put the questions to Miss Davis, thus creating the illusion of an actual studio interview. Copy for local announcers accompanies each record. Theatremen can secure "The Star" interview transcription by writing 20th-Fox.

Warner Bros. and Columbia Records have concluded a tie-up to jointly exploit "April In Paris." Columbia's album featuring tunes from the picture sung by Doris Day will be in music stores, advanced by window displays, counter cards and a penetration disc jockey campaign. In addition, all Ray Thomas trucks which distribute Columbia Records will carry one-sheets with snipes containing theatre and playdate credit.

Under a renewed promotional tie-up with National Bakers Services, Inc. three Allied Artists films will get national breaks through the bakers' newspaper advertising. The films and the stars of each whose photographs will be used in the national ad campaign are "Torpedo Alley," Dorothy Malone; "Fort Vengeance," Rita Moreno, and "Tangier Incident," Mari Aldon.

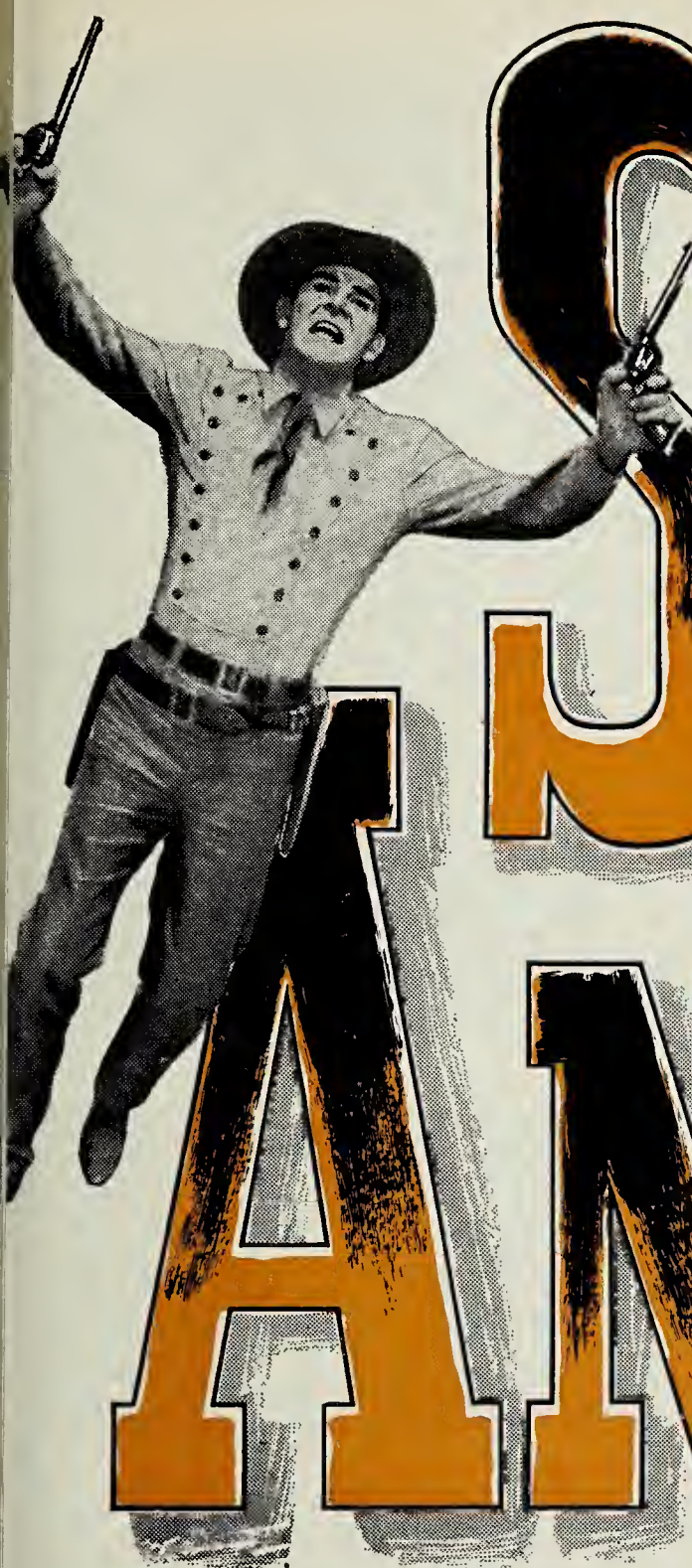
The services of John Scarne, one of the world's foremost experts on exposing dishonest gambling and author of several books on gambling, have been engaged by Universal-International in connection with the advance promotion of "The Mississippi Gambler" A comprehensive schedule of network television appearances has been set for Scarne to help promote the picture.

RKO Pictures release of "Never Wave At A Wac" will receive full Army co-operation in openings throughout the country. The Defense Department has urged the commanding generals of all six U.S. Armies to lend every assistance to theatre managers and RKO field representatives in exploiting the picture, most of which was filmed at Fort Lee, Va.

ReligiousGroupScreening Aids "Jazz Singer" Run

NEW HAVEN.—Utilizing the religious theme inherent in Warner Bros.' "The Jazz Singer," the Roger Sherman Theatre staged an advance screening for various Jewish organizations in the area as a promotion for the run. Resultant publicity garnered numerous plugs for the film in publications issued by these groups.

In another phase of the campaign, management tied up with a local March of Dimes polio drive in which contributors were given free admission on a certain day of the drive.



SAN ANTONE

They drove the Golden Herd a thousand miles through Apache ambush!



HERBERT J. YATES
presents

SAN ANTONE

starring

ROD CAMERON • ARLEEN WHELAN • FORREST TUCKER • KATY JURADO

with **RODOLFO ACOSTA • ROY ROBERTS • BOB STEELE • HARRY CAREY, JR.**

Screen Play By STEVE FISHER • Based on the Novel "THE GOLDEN HERD"
By CURT CARROLL • Associate Producer-Director JOSEPH KANE

A REPUBLIC PICTURE
Republic Pictures Corporation



Exploitation Scenes



The Astor Theatre, New York, arranged to have a "gorilla" purchase the first ticket to Paramount's "Road to Bali" and then to tour the city plugging the picture.



The appearance of a bear at the Roxy Theatre, New York, and at other points in the city, ballyhooed the opening of the RKO-Walt Disney short, "Bear Country."



Beach Theatre, Miami Beach, set up 15-foot kiosks in the lobby to plug the run of Warner Bros.' "April in Paris."



Can-Can girls and a gendarme, hired by management, provided a touch of Paris in the lobby of the Capitol Theatre, New York, for the opening of United Artists' "Moulin Rouge."



Fan club stunt utilized by the Shor Theatre, Atlantic City, for the run of 20th-Fox's "Niagara" had patrons who signed the giant postcard receive autographed photos of star Marilyn Monroe. Exhibiting card are (l. to r.): Sam Diamond, 20th-Fox Philadelphia branch mgr.; Glenn Norris, Atlantic division sales mgr., and Max Chasens, Shor manager.



Promoting the run of Paramount's "Come Back, Little Sheba," Mark Hendrix, manager of the Fine Arts Theatre, Beverly Hills, Calif., set up this balanced, graphic front.

REGIONEWS

ALBANY

Weather permitting, Harry Lamont is considering a mid-March opening of his drive-ins in Poughkeepsie, Kingston and Rotterdam. Gerry Schwartz, one of Lamont's partners and a mgr. has switched from Rotterdam to Poughkeepsie, where he is working on preliminaries at the Overlook. Michael Zala, who last season directed the Overlook, may transfer to Rotterdam. Lamont announced that admission at the Kingston this year will be 65¢ instead of 60¢. . . . Rube Canter of Syracuse visited here to line up product for the Starlit Drive-In, Watertown. . . . Mgr. Alex Sayles of Fabian's Palace Theatre advertised that 5,780 customers enjoyed "Bwana Devil" opening day. A morning show swelled the Saturday schedule to six screenings—74¢ matinees, $1 evenings and 50¢ children.

Al Marchetti, U-I head booker, and his asst. John Capano, won wrist watches for finishing on top in their district in the 1952 short subjects drive. Capano also operates the State Theatre in Troy. . . . Jack Swarthout, former mgr. of Warner's American, Troy, is now in charge of the Ritz, Albany. Joe Stowell, mgr. of the Lincoln, Troy, doubles at the American week-ends. . . . A bill which would require all establishments operated under a license from a municipality, and charging an admission fee, to carry minimum liability insurance of $25,000 for injury to one person and $50,000 for more than one, has been introduced by Senator Herbert I. Sorin of the Bronx and Assemblyman Ben Werbel of Brooklyn. It would take effect Apr. 1, 1953. . . . A. Smakwitz, Warner zone mgr., headed the Heart Fund campaign as pres. of Albany County Heart Ass'n. . . . D. John Phillips, executive director of MMPTA in N. Y. C., made a periodic visit to the Legislature.

ATLANTA

Operation of motion picture theatres on Sunday is legal in Georgia if the operator can obtain a permit from local authorities. In order to hold his permit, the operator must once each month present a show on a religious or educational subject. . . . Grady Elliott was named mgr. of Ideal Films, succeeding Marty Geisler, retired account of illness. . . . Atlanta Variety Tent 21 gave a farewell party for Leonard Allen, who resigned as southern pub. chief for Paramount to go with Hap Barnes in the drive-in theatre business in Baton Rouge, La. . . . Marvin C. Miller was appointed city mgr. of Martin Theatres in Talladega, Ala., to succeed Trammel Leverette, resigned. . . . Harry Glickman, at one time associated with the late Carl Laemle of Universal, has opened the Gay Films, Jacksonville, Fla.

A. M. Shelley, new owner of the Roberta Theatre, Roberta, Ga., took over from J. B. Giles. . . . W. E. Smallwood has been appointed mgr. of the Oceanway Drive-In, Jacksonville, Fla. . . . Ellis Arnall is being mentioned as a possible candidate for the Georgia governorship, the job he left in 1947. . . . Astor Pictures of Ga. move into new quarters at 164 Walton St. about March 15. Wallace Film Exchange also moves into the same office. . . . Mrs. Sarah L. Higgbotham opened her 390-car drive-in at Indian Rock, Fla. . . . A new drive-in was opened in Kissimmee, Fla. by Mr. & Mrs. Michael Dorso. . . . Pete Brice, pres. Pal Amuse. with headquarters in Vidalia, Ga., has appointed Pete Lockhart mgr. of the Pal, Louisville, Ga., and Preston Smith, city mgr.; Mrs. Dorcel McCling, new mgr. of the Pal, Wadley, Ga. . . . Luke Stein, pres. of the Stein Circuit of Ga. and Fla., is rapidly recuperating at Pasadena, Calif. Stein Theas. will open their 250-car Family Drive-In at Alma, Ga. and soon start work on one at Sylvester, Ga.

A new, all-colored ozoner will be constructed in Jacksonville, Fla. by Alvin Rothschild, giving that city a second drive-in for colored patrons. . . . Otis Smith, asst. to mgr. Sam George at the Paramount, transferred to the Fox, and W. D. Handley, formerly in Columbus, replaces Smith at the Paramount. . . . A one-eyed man sees two images thru polaroid glasses in viewing 3-D films. Thus a local man who complained of seeing only blurred figures was led to an eye doctor and discovered he had only 10% vision in one eye.

Imposition of a tax of 5¢ per patron on drive-in theatres in Tenn. is proposed in a bill introduced by Rep. Paul A. Phillips of Nashville. Revenue would go for public education. . . . First shipment of Motiograph's interlocking projection system for 3-D films goes into the Melba Theatre, Birmingham, Ala., sold thru Wilkins Theatre Supply, Atlanta. . . . New owner of the Hialeah Theatre, Hialeah, Fla. is J. J. Booth, Jr., taken over from Claughton Circuit. . . . Talgar Theatres, with headquarters in Jacksonville, Fla., has started work on its new 500-car ozoner at Stuart, Fla., with opening date set for April. . . . Jack Fitwater appointed gen. mgr. of the Dale Mabry and Fun-Lan Drive-In at Tampa, Fla. and the 28th St. Drive-In, St. Pete.

BOSTON

House Bill #2070, petitioned by John P. McMorrow, which seeks to have the Dept. of Public Safety authorized to approve all films imported from foreign countries before exhibition in theatres in the Commonwealth, was opposed by Ray Feeley, representing Independent Exhibitors and Frank Lydon, for Allied of New Eng. Wires of protest were sent to George Rawson, clerk of the committee on Public Safety, by various exchanges in the city, also Regal Pictures; George Kraska, foreign film exhibitor; Embassy Pictures; Brattle Theatre, Cambridge, and others. . . . The Attendance Committee for the National Allied convention, to be held in Boston Oct. 3-7, making plans for transportation from all parts of the country, is exploring possibility of tieins with various airlines for chartered trips.

Latest theatres to add 3-D equipment are the Rex, Manchester, N. H.; Scenic, Keene, N. H.; Saxon, Fitchburg; Medford, Medford, and the Magnet, Claremont, N. H., all installed by Mass. Theatre Equip. Co.,



Harry Brandt (left), pres. of the Independent Theatre Owners Ass'n of N. Y., presents the organization's first annual citation to Cecil B. DeMille. In a nationwide poll of theatres, DeMille was voted the outstanding producer-director of 1952 and his Technicolor film, "The Greatest Show on Earth," the top money-making movie of the year.

BOSTON (cont'd.)

supervised by Eddie Comi. . . . Officials of Interstate have decided to equip at least two of their 28 houses with 3-D system soon. . . . Martin J. Mullin, pres. of New Eng. Theas. has booked "House of Wax" into the Metropolitan as its second 3-D offering. . . . Clinton Marrington, former asst. mgr. for American Theas., has been named asst. to managing director Tom Dowd at the Beacon Hill. . . . Edward Longo, mgr. of Interstate's State Theatre, Stoughton, resigned to enter another field and is replaced by Wm. Sinnott. . . . Andrew Tegu, up-state exhibitor, is building his first drive-in in Woodsville, N. H. for a May 1 opening. It will be booked by Affiliated, who service the entire circuit. . . . Louis Rothenberg, 66, veteran theatre owner and circuit operator, passed away. He was affiliated with Charles Morse for more than 25 years.

Daytz Ents. have added the following new accounts to their buying and booking organization: Town Hall, Middlebury, Vt., for Kenneth Gorham; Park, Southwest Harbor, Me., for Mr. & Mrs. H. E. Robinson; Ellsworth-Trenton Drive-In, Trenton, Me., and Enfield, Me., Drive-In for Samuel Nyer; and Dolly Drive-In, Sturbridge, Mass., for Peter Marrone. . . . Sam Horenstein of Manley Co. has installed a new Aristocrat popcorn machine in the Camden, Me. theatre operated by Graphic. . . . A. B. West of National Carbon returned to Boston to handle the New Eng. territory as technical rep. . . . Edward X. Callahan, Jr., 20th-Fox salesman, is receiving congratulations on the birth of a son, Michael Joseph. . . . Irving A. Isaacs, pres. of Independent Exhibitors of New Eng., announced the engagement of his daughter Diane to Thomas A. Weil of N. Y.

BUFFALO

Marion O. Gueth has resigned as exec. secy. of MPTO of N. Y. State after 29 years to accept a post with the Rehabilitation Div. of the Veterans Administration. She will be honored by her associates at several social events. . . . According to Radio-TV Mfrs. Ass'n, the Buffalo area has received 294,513 TV sets since Oct., making it one of the 13 highest TV set owners in the nation. . . . Jack Mundstuk, M-G-M branch mgr., and Eward Mead, Shea pub. chief, are planning a heavy saturation campaign on "Jeopardy," using the local WBEN-TV for the first time. . . . All area theatres are cooperating with N. Y. State Crippled Childrens Ass'n Easter Seal drive by showing trailers. . . . Robert Murphy, mgr. of the Century, has been appointed chairman of the Amusements Div. for the local Red Cross Drive, March 1-21.

Advertised opening of "I Confess' at the Center was delayed a week due to unprecedented requests for additional showings of "Come Back, Little Sheba." . . . Fred Itzenplitz, mgr. of Shea's North Park, has returned after a stint with the Navy. . . . Buffalo Council of Churches has been given use of the Kensington Theatre for community participation in Good Friday services. . . . Third dimension comes to Niagara Falls for the first time, opening at the Bellvue with "Bwana Devil." . . . Charles McKernan, mgr. of the Seneca, is the new pres. of South Buffalo Business Men's Ass'n.

James Michaels, mgr. of the Cinema, announces that "The Star" will have its Buffalo premiere at that independent house on March 11. Co-owner Philip Cohen reports full houses in the four-week showing of "The Four Poster" at the Cinema. The stage play is scheduled shortly at the Erlanger.

John Zimmerman, mgr. of the Niagara Theatre, is recuperating from serious illness in a Buffalo hospital. . . . Professional Photographers Ass'n expressed appreciation to Carl Rindzen, house mgr., and Ed Meade, pub. chief of the Buffalo Theatre for use of its mezzanine for the association's exhibit.



Jack L. Warner, v.p. in charge of production, shows visiting Interstate Theatre Circuit chief Robert J. O'Donnell scenes from Warner's first 3-D motion picture, "House of Wax." Shown here (l to r): Raymond Willie of Interstate, producer Bryan Foy, O'Donnell and Warner.

CHARLOTTE

The new Cataline Drive-In on the Belton Hyway, one mile east of Anderson, S. C., is slated to open April 1. All equipment was supplied by National Theatre Supply, Charlotte. Carolina Booking Service will handle buying and booking. . . . Dr. H. C. Carr is new owner of the Wave Theatre, Carolina Beach, N. C., formerly owned by Stewart & Everett Theatres. . . . Mrs. Bleeka Thompson has taken over operation of the State, Mooresville, N. C., formerly owned by Dale Groom. . . . The Green Theatre, Branchville, S. C., closed its doors account no business. . . . The Gilmont, Mt. Gilhead, N. C., has been acquired by O. F. Autry from John Saintsing. . . . Edwin Pettet opened his new 600-car drive-in one mile out of Greensville, S. C., with a fully equipped playground and Woody Norris as mgr.

CHICAGO

Thirty day extension was given in Illinois Drive-In Theatre anti-trust case for $1,800,000 as attorneys are negotiating out of court settlement. . . . Judge Michael Igoe okayed double featuring in loop and allowed 10 days' clearance on films playing B&K loop houses, with a week or less for southside theatre dates. . . . David Barrett, mgr. of Carnegie Theatre, was arraigned in S. State St. Court on charges theatre failed to delete portions of the French movie, "Casque d'Or, which had been rejected by local Police Censor Board. . . . Starting in March, Melrose Theatre, Melrose Park, Ill., will operate weekends only . . . Ogden Theatre has been sold to Ogden Bldg. Corp., and will be turned into factory building. . . . Maurice McShane, 69, retired theatre mgr., passed away from heart attack.

Bill Burke has opened a film service store at 3264 Milwaukee Ave. . . . Jack Kirsch Allied prexy, reports more than 7,000 kiddies contributed 25¢ each to become junior members of National Conference of Christians and Jews. . . . Fred Mathews Motiograph, back from southern business trip, reports first shipment of their interlocking projection system for 3-D films goes into Melba Theatre, Birmingham, Ala.

Mgr. Erwin Noyer of B&K's Nortown made survey of his patrons, including parents, teachers and the kiddies, to learn their likes and dislikes for matinee programs for the youngsters. . . . John A. Moore, pres. of Starlight Theatre Assn., received a plaque from members of the organization for his fine work in boosting outdoor theatre business. Herbert H. Wilson of Kansas City will serve as president this year. . . . The Garrick Theatre, which a year ago was remodeled into a TV studio at a cost of more than $250,000, is going dark again. Owned by B&K, it is open for leasing to all comers. . . . A. M. Van Dyke 20th-Fox sales mgr., is at home convalescing from his serious illness. . . Alliance circuit equipping ten houses for 3-D films. . . Schoenstadt has taken over management of the Starlite Drive-In, first ozoner for this circuit. Opening date is set for March 20 . . . B&K will show "Bwana Devil" in ten of its subsequent runs this month. Equipment installations are under way.

Defendant film company attorneys filed petition in U. S. Supreme Court in attorney Thomas McConnell request for $105,000 interest on million dollar judgment in Town Theatre, Milwaukee, case, covering period from April 1950 to Jan. 1952. Judge John Barnes turned request down. . . . Mrs James Hoffman named mgr. of Hinsdale Theatre, Hinsdale, Ill. . . . Will Golve named asst. mgr. B&K's Regal Theatre Robert Dunn joined B&K Southtown Theatre managerial staff. . . .Walter Schimmel Productions in offering the trade new radio series under title "Movie Quick Quiz." Print is available for showing. . . . Burton Bishop, Jr., M-G-M div. mgr., married Dolores Heling of Milwaukee. . . . RKO Grand awarded "Salome" for first loop extended run, starting April 1. . . . Teitel'

EXCELLENT OPPORTUNITIES FOR THEATRE MANAGERS

Both indoor and out-door theatres, with one of the largest indepenednt circuits in the Middle West. Will pay good wages to start, moving expenses, and unlimited opportunities for advancement. Give us full details if you are interested.

Box 52

Independent Film Journal

CHICAGO (cont'd.)

World Playhouse, pioneer art house in this territory, celebrating its 20th anniversary with premiere of "Forbidden Games."

CINCINNATI

Mid-West Theatre Supply Co. is installing 3-D equipment in these theatres: Mayflower, Troy, O.; Mary Anderson, Louisville, Ky.; one of the Chakeres first-runs in Springfield, O., and the RKO Grand here. . . . "Bwana Devil" is scheduled to be shown soon at Mayflower, Troy, O.; Wayne, Greenville, O.; Keith Albee, Huntington, W. Va.; Virginian, Charleston, W. Va.; Logan, Logan, W. Va.; Martin, Ky.; State, Pt. Pleasant, W. Va., and also in some of the Schine and Shea houses. . . . Howard Roudebush, U-I office mgr., resigned after 25 years with the company. Surmises are that he will enter the radio and TV maintenance field. . . . Heywood Mitchusson, former U-I salesman in Ky. and W. Va., is coming into the office to work as booker.

Rex Carr, gen. mgr. of Theatre Owners Corp., announces some new accounts: Sunset Cruise In, Dayton, O., owned by J. E. Christman; Auburn Drive-In, Cumberland, Ky., owned by A. P. Cordes; Geo. W. Combs' Harlan Drive-In, Harlan, Ky.; H. C. Davis' Davis Drive-In, Stanford, Ky.; Tom Riccardi's Powellton Theatre, Powellton, W. Va. . . . National Theatre Supply has sold drink, popcorn and hot-dog machines to the Classic Theatre, Dayton, for its new concession stand. Theatre is managed by Robt. Epps. NTS is also rebuilding seats for Steve Babalis' Belmont, Dayton. . . . Clyde Norman resigned as short subjects booker for Northio Theas. . . . Frank Decker, W. Va. salesman for Allied Artists, has fully recovered from a heart ailment and is back at work.

Ralph Morley has joined Tunick Releasing Co. as sales representative. Gene Tunick, Lippert franchise holder, wll undergo surgery for a fractured disk in the near future. . . . Bill Stanforth, Ky. salesman for Columbia, is sporting a company-owned 1953 Ford. . . . Nathan Mitnick is a new student booker at M-G-M. . . . Due to 3-D movies, the business of John Dreyer, head of Polacoat, Inc., one of the only two companies in the country which has the essential basic patents to polarize glass and plastic successfully, has zoomed into a big industry. . . . In a drive for new members, to last until June 1, Cincinnati Variety Club is reducing its initiation fee to $5 and eliminating the fee for anyone who previously belonged to the Club. . . . E. C. Myles, owner of the Goodale Theatre, Columbus, was killed in an auto accident.

DALLAS

The revenue and taxation committee of the House has approved a bill exempting tax on theatre admissions up to $1. At present, state tax exemptions stop at 50¢. R. J. O'Donnell, Interstate gen. mgr., with Preston Smith, Lubbock indie, and W. O. Reid for COMPO, explained that the relief was necessary to help provide the wherewithal for installation of 3-D equipment in theatres. . . . Mrs. C. W. Matson purchased the Mustang and Plaza theatres in Madisonville. . . . The Texas Theatre at Pharr has passed to Monk Agnew. . . . Warner's first 3-D Technicolor venture, "House of Wax," will have its world premiere in Houston and five other Texas cities on April 9.

McFarland & Riley have purchased the Pines Drive-In at Nacogdoches. . . . G. A. Lockwood has become owner of the Riverside Drive-In on the out-skirts of Smithville. . . . John Meyer sold the year-old Cedars Drive-In, Baytown, for some $45,000 to the Cedars Drive-In Theatre Corp., headed by Howard E. Brunson, who recently announced closing of his Texan Theatre, Baytown, one of the oldest in that area. . . . Mrs. Muriel Wolfe has become mgr. of the Arts Theatre, San Antonio. . . . J. J. Hegeman, one-time exhibitor in Temple, Tex. and Austin and a leader in the fight for Sunday theatre openings in Texas, passed away.

Recent Texas theatre buyers are Sherman Hart, the Grand, Grandview; H. P. Gasaway, the Vogue, Shellytown, and J. G. Cook, the Rex, Arp. . . . Charlie Weisenberg has been elected pres. of Texas Drive-In Theatre Owners Assn., which is beginning its second year. Weisenberg succeeds Claude Ezell of Dallas. . . . Texas theatre owners should benefit from the decision of Dr. Pepper Bottling Co. to spend over one million dollars for 1953 advertising. . . . Claude Ezell hopes to obtain membership from nine other nations for an International Drive-In Theatre Owners Ass'n. The Dallas chief of a chain of Texas ozoners resigned from the Texas Drive-In TOA, which he spearhead last year, to devote his time to setting up the world group.

A million dollar project for a 1078-car ozoner in Pasadena, Houston suburb, will consist not only of a two-screen theatre but also a playground, cafeteria, washateria, grocery store and a concession where 400 diners can watch the movies from the concession roof. . . . Personnel changes in Texas theatres: Mrs. L. L. Lewis became mgr. of the Odem Theatre, Odem; Dan Goodwin is new mgr. of the Trial Drive-In, San Antonio; Frank Whisenant, mgr. of the Fredericksburg Drive-In and Curtis Short asst. mgr. of the Majestic, San Antonio. New asst. booker for Claude Ezell's ozoner chain is Conely G. Cox. . . . Passed away—Nicholas T. Marosis, 67, former pres. of Alamo Amuse. Co., San Antonio, and Mrs. R. T. Hooks, 80, owner of the Select Theatre.

DENVER

Fox Intermountain is making a survey of all its A houses to determine which to improve with Cinemascope 3-D equipment. The company, headed by Frank H. Ricketson, Jr., hopes to have some ready for the new system by early fall. . . . Gordon Pearce, asst. booker at Warner's, resigned to become office mgr. and booker at Allied Artists, where he succeeds Dick Ivy, who quit to accept a similar post at Intermountain Film Exchange.. The job at Warner's went to Ted Sevier.

INDIANAPOLIS

Two neighborhood theatre owners, Carl Niesse of the Vogue and Earl Cunnigham of the Fountain Square, have announced plans to equip their houses for three-dimensional movies. . . . "Bwana Devil," first 3-D film shown here, opened at the Indiana Theatre, and "House of Wax" has been booked to open there April 23. . . . A bandit got between $4,000 and $5,000 in a seven-minute holdup at the Indiana Theatre while mgr. Alvin Hendricks and three employees were counting receipts. The bandit escaped unnoticed by a large Saturday night crowd.

Mannie Marcus, who heads the Zaring Theatre, and Marc Wolf of the Y&W Circuit have leased a portion of the "Little America" Recreation Center for the purpose of operating a modern Kiddieland Amusement Park. . . . Legislation establishing Central Daylight Time in Indiana between the last Sundays of April and Sept. passed second reading in the State Senate. . . . The Park at Louisville, Ky. closed Feb. 28 for good. . . . Tiny Town Drive-In, Guthrie, Ky., has been transferred to the Atlanta Exchange and will be serviced from there in the future. . . . Jack Powell returned the Airway, Louisville, Ky., to the Switow Circuit.

LOS ANGELES

E. V. Libby is new operator of the Empire, formerly piloted by Mort Goldberg, who has reopened the Academy, Hollywood. . . . Gerald Vachio succeeded Sammy Fradkoff as mgr. of FWC's Maywood. . . . New mgr. of both the Towne and Sierra theatres in San Fernando is James Wombel. . . . Charles Skouras, Nat'l Theas. chief, recently confined in a N. Y. hospital folowing a heart attack, planed into town acompanied by his personal physician. . . . Gail Parker, who resigned from the Roy Dickson booking office, has rejoined the Paramount organization. . . . Seymour Linders reopened the Lyric, Huntington Park. . . . "Chuck" Piercy, Preferred Theatres booker, became the proud pater of a boy, christened Charles Seth. Mother is the former Lucille O'Brien, who was secy. to Frank Prince at FWC.

Tom Ogborn has shuttered the Victoria



Toasting the production start of 20th Century-Fox's "The Robe" at a Hollywood luncheon were principals associated with its filming and members of the trade and lay press, newspaper columnists, magazine representatives and reporters from the wire and picture syndicates. The Technicolor spectacle, first picture being lensed in the CinemaScope system and costliest in the company's history ($5,000,000), has a 60-day shooting schedule and will utilize the services of 5,000 extras, 50 featured players, in addition to five co-stars.

LOS ANGELES (cont'd)

Theatre. . . . Mel Evidon, Columbia sales mgr., returned to his desk after a three month illness. . . . RKO booker Lou Largy resigned his post. . . . The Lincoln Theatre, operated by Jack Chazen, was broken into and cigarette and soft-drink vending machines ransacked for cash. . . . Albert Poulson has inaugurated a Chinese film policy at the Carmen to alternate an American change. . . . Andy Devine resigned from Vinnicof Theatres after 12 years with the company. . . . Ben Ashe, National Screen branch mgr., has been transferred to the organization's plant on Santa Monica Blvd. . . . Dick Barth resigned from the Goodman and Kaufman office to operate his own Western Releasing Co. Barth has already opened offices in San Fran. and Seattle. . . . Lou Goldberg, veteran exhibitor who operated the Globe, San Pedro, for many years, passed away after a lingering illness.

LOUISVILLE

Annual convention of Kentucky Ass'n of Theatre Owners has been changed from March 24-25 at the Brown Hotel to April 14-15 at the Seelbach. Convention chairman is W. E. Carrell, head of Falls City Theatre Equip. Co. Display booths are available for manufacturers, distributors, supply dealers, etc. . . . J. E. Elliott, Jr., who formerly owned and operated the Cardinal Theatre, Hodgenville, Ky., is now at the Post Exchange, Fort Knox. . . . Veteran's Theatre, Tompkinsville, closed and all equipment is to be sold at public auction. . . . The closed Scoop Theatre here is being remodeled to include ground floor store locations and a convention hall as part of the accommodations of the Kentucky Hotel. . . . The 3-D "Bwana Devil" made its bow here at Switow's Kentucky Theatre, managed by Art Stanisch. . . . Tax revenue on combined amusements for Jan. showed a decrease of $21,362.78 from last year's figures and a decrease of $29,736.20 July 1952 thru Jan. 1953. . . . S. R. Seale, who ran the Berea Theatre, Berea, Ky., for many years, passed away.

MILWAUKEE

On March 24, at Fond du Lac, Wis., the Stage Hands Movie Operators Union will hold its Mid-State conference. One of the expected speakers will be a representative from the newly formed Showman's Guild, who will explain the welfare organization for employees in the motion picture industry in Wis. . . . Billy Pierce, who has been with the Savoy Theatre for 16 years, will leave to manage the new 527-car Highway No. 15 Drive-In for Mike Chesnick and Mike Rischman when it opens sometime in April. . . . Exhibitors' wives attending the National Drive-In and Wisconsin Allied convention



Eugene Picker of Loew's Theatres, Max E. Youngstein of United Artists and Robert Weitman of United Paramount Theatres (l to r) were among the 1,000 notables who attended the New York premiere at the Capitol Theatre of John Huston's "Moulin Rouge," a Romulus Production for United Artists release.

here March 24-26 will be guests of Merchandising Corp. at a performance of "Top Banana."

MINNEAPOLIS

B. Bengtason has started on the new Saturn, Pierpont, S. D., which was destroyed by fire a few months ago. . . . Cal Hygaard, Home Theatre Co., used comments of local patrons on "Ivanhoe" in his ad when film played at the Brainerd, Brainerd, Minn. . . . The Hollywood, Cambridge, Minn., in a tie-in with local merchants, is offering free admissions on Wednesday nights. Stunt was arranged by mgr. Robert Alevander. . . . John Bollig, Sr. hopes to open his new 400-car ozoner at Garrison, Minn. about May 15. Bollig also owns the Star, Pierz, and the Ironton, Ironton.

M-G-M is going into an extensive TV campaign on "Jeopardy" through the territory. Some 30 spot announcements will be telecast over WTCN-TV prior to area opening on March 25. Tied in on the promotion are Minneapolis, St. Paul, St. Cloud, Owatonna, Willmar, Mankato and Rochester, Minn., and Eau Claire, Wis. . . . Anton Schultz plans to open his Corral Drive-In, Bismark, N. D., around April 10. . . . "Bwana Devil" grossed about $32,000 during its first week at the State. . . . Burglars broke into the nabe Agate and stole 100 light bulbs. . . . 20th-Fox has redecorated its screening room.

NEW HAVEN

Monday thru Friday matince shave been dropped at Warner's Palace, Norwalk, and Commodore Hull, Derby. . . . New giveaways of either silverware, dishes or dinnerware have started at the Star, Hartford; Whalley, Whitney and Westville, New Haven; Lido, Capitol; Ville and Park, Waterbury; Plainfield, Plainfield; Parkway and Barnum, Bridgeport, and at Fishman's Dixwell, Rivoli, Howard and Lawrence in the New Haven area. . . . Local 449 IATSE, Stamford, concluded a 15-month strike against the independent Palace in that city, operated by the Vuono family. . . . Mrs. Vera Meadow sold her 261-seat State Theatre in New Haven to Modern Utilities, Inc. Structure will be used as a showroom. . . . Jack A. Sanson, Manchester city mgr. for Warner's, is the newly-elected head of the Manchester Chamber of Commerce. . . . Hugh J. Campbell of the Central Theatre, W. Hartford, became a grandparent again with the birth of a baby girl to Mrs. Walter Pew, his daughter.

Francis S. Murphy, editor and publisher of the Hartford Times, who conducted two Motion Picture Industry-Press Symposiums last year, is recipient of a citation from the Children's Cancer Research Foundation of Boston, along with honorary membership in Variety Clubs of New England. . . . RKO's "Hans Christian Andersen" had its first Conn. showing at Perakos' Hi Way and Beverly theatres, Bridgeport. . . . A $5,000 action against the board of managers of the Edmond Town Hall Theatre, Newton, and A. J. Smith, operator, was dropped by Mrs. Blanche E. Ricciardi of Waterbury, who claimed injuries to her hand in Dec. 1950 while in the theatre. . . . Variety Tent 31 has set up a committee consisting of Sam Wasserman, Bob Hoffman, Alex Schimel, John Pavone and Sam Germaine to consider possibility of sponsoring one or more performances at Melodybrook Playhouse, Milford.

NEW ORLEANS

T. V. Garraway of Prentiss, Miss. sold the Pine Hill Drive-In at Picayune, Miss. to Mr. & Mrs. L. M. Hamilton. . . . The Grand Theatre, Hays, La., will reopen April 3. Other theatres reopened are the Roosevelt, Mobile, Ala.; the Ann, Baton Rouge, La.; the Mitchell Drive-In, Hammond, La. . . . B. Davis has sold his interest in the Pelican Drive-In, Jennings, La. to J. Marchantel. . . . The Joy Theatre at Dubach, La. was entirely destroyed by fire recently. . . . The Harvard Theatre, Winnsboro, La., announced plans to close permanently. . . . An early morning blaze, which destroyed a restaurant, bar and home and also badly damaged the 500-seat Dixie Theatre, caused an estimated damage of $150,000 in Morgan City, La. Plans to rebuild the theatre are reported under way.

Universal announces the appointment of Clayton Casberque as a new booker to succeed Betty Berggren who resigned to be married. The Universal office held open house to its quarters. . . . Sam Pasqua, owner of the to its uarters. . . . Sam Pasqua, owner of the Pasqua Theatre, Gonzales, La., passed away after a lengthy illness. . . . S. Otis, former Warner salesman, purchased the Algiers Drive-In, Algiers, La., from Max Connett. . . . The local theatre clan gave a farewell party for the Saenger Theatre's Oliver Moore, who is being sent to Monroe, La. to become city mgr. for Paramount-Gulf. . . . D. M. Brandon, who operates Transway, Inc. of New Orleans, reports that a total of 2,329 lbs. of copper drippings have been collected from theatres in this area and sold to scrap dealers for $186.32. Proceeds are to be turned over to Welfare Fund of Variety Club of Memphis since there is no tent in New Orleans. . . . RKO-Pathe has been shooting a documentary here on the Louisiana Purchase for the past month. They are experimenting with the 3-D camera and hope to have a real feature finished within a few weeks. John Norling, designer and builder of the camera, is being used for the filming.

NEW YORK

Adolph Zukor, who started his career in motion pictures 50 years ago by opening a penny arcade on 14th St., was honored in two ceremonies sponsored by the 14th St

BECAUSE WE KNOW IT'S SO

WE KEEP ON SAYING . . .

FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

FILMACK TRAILERS

1327 S. WABASH AVE. CHICAGO

630 NINTH AVENUE, NEW YORK

NEW YORK (cont'd.)

Ass'n, which included presentation of an illuminated scroll at a luncheon of industry leaders and city officials at Luchow's and unveiling of a bronze plaque on the site of the arcade, now occupied by Ohrbach's. . . . Altee prexy, G. L. Carrington, has called top technicians and design engineers of both Altec Service and Altec Lansing in session on the Coast to chart course on stereophonic equipment design and manufacture in connection with 3-D. . . . Michael (Mike) Berkowitz, veteran capitol Theatre projectionist, retired after 63 years in the industry, 23 of which were spent at the Capitol. . . . Lester W. Roth, v.p. of Columbia and partner in the law firm of Cohen and Roth, has been re-elected v.p. of the American Jewish Committee.

PHILADELPHIA

Sidney E. Samuelson, pres., and Roy Sullender, exec. buyer and booker of Allied Motion Picture Theatre Service, Inc., announce the appointment of Jack Smith as new booker and Louis Wakshul in active charge of the film payment dept. . . . Hank Howard, RKO field man, back in Philadelphia after serving in Buffalo, N. Y. for seven years. . . . RKO's 25th anniversary sales drive off to a big start with a meeting of all branch and sales mgrs. of Robert Folliard's district. . . . William C. Hunt is readying his Casino Theatre, Wildwood, N. J., to handle all types of 3-D films. . . . Herman Comer, mgr. of the Earle, which closes later this month after last showing of the controversial "Mom and Dad," was with the house when it opened with vaudeville in 1924. . . . "Bwana Devil" already in its tenth week at the Aldine. . . . Monogram has bought the building it occupies at 1241 Vine St. from the Shriners Hospital.

PITTSBURGH

Allied MPTO of W. Pa. will hold its 1953 convention at the Wm. Penn Hotel, May 4-5. Regional meetings will be held in Altoona, Clearfield, Kane, Erie, New Castle and Uniontown on March 18, 19, 24, 25 and 31. . . . Field representative Frank V. King of the Shea circuit is leaving Pitts. after helping out here during John D. Walsh's illness. . . . Sam Gould has resigned as Warner circuit's Greensburg mgr. to manage Norbert Stern's Penn and Victor theatres in New Castle. Greensburg business honored him with dinner attended by 200. . . . Werner Lund, theatre owner, has been elected pres. of Carmichaels, Pa. Chamber of Commerce. . . . When a tall, thin fellow stuck a gun in the window, Edna Bonenberger, cashier at the Art Cinema just pushed the money to him and then screamed. Ticket taker Robert Newkirk gave chase but caught nothing but the fellow's overcoat. . . . 25 Warner theatres in W. Pa. will be equipped with 3-D during the month. Washington, Pa. probably will be first showing "Bwana Devil" on the 13th, with Johnstown following on the 19th.

PORTLAND-SEATTLE

Work on the new Midway outdoor theatre located at Columbia, Mont., is rapidly nearing completion. Owners Ernie Massman and Walt Thompson plan to open in 60 days. . . . Ted Rayment has purchased the Diamon, Black Diamond, Wash., from Mr. & Mrs. Chas. O'Connell. . . . Mid-State Amusement and Fau and Lloyd Honey announce construction of a 500-car ozoner near Richland, Wash. . . . Zollie Volchok, former Portland exec under Evergreen banner, and more recently with Sterling Theatres of Seattle, has joined Jack Engerman in forming Northwest Releasing Corp., with offices in Portland and Seattle. In addition to Lippert films, they have obtained franchises from independent distributors dealing in art and exploitation attractions. . . . Frank Williard closed his Orting Theatre, Orting, Wash. . . . Mid-States circuit is opening its 500-car ozoner in Pasco, Wash. and is starting on another 500-car project at Ellensburg, Wash.

Three additional theatres in neighboring Seattle communities joined the Sterling chain Feb. 1, announced gen. mgr. Fred Danz. The Lake City, Lake City; Belvue, Bellevue, and the Gateway in Kirkland were leased to Sterling by Pete Higgins, operator of Higgins Amuse. Co. . . . Portland ozoners took advantage of break in weather with early openings for the 1953 season. Initial opening was the Barber-Boulevard, followed by Canyon Drive-In, Super 99 and Sandy Boulevard. . . . Reported that William Forman, pres. of Pacific Drive-In Theatres, has a controlling interest in the British "Natural Vision Surround." . . . The Liberty Theatre gave Spokane its first glimpse of 3-D. J. J. Rosenfield, owner of Favorite Theatres, booked Tri-Opticon program for week beginning March 5. . . . Wm. Kostenbader named office mgr. Paramount, Seattle.

Wm. Breeze has been named mgr. of Hamrick's Roxy Theatre, Portland, replacing Wm. Budruis, who has been made mgr. of the Roxy to succeed Louis Deising. At the Liberty, Warren Goodwin is house mgr. with Frank Lynch as asst. and Oliver Chalifoe night mgr. . . . L. Gillespie, who closed the Avalon and Orado in Okanogan, Wash. in protest against the city tax, reopened after city removed tax. . . . Perry Bowers, who formerly operated the Cozy at Toledo, Wash., new booker for Smith Ents., Seattle. . . . Grover Hendrick named mgr. for Beacon Theatre, Seattle. . . . R. A. Gardner has opened the Lido, formerly known as Mission, at Mt. Vernon, Wash. . . . Cecil Thompson, National Theatre Supply, covering Montana territory. . . . Pete Stewart, veteran Warner mgr., Seattle, recuperating in Palm Springs.



Pioneers discuss conditions in 1911 at the first convention of Allied Theatre Owners of Oklahoma. L to R: (standing) E. B. Walker, Ritz Theatre, Lawton, Okla.; J. S. Worley, Pioneer Drive-In Theatres, Shamrock, Tex.; Bernard J. McKenna, ATO secy. and Tulsa exhibitor; Glen D. Thompson, pres., Glen Thompson Circuit; (seated) Mrs. A. A. Moulder and "Speedy" Moulder, Criterion Theatre, Sapulpa, Okla., and Leon J. Bamberger, RKO sales promotion mgr.

Watch These Dates!

March 24-26: Milwaukee — Allied Independent Theatre Owners of Wisconsin and National Drive-In convention—Schroeder Hotel.

March 25: Hollywood — Academy of M.P. Arts and Sciences "Oscar" awards.

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

April 14-15: Louisville — Kentucky Ass'n of Theatre Owners convention and trade show—Seelbach Hotel.

Apr. 27-May 1: Los Angeles — Society of Motion Picture and Television Engineers' 73rd Convention—Hotel Statler.

May 4-5: Pittsburgh — Allied MPTO of Western Pennsylvania convention—William Penn Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention.

May 18-23: Mexico City—Variety Clubs, International convention.

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

PROVIDENCE

Elmwood Amuse. Corp., operators of the neighborhood Liberty Theatre, under management of Milton and Edward Bomes, filed a $6,000,000 anti-trust suit in U. S. Dist. Court of R. I. Named as defendants were RKO R. I. Corp., operators of the Albee; Loew's Theatre & Realty Corp., operators of Loew's State; Ralph E. Snider of Mass., operator of the Palace, Cranston; Paramount; Loew's 20th-Fox; Warner's; RKO; UA; Universal and Columbia. Complaint charges conspiracy beginning prior to 1932.

PROVIDENCE (cont'd.)

Several weeks ago, Elmwood Corp. was named defendant in a suit brought by distributors, alleging false attendance and income reports to secure lower rentals on films. . . . Edward M. Fay has been named first president of the Big Brothers of R. I., a group formed to assist the youth of the community.

The Albee is inaugurating a series of "Late Owl Shows" on Fridays and Saturdays. Complete last performances at most downtown first-runs start at 8:30. . . . The Uptown recently started a dinnerware giveaway deal. . . . Harold Lancaster, Pawtucket Strand mgr., heads a state-wide committee studying juvenile vandalism. . . . The Carlton departed from film fare during a four-day presentation of Blackstone, the magician. . . . "Ivanhoe" returned to Loew's State at popular prices. . . . Avon Cinema presented the first R. I showing of the French film, "Between Eleven and Midnight." . . . The Majestic shared the honor of announcing the world premiere of "I Confess" with a Montreal theatre.

Lucille Ball's TV popularity has been reflected locally in bookings of films starring the flaming redhead. . . . The Metrpolitan departed from screen presentations for a six-day run of "Maid in the Ozarks." . . .

The neighborhood Community is offering a bargain Saturday matinee at 25¢ to adults as well as children. Practically all the nabes, including the Hollywood, Capitol, Elmwood, Park, Uptown and Liberty are appealing to the kid trade via special Saturday morning or afternon shows. . . . The Midway at Oakland Beach is operating week-ends. . . . Increased newspaper advertising hereabouts is a good indication that exhibitors are experiencing better business.

ST. LOUIS

Three cases were heard at the inaugural session of the Grievance Committee of the local MPTO, presided over by Lester Kropp and including Tom Edwards, Bill Williams, John Meinardi and Tom Bloomer. A strong point of the new setup is that all hearings shall be strictly executive and confidential. . . . A suit for an injunction to halt picketing of the LaCosa Theatre, Claytoh, Mo., was filed against Operators Local No. 143 by Hugh Graham ,owner of the LaCosa, charging defendants with trying to enforce "feather-bedding and makework practices." . . . With the Missouri General Assembly in session, Jefferson City has been discarded for the joint meeting to be held by MPTO of St. L, E. Mo. and S. Ill. and the Kansas-Missouri Theatre Assn. during April.

Tomey Falk and Jack Taylor, who own and operate the Okaw Drive-In on U. S. 36 near Camargo, Ill., are building a new one at Charleston, Ill. which they hope to open this spring. . . . A new ozoner is being built by local business men at Gainsville, Mo., who commissioned Harry Irvine to arrange for bookings. . . . The 990-seat West End Theatre, dark since Jan. 10, has reopened. . . . The 1546-seat Shubert was closed for an indefinite period by Ray Parker, Mayor of Brentwood, Mo., who had been operating the house since Xmas. It started on a first-run basis and ended with double bills of subsequent runs. . . . Paul Krueger, co-gen. mgr. of the Wehrenberg Circuit, who recently inspected Texas drive-ins, will make a report of his findings at a board meeting of MPTO of St. L. on March 10. . . . George Pliakos, owner of the Criterion and Regal theatres, is in Jewish Hospital for a check-up.



Great Falls, Mont. turned out en masse for its native son, Norman A. Fox, author of "Roughshod," on which Universal-International's "Gunsmoke" is based. World premiere was held at Clarence Golder's Civic Center Theatre in Gt. Falls, with stars and featured players Audie Murphy, Susan Cabot, Jesse White and Renate Hoy making personal appearances. L to R (seated): Miss Hoy, Fox and Miss Cabot; (standing): White, Murphy and Golder.

Ed Ditzenberg, son of the late Fred Ditzenberg, exhibitor, has joined the Warner booking staff. . . . Bill Ford, owner-mgr. of the Bland Theatre, Blandinsville, Ill., has been made mgr. of Kerasotes' 66 Drive-In Theatre at Springfield, Ill. . . . Milton F. Napier, a v.p. and gen. counsel of Better Films Council of Greater St. L. and a former State Senator, has filed for the Republican nomination for Comptroller of St. L. . . . George Dunn succeeded Jim Johnson as mgr. of the Hollywood and Majestic theatres, Albion, Ill., for Turner-Farrar. Johnson resigned to go with a defense plant at Pontiac, Mich. . . . The next regular meeting of the local Colosseum of M.P. Salesmen will be held at the Melbourne Hotel on March 14.

The local MPTO named Dean Bill Davis of West Plains to fill the vacancy on the board caused by the death of his father Dean W. Davis. . . . Ground-breaking ceremonies are to be held shortly for the new South Side Day Nursery for which Variety Tent No. 4 pledged to raise $50,000. . . . Grading was started on Commonwealth's new drive-in being constructed at Fort Leonard Wood entrance in Waynesville, Mo. . . . The 300-seat Ava Theatre at Ava, Ill. was closed by Paul Burt Butts because of the illness of his wife. Butts, who also owns and operates the Grand Tower, Ill., theatre, offered to sell the Ava to anyone who will purchase the equipment and assume the 3-year lease on the building.

Mrs. Cecil Cannon Gledney sold the 440-seat Orpheum at Elsberry, Mo. to State Senator E. V. Long, who also owns the Trojan at Troy. Senator Long is closing the Orpheum for modernization. . . . M., S. and L. Lewton have incorporated Lewton Film Service, Inc. here, to engage in transportation of films, merchandise, etc. . . . The Nu Theatre at Kane, Ill. is reported sold. . . . Henry Wendt, Osage Theatre, Kirkwood, Mo., is out of the hospital. . . . The Ritz Theatre, Carlyle, Ill. has a new high intensity fibre screen, reports Charley Beninati, owner. . . . Rino Bianchio succeeds Donn Griffin, resigned, as mgr. of the Charleston Theatre Co. at Charleston, Ill.

SAN FRANCISCO

Irving Levin of San Francisco Theatres has inaugurated an international policy at the Balboa, which with the Vogue gives the chain two art houses. . . . United-California closed the Diamond, Oakland, and plans are under way to dismantle the building. . . . Edward Davison and J. Russell Larcombe of Glasgow, Mont. were in town looking over theatres preliminary to building one to replace the Roxie at Glasgow, recently destroyed by fire. They have sold their interest in the Cortez Theatres in Colorado to a group of Cortez business men. . . . John Terrill, owner of theatres in Orange Cove and Orosi, Calif., is now running an airplane ambulance service out of Fresno. . . . George Uribe has been promoted to asst. at Loew's Warfield by mgr. Boyd Sparrow.

Stanley Luce resigned as mgr. of the Paramount. . . . The producers negotiating committee met with employees committee to arrange for a new contract for IATSE Local F 17 (bookers) and B 17 (shippers and inspectresses). High point of discussion was salary increases. Representing producers were Arthur Israel of Paramount, E. J. Drexler of National Screen and L. Leshensky of Warner's. Employees representatives are Robert Hazard of UA, Walter Lang of Paramount and Jess Wright of Warner's. . . . Sailichiro Hattori, 74, part owner of the Lincoln at Stockton, passed away.

Hannah Oppie, exec. secy. of Western Theatre Owners, announced that theatre owners of Washington, No. Idaho and Alaska have officially resigned from WTO. All have been members since the organization's inception as PCCITO over 10 years ago. Members of WTO recently sent letters to all producing companies asking them to do everything possible to standardize the 3-D process. . . . Gerald Karski of Motion Picture Service is making it possible for No. Calif. exhibitors to add to the Veriety Club fund by running Standard Oil travel reels in their houses at no cost. Standard pays a sum to Variety for every reel shown. Films may be obtained by contacting Clint Meecham of Monogram. . . . Helene Shearer of Blumenfeld Theas. is the new pres. of Film Colony Club.

Movie Producers Increase Story Material Search

Hollywood is searching for story material gain. This time, it is a two purpose hunt, ood stories for Two-Dimension, and stories hat can be made into entertaining Three-)imensional films. The motion picture in-ustry is concentrating on the book market, creening both hard cover and pocket book ovels, for material that is filmable.

One of the big deals recently concluded vas the acquiring of the Mickey Spillane ovels by Producer Victor Saville, who even ıore recently concluded negotiations for 'homas Costain's "The Silver Chalice."

"Man Without A Star," a novel of west-rn life published by Morrow, was just urchased by U-I. Westerns seem to be on he current and choice list of the studios ith story editors interested in finding estern novels, which can be turned into ırge scale westerns.

Romantic Stories Sought

Second are mystery stories. Not formula hodunits, but off-beat clever mystery arns with lots of twists to throw the udiences off the scent.

Another scarce commodity seems to be ıe interesting romantic novel, laid in a lamorous setting, and with strong charac-erizations. Outdoor historical epics are lso being sought with an eye toward repro-uction in three-dimensions. There is word ut that 3-D has renewed interest in the orror novel, which is a natural for 3-D daptation.

Once again, Hollywood, enthusiastic over ıe box office results of its current stream f good pictures, and peering into the fu-ıre as to the impact of 3-D, is scouting for ıe most important ingredient in movie ıaking—the good story.

SWG Execs Shun Laurel

HOLLYWOOD.—Executive board members of ıe Screen Writers Guild have voted to iminate themselves from consideration for ıe Laurel for Achievement honor which will e presented for the first time at the fifth ınual SWG Awards Dinner March 10 at ıe Palladium.



ontgomery Clift, Ann Baxter and Director Alfred itchcock relax between scenes of Warner Bros.' Confess" on the stairwell of an old farmhouse ar Quebec, Canadian province in which much of the picture was shot.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Joan Fontaine and Jack Palance have been signed to head the cast of Nat Holt's "Airport, Tangier." Palance will play his first hero role in the film, that of an American adventurer who becomes involved with two women in the North African city. Film will be directed by Charles Marquis Warren, who wrote the original story and is writing the screen play.T his Holt production for Paramount will be filmed in Technicolor and is scheduled for a mid-May start. Another actress, an exotic foreign type, will be signed soon to complete the starring trio for the film.

* * *

James Stewart was signed by Universal-International to star in "Alder Gulch," adapted from the "Collier's " story of the gold rush in the Northwest in 1863 by Ernest Haycox. The picture will be produced by Aaron Rosenberg and directed by Anthony Mann. It is slated for an August start and much of the film will be lensed in the natural locales of Oregon and Montana. Borden Chase is writing the screen play. Eleanor Parker will play a starring role in M-G-M's "Rope's End," to be directed by John Sturges and produced by Nicholas Nayfack. William Holden, John Forsythe and Keenan Wynn will head the cast. Set in the South during Civil War days, the film will be the second 3-D Ansco-Color production for the company. The first is "The Arena," currently before the cameras on location in Tucson.

* * *

Donna Reed won the most coveted role of the year, that of Alma, the girl friend of the G.I., Prewitt, in Columbia's picturization of the James Jones' best seller, "From Here To Eternity." Miss Reed was awarded the role over more than 50 other contestants, among them some of Hollywood's top star names. . . . At the same studio, "Sunburts," an outdoor love story with a new Western background, has been acquired from Ranald MacDougall, who will also produce. Charles Peck, Jr., has been signed to prepare a treatment, and will also write the screen play. Story relates the problems of a young Indian boy who is adopted by and brought up by a white family and who, upon reaching manhood, must decide his future.

* * *

At Paramount, Donald O'Connor signed contracts with the studio to co-star with Bing Crosby in the musical, "White Christmas," by Irving Berlin. Shooting is pencilled in for early autumn and O'Connor will report to the studio in August for preproduction dance rehearsals. Also in the cast will be Rosemary Clooney and Joanne Gilbert. Picture will be produced by Robert Emmet Dolan and filmed in Technicolor. The studio also announced that "Alaskan Seas," which will roll in June, will star Robert Ryan, Jan Sterling and Brian Keith. Jerry Hopper will direct with Mel Epstein producing. O'Connor, who is celebrating his 25th year in show business, put his footprints in the forecourt of Grauman's Chinese Theatre in Hollywood. He is the youngest adult star to be given this honor.

* * *

Lon McAllister and John Ireland will co-star in "Steel Bayonets," which Jack Broder Productions is filming. Cy Roth has been set as director of the Wyott Ordung script. Film will be released by Realart. Jerry Thomas is producing the picture, which will introduce Jill Hollingsworth in her first featured motion picture role. . . . Diana Lynn, who just finished Wayne-Fellows' "Plunder In The Sun," has signed to star in a new Broadway play, "Horses In Midstream," which will be produced by Gilbert Miller and directed by Sir Cedric Hardwicke. . . . Lynn Bari will co-star with Robert Stack, Coleen Grey and Richard Arlen in "Sabre Jet," which Carl Kreuger will produce for United Artists release. The film will roll March 20 at Nellis Air Force Base near Las Vegas. The picture will be directed by Louis King. . . . Three fellows Productions, which is producing the Ida Lupino-Howard Duff starrer, "Jennifer," has as its next production, "Robots Have No Tails" pencilled in for an Apr. 24 start. . . . Edward Small's "Steel Lady," which will star Rod Cameron rolls March 9 with E. A. Dupont directing. . . . Romo Vincent joins Dean Martin and Jerry Louis in their Hal Wallis film, "Money From Home."

* * *

Republic will begin a new surge of activity during March with four productions scheduled to roll, Jack E. Baker, vice-president in charge of studio operation, announced. March 16, associate producer-director William A. Seiter starts production on "The Champ From Brooklyn" with Alex Nicol, Audrey Totter, Charles Winninger and Hope Emerson in the top roles. The same day, the Rocky Lane starrer, "Constable of Carson City" tees off under the direction of Harry Keller for associate producer Rudy Ralston. On March 24, associate producer Franklin Adreon starts a serial untitled as yet and the final film of the foursome will be "Sea of Lost Ships," a Coast Guard top budgeter with an Arctic setting which will be directed by Joseph Kane, who will also act as associate producer.

* * *

At 20th Century-Fox, Terry Moore was set for the feminine lead in "Twelve Mile Reef," in which she will co-star with Robert Wagner. . . . Thelma Ritter's next starrer at 20th-Fox will be "Justice Brown." . . . Independent Artists next production, "It Happened In Spain" is slated for a summer start. . . . "The Galileans," a novel by Frank Slaughter which was purchased by Columbia as a starring vehicle for Rita Hayworth, has moved up to eighth position on the best seller list. It is published by Doubleday and Co. A fictional biography of Mary Magdalene, "The Galileans" has been placed on Miss Hayworth's Beckworth Productions schedule for a fall starting date, following her current Technicolor production, "Miss Sadie Thompson."

(*Continued on next page*)

George Marshall Says Dressed-Up Slapstick Gags Still Garner Laughs

By Richard Bernstein

"The biggest problem in comedy," explained Paramount director George Marshall, "is to keep a proper balance and get laughs when you should. It is easy to go overboard trying to get laughs. This makes comedy feel strained and forced." One of Hollywood's most versatile directors, Marshall is an authority on comedy, having probably provided with his films more laughs for the motion picture audience than any director in Hollywood today.

Relaxing in his studio office, Marshall, whose next assignment is directing Dean Martin and Jerry Lewis in Hal Wallis' "Money From Home," explained why there is no problem in getting material for the comedy team.

Unit Balances Well

He said that Martin and Lewis are geared differently from most comedians. They can do a change of pace: Lewis can generate pathos; Martin sings well and is a good actor. The team balances well together. Marshall directed the team in "Scared Stiff," which he thinks is a very very funny picture.

"The audience laughs at the unexpected," Marshall said. "The unexpected is the essence of good comedy. Obvious gags don't pay off."

The director went on to stress that the public likes to see dignity upset. He pointed out that basically comedy hasn't changed too much. Situations are more important today in comedy, however, he added.

Women Teams Hampered

The director said that audiences don't like fresh, brash comics. The audience resents being made the butt of a comedian's jokes. They like to laugh at the comedian's antics.

"Audiences still laugh at the same things," Marshall said, "Slapstick is still good. Today, it has to be dressed up."

On the subject of women comedy teams, the director explained that they cannot rise to the same height of popularity as a male comedy team, although femme comedy teams are popular. Women teams cannot enter into the same amount of varying situations as male teams.

In answer to an oft-asked question: whether it is easier to direct drama or comedy, Marshall said: "Directing a dramatic picture is easier than directing a comedy." He also doesn't believe in comics changing their style. The original style of the comedians is what counts.

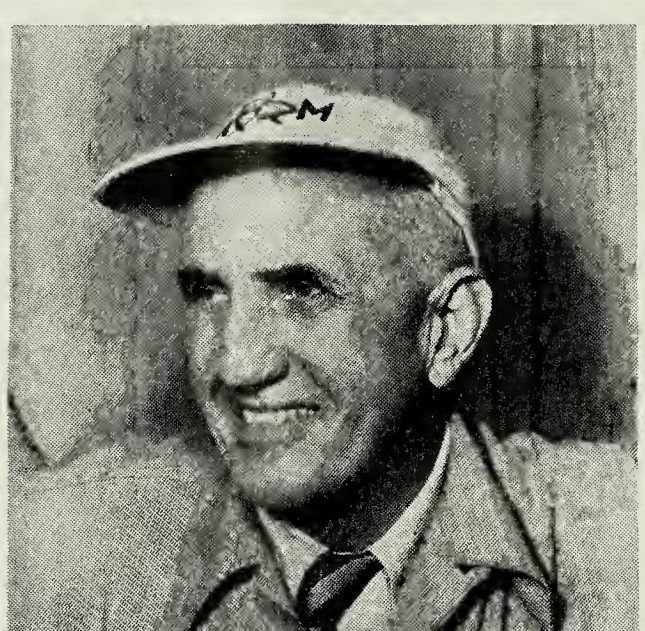
Director Must Be Versatile

The director subscribes to a constant change of pace for comedians and comedy teams in vehicles. As for the director, he should be versatile and be able to handle any type of subject.

Asked the current question now making the Hollywood rounds, "What about 3-D?" Marshall said, "I can see the possibilities of three dimension in an outdoor film. You can get depth."

Marshall believes in making motion pictures full of motion. He dislikes movies which don't move. Marshall is an actor's director in the truest sense of the word.

He feels that actions speak louder than words. Rather than sit in his chair and yell instructions, he hurls himself into action and demonstrates the effect he desires.



GEORGE MARSHALL

The director started in motion pictures as a dress extra in 1912. During his six months as a thespian, he worked in serials directed by Francis Ford, in Al Christie comedies, and in Wallace Reid productions. This was followed by a short stint as assistant director to Harry Carey. After this, he became a full-fledged director of three reelers at Universal.

Directed Serials

In 1917, he went to war, served in France with the Signal Corps, rose to the rank of lieutenant. After the war, he returned to Hollywood, and directed Ruth Roland in "Adventures of Ruth" and other serials.

He moved to Fox where he directed Tom Mix. Then he directed the Educational Lloyd Hamilton comedies. After this, he returned to Fox, where he directed and wrote the Richard Harding Davis "Van Bibber" series.

Later years found him directing Laurel and Hardy. From here, he went on to bigger and better things. Among his credits are such hits as "A Message to Garcia," "Show Them No Mercy," "Destry Rides Again," "Tap Roots," and "When the Daltons Rode."

Title Changes

20th Century-Fox: "**Inferno**" is the new title for "Waterhole." (Stars William Lundigan and Gloria Grahame; William Bloom produces).

Universal-International: "**Veils of Bagdad**" is the new name for "Prince of Bagdad." (Stars Victor Mature and Mari Blanchard; Albert J. Cohen produced).

United Artists: "**Tombstone Express**" is the new title for "Wells Fargo Express." (Stars George Montgomery, Tab Hunter and Helen Westcott; Edward Small produced).

HOLLYWOOD

(*Continued from preceding page*)

Nancy Olson will co-star with Will Rogers Jr. in "The Boy From Oklahoma." Michael Curtiz will direct for Warner Brothers with David Weisbart producing. . . . Carlo Thompson has signed a long term contract at M-G-M. A singer as well as an actor Thompson's first role will be the lead opposite Lana Turner in "The Flame and the Flesh," the story of an Italian street singer loved by two women, which will be produced by Joe Pasternak. Thompson played the lead opposite Yvonne De Carlo in "For Algiers," which will be released by United Artists. . . . Producer Vincent M. Fennelly announced he has acquired the original screen play, "Vigilante Rebellion" from Syd Theil and has put it ahead of "Massacre At Deer Creek" as a Wild Bill Elliot starrer at Allied Artists. The first of the two Elliott starrers, each to be done in sepia tone, will roll in May.

* * *

Van Heflin will star in U-I's "Wings of the Hawk," Technicolor production in which he will have Julia Adams and Abbe Lane as his leading ladies. Heflin, replacing Glenn Ford, who was allowed to withdraw from the picture when he and the studio failed to agree on the second film of his two picture commitment. Budd Boetticher will direct and Aaron Rosenberg will produce the picture which was scripted by James Moser from Gerald Drayson Adams' original story. . . . Also at U-I,, "Three Were Renegades" was set as Audie Murphy's next starrer. Ross Hunter will produce and Nathan Juran direct. . . . Alan Ladd's next starrer under the Warwick Productions banner will be "Hell Below Zero," pictuization of Hammond Innes' best-selling novel. Filmed for Columbia release in Technicolor, the picture will roll Mar. 16.

* * *

Contrary to previous reports that we received that were erroneous, David Lord's novel, "The Fancy Dancer" is not the Literary Guild of America's June selection and it is not the Book Find Club's August choice. The June selection of the Literary Guild of America is Kenyon's "The Emperor's Lady," published by Thomas Y. Crowell. . . . "Safari Drums" will be the ninth film in Allied Artists' Bomba series. Ford Beebe, who directed the first eight Bomba films, has written the screen play for the forthcoming film, which will star Johnny Sheffield. . . . Warner Brothers second three-dimension film is "The Burning Arrow," which is being shot in Natural Vision 3-D and WarnerColor with Gordon Douglas directing and David Weisbart producing. Film stars Guy Madison, Frank Lovejoy and Vera Miles. . . . At the same studio, Randolph Scott's next starrer will be "Riding Shotgun," which will be directed by Andre de Toth, in WarnerColor, with Ted Sherdeman producing. . . . Richard Heermance will produce "The Maze," Allied Artists' first film in three dimensions. The mystery, which will deal with the supernatural, goes before the cameras in April and will be filmed in black and white. Dan Ullman is writing the screenplay based on the novel by Maurice Sandoz

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
ay 25th	5207	African Treasure	70	Johnny Sheffield, Laurette Luez
ne 8th	5220	Gold Fever	63	John Calvert, Ralph Morgan, Ann Cornell
ne 15th	5212	Here Come the Marines	66	Leo Gorcey, Huntz Hall, Myrna Dell
ly 6th	5203	Wagons West (Cinecolor)	70	Rod Cameron, Peggie Castle
ly 20th	5243	Dead Man's Trail	59	Johnny Mack Brown, Jimmy Ellison
ly 20th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
ug. 10th	5221	Yukon Gold	62	Kirby Grant
ug. 17th	5253	Montana Incident	54	Whip Wilson
ug. 24th	5204	Rose Bowl Story (Cinecolor)	73	Marshall Thompson, Vera Miles
pt. 7th	5226	Fargo	69	Wild Bill Elliott, Phyllis Coates
pt. 21st	5213	Feudin' Fools	63	Leo Gorcey, Huntz Hall
pt. 28th	AA22	Battle Zone	81	John Hodiak, Stephen McNally, Linda Christian
ct. 5th	5216	Army Bound	61	Stanley Clements, Karen Sharpe
ct. 12th	5225	Canyon Ambush	53	Johnny Mack Brown, Phyllis Coates
ct. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
ct. 26th	5201	Flat Top (Cinecolor)	85	Sterling Hayden, Richard Carlson
ov. 9th	5254	Wyoming Roundup	53	Whip Wilson, Phyllis Coates
ov. 23rd	5214	No Holds Barred	65	Leo Gorcey, Bowery Boys
ec. 7th	5208	Jungle Girl	70	Johnny Sheffield, Karen Sharpe
ec. 14th	5322	Maverick	71	Wild Bill Elliott, Phyllis Coates
ec. 28th	5202	Hiawatha (Cinecolor)	80	Vincent Edwards, Yvette Dugay
n. 4th	5222	Fangs of the Arctic	62	Kirby Grant
n. 11th	5332	The Star of Texas	68	Wayne Morris, Rick Vallin
n. 25th	5308	Torpedo Alley	84	Mark Stevens, Dorothy Malone
eb. 1st	5316	Tangier Incident	77	George Brent
eb. 22nd	5302	Kansas Pacific (Cinecolor)	73	Sterling Hayden, Eve Miller
ar. 1st	5318	Jalopy	—	Leo Gorcey, Huntz Hall, David Garcey
ar. 15th	5326	White Lighting	—	Stanley Clements, Barbara Bestar
ar. 20th	5303	Fort Vengeance (Cinecolor)	—	James Craig, Rita Moreno

COLUMBIA

ly	437	The Brigand (Tech.)	94	Tony Dexter, Gale Robbins
ly	442	Cripple Creek (Tech.)	78	George Montgomery, Jerome Courtland
ly	440	California Conquest (Technicolor)	79	Cornel Wilde, Teresa Wright
ly	439	Red Snow	74	Guy Madison, Ray Mala
ly	416	Storm Over Tibet	87	Diana Douglas, Rex Reason
ig.	502	Captain Pirate (Technicolor)	85	Louis Hayward, Patricia Medina, John Sutton
ig.	504	Last Train From Bombay	72	Jon Hall, Christine Larson
ig.	509	Clouded Yellow	89	Jean Simmons, Trevor Howard
pt.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
pt.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
pt.		The Mine With The Iron Door (Re-issue)	66	Richard Arlen, Cecelia Parker
ct.	507	Assignment—Paris	85	Dana Andrews, Marta Toren
ct.	508	The Golden Hawk (Technicolor)	83	Rhonda Fleming, Sterling Hayden
ov.	518	Voodo Tiger	67	Johnny Weismuller, Jean Burkhardt
ov.	512	Hangmen's Knot (Tech.)	81	Randolph Scott, Claude Jarman, Jr.
c.	505	Strange Fascination	80	Hugo Haas, Mona Barrie
c.	515	Eight Iron Men	80	Bonar Colleano, Arthur Franz
ec.	513	Invasion U.S.A.	74	Gerald Mohr, Peggie Castle
ec.	506	The Happy Time	94	Charles Boyer, Louis Jourdan, Marsha Hunt
n.	519	The Four Poster	103	Rex Harrison, Lilli Palmer
n.	516	The Pathfinder (Technicolor)	78	George Montgomery, Helena Carter
b.	511	Last of the Comanches (Technicolor)	85	Broderick Crawford, Barbara Hale
b.	517	Target Hong Kong	66	Richard Denning, Nancy Gates
ar.	521	The Member of the Wedding	91	Ethel Waters, Julie Harris, Brandon DeWilde
ar.	524	Prince of Pirates (Tech.)	80	John Derek, Barbara Rush
ar.	534	All Ashore (Tech.)	80	Mickey Rooney, Peggy Ryan
ar.	539	Savage Mutiny	73	Johnny Weismuller, Angela Stevens
ar.	543	Five Angles on Murder	88	Jean Kent, Dick Bogarde

Westerns

he	487	The Rough, Tough West	54	Charles Starrett, Smiley Burnette
ly	474	Barbed Wire	61	Charles Starrett, Smiley Burnette
ly	486	Junction City	54	Charles Starrett, Smiley Burnette
g.	481	Kid From Broken Gun	56	Charles Starrett, Smiley Burnette
ot.	476	Wagon Team	61	Gene Autry, Gail Davis
Nov.	472	Blue Canadian Rockies	58	Gene Autry, Gail Davis
Jan.	571	Winning of the West	57	Gene Autry, Gail Davis, Smiley Burnette
Mar.	572	On Top of Old Smoky	59	Gene Autry, Gail Davis

LIPPERT PRODUCTIONS

July 18th	5110	Pirate Submarine	69	Special Cast
Aug. 1st	5112	The Jungle	74	Rod Cameron, Cesar Romero, Marie Windsor
Aug. 29th	5116	Secret People	88	Valentina Cortesa, Audrey Hepburn
Sept. 5th	5113	Hellgate	87	Sterling Hayden, Joan Leslie
Oct. 31st	5202	Scotland Yard Inspector	79	Cesar Romero, Lois Maxwell
Nov. 14th	5201	Tromba, The Tiger Man	63	Krone Circus
Nov. 28th	5203	Mr. Walkie Talkie	65	William Tracy, Joe Sawyer
Dec. 26th	5204	Gambler and the Lady	71	Dane Clark, Naomi Chance
Jan. 16th	5206	I'll Get You	79	George Raft, Sally Gray
Feb. 13th	5207	The Tall Texan	84	Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler
Mar. 13th	5220	A Day in the Country	15	3-Dimension Featurette
Mar. 20th	5214	Perils of the Jungle	63	Clyde Beatty
Mar. 27th	5213	Bachelor in Paris	—	Dennis Price, Anne Vernon, Mischa Auer

METRO-GOLDWYN-MAYER

May	230	Young Man With Ideas	84	Glenn Ford, Ruth Roman
	231	Carbine Williams	93	James Stewart, Wendell Corey, Jean Hagen
	232	The Girl In White	93	June Allyson, Gary Merrill, Arthur Kennedy
	233	Skirts Ahoy (Tech.)	109	Esther Williams, Joan Evans, Barry Sullivan
June	234	Glory Alley	79	Ralph Meeker, Leslie Caron
	235	Pat and Mike	93	Spencer Tracy, Katharine Hepburn, Aldo Ray
	236	Scaramouche (Technicolor)	115	Stewart Granger, Eleanor Parker, Mel Ferrer
July	237	Lovely to Look At (Technicolor)	102	Red Skelton, Kathryn Grayson, Howard Keel
	238	Washington Story	82	Van Johnson, Patricia Neal
	239	Holiday For Sinners	72	Gig Young, Janice Rule, Keenan Wynn
Aug.	240	You for Me	70	Jane Greer, Peter Lawford
	241	Fearless Fagan	78	Janet Leigh, Carleton Carpenter
Nov.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor, Joan Fontaine

1952-53

Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	90	Gene Kelly, Pier Angeli
	303	My Man and I	99	Shelly Winters, Ricardo Montalban
Oct.	304	Because You're Mine (Technicolor)	103	Mario Lanza, Doretta Morraw
	305	Apache War Smoke	67	Gilbert Roland, Glenda Farrell
	306	Everything I Have Is Yours (Technicolor)	92	Marge and Gower Champion, Dennis O'Keefe
Nov.	308	The Prisoner of Zenda (Technicolor)	100	Stewart Granger, Deborah Kerr
	309	The Hour of 13	80	Peter Lawford, Dawn Addams
	310	Plymouth Adventure (Technicolor)	104	Spencer Tracy, Gene Tierney, Van Johnson
Dec.	311	Sky Full of Moon	73	Carleton Carpenter, Jan Sterling
	312	Million Dollar Mermaid (Technicolor)	110	Esther Williams, Victor Mature
Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	71	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell
	316	The Clown	91	Red Skelton, Jane Greer
Feb.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor
	318	The Naked Spur (Technicolor)	94	James Stewart, Robert Ryan
	320	Rogue's March	83	Peter Lawford, Richard Greene
	317	Jeopardy	69	Barbara Stanwyck, Barry Sullivan
Mar.	—	I Love Melvin (Technicolor)	79	Donald O'Connor, Debbie Reynolds
	—	Confidentially Connie	77	Van Johnson, Janet Leigh
	—	Dream Wife	—	Cary Grant, Deborah Kerr

PARAMOUNT

May	5117	Anything Can Happen	107	Jose Ferrer, Kim Hunter
May	5113	Red Mountain (Technicolor)	84	Alan Ladd, Lizabeth Scott
June	5120	The Atomic City	85	Gene Barry, Lydia Clarke
June	5115	Denver & Rio Grande (Technicolor)	89	Edmond O'Brien, Sterling Hayden, Dean Jagger
July	5129	The Greatest Show On Earth (Technicolor)	153	Betty Hutton, James Stewart Cornel Wilde, Dorothy Lamour, Charlton Heston, Gloria Grahame
July	5122	Encore	90	Glynis Johns, Kay Walsh, Nigel Patrick, Roland Culver
July	5121	Jumping Jacks	100	Dean Martin, Jerry Lewis, Mona Freeman, Don De Fore
August	5123	Carrie	122	Laurence Olivier, Jennifer Jones, Eddie Albert, Miriam Hopkins

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
August	5124	Son Of Paleface (Technicolor)	97	Bob Hope, Jane Russell, Roy Rogers, Trigger
		1952-53		
September	5201	Just For You (Technicolor)	104	Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)	97	John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)	90	Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson
December	5207	The Blazing Forest (Technicolor)	90	John Payne, Susan Morrow
December	5208	Cleopatra	104	Claudette Colbert, Henry Wilcoxon
January	5209	Road to Bali (Technicolor)	91	Bing Crosby, Bob Hope, Dorothy Lamour
January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
March	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	99	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
April	5215	The Girls of Pleasure Island (Technicolor)	95	Don Taylor, Leo Genn, Elsa Lanchester
April	5216	Off Limits	89	Bob Hope, Mickey Rooney, Marilyn Maxwell
May	5217	Pony Express (Technicolor)	....	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5218	War of the Worlds (Technicolor)	....	

RKO-RADIO

July	274	The Wild Heart (Technicolor)	82	Jennifer Jones
July	391	The Story Of Robin Hood (Technicolor)	84	Richard Todd, Joan Rice Joan Crawford
Aug.	362	Sudden Fear	....	
Aug.	301	One Minute To Zero	105	Robert Mitchum, Ann Blyth
Aug.	361	Big Sky	140	Kirk Douglas, Elizabeth Threatt
Aug.	364	Too Many Girls (Re-issue)	85	Lucille Ball, Richard Carlson
Aug.	363	Look Who's Laughing (Re-issue)	79	Lucille Ball, F. McGee, Edgar Bergen
Sept.	302	Beware, My Lovely	77	Ida Lupino, Robert Ryan
Sept.	365	Annie Oakley (Re-issue)	91	Barbara Stanwyck, Preston Foster
Sept.	366	Allegheny Uprising (Re-issue)	81	Claire Trevor, John Wayne
Oct.	304	The Lusty Men	113	Robert Mitchum, Susan Hayward, Arthur Kennedy
Oct.	305	Under the Red Sea	67	Dr. Hans Hass, Lottie Berl
Nov.	309	Face to Face	92	James Mason, Robert Preston
Nov.	308	Montana Belle (Tech.)	81	Jane Russell, George Brent, Scott Brady
Dec.	306	Captive Women	64	Robert Clarke, Margaret Field
Dec.	307	The Pirate Blackbeard) (Technicolor)	98	Robert Newton, Linda Darnell
Dec.		Hans Christian Andersen (Technicolor)	112	Danny Kaye, Jeanmaire, Farley Grainger
Jan.	368	Androcles and the Lion	98	Jean Simmons, Victor Mature
Jan.	371	Never Wave at a Wac	87	Rosalind Russell, Paul Douglas
Jan.	313	No Time for Flowers	83	Viveca Lindfors, Paul Christian
Feb.	392	Peter Pan (Tech.)	76	Special Pre-release
Feb.	312	Angel Face	93	Jean Simmons, Robert Mitchum
Feb.		Sword of Venus	73	Robert Clarke, Catherine McLeod
Feb.		The Hitch-Hiker	71	Edmond O'Brien, Frank Lovejoy

REALART

Aug.	.....	Maytime in Mayfair (Technicolor)	74	Michael Wilding, Anna Nagle
Aug.	.....	Geisha Girl	67	Martha Hyer, Bill Andrews
Aug.	.....	Kid Monk Baroni	80	Bruce Cabot, Mona Knox
Sept.	.....	Wall of Death	82	Laurance Harvey, Susan Shaw, Maxwell Reed
Sept.	.....	Summer Storm (Re-issue)	92	Linda Darnell, George Sanders
Sept.	.....	Breakdown	76	Ann Richards, William Bishop Sheldon Leonard
Oct.	.....	Bela Lugosi Meets A Brooklyn Gorilla	63	Bela Lugosi, Duke Mitchell, Sammy Petrillo
Oct.	.....	House of Darkness	63	Laurance Harvey, Susan Shaw
Oct.	.....	Cairo Road	85	Laurance Harvey, Eric Portman
Nov.	.....	Fame & the Devil	80	Mischa Auer, Marilyn Bueford, Marcel Cerdan
Nov.	.....	Battles of Chief Pontiac	75	Lex Barker, Helen Westcott, Lon Chaney
Nov.	.....	Lucy Goes Wild (Re-issue)	90	Lucille Ball, George Brent
Nov.	.....	Cuban Pete (Re-issue)	61	Desi Arnez, Ethel Smith
Dec.	.....	Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster

Release Date	Release No.	Production	Time (min.)	Cast
Dec.	.....	Mug Town (Re-issue)	60	Dead End Kids, Litt Tough Guys
Dec.	.....	My Death Is A Mockery	67	Donald Huston, Katherir Byron
Dec.	.....	Wide Boy	66	Susan Shaw, Sidney Ta ler
Jan.	.....	The Vanishing Body (formerly The Black Cat) (Reissue)	65	Boris Karloff, Bela Lugo
Jan.	.....	Calling Mr. Death (Reissue)	63	Lon Chaney, J. Carr Naish
Jan.	.....	Missing Head (formerly Strange Confession) (Reissue)	62	Lon Chaney, Brenda Joyc
Feb.	.....	Mr. Pip (Reissue)	101	Warren Hull, Phillip Holmes
Feb.	.....	The House of the 7 Gables (Reissue)	97	George Sanders, Vince Price, Margaret Lindsa
Feb.	.....	Johnny Comes Marching Home (Reissue)	74	Donald O'Connor, Allo Jones
Feb.	.....	Private Buckaroo (Reissue)	68	Harry James

REPUBLIC

May	1st	5128	Gobs and Gals	86	George and Bert Bernar Robert Hutton, Cath Downs
May	20th	4815	Black Hills Ambush	54	Allen "Rocky" Lane, Edd Waller
June	1st	5129	Bal Tobarin	84	Muriel Lawrence, Willia Ching, Claire Carleton
June	15th	5106	I Dream of Jeanie (Trucolor)	90	Ray Middleton, Bill Shi ley, Muriel Lawrenc Eileen Christy
July	20th	5173	Thundering Caravans	54	Allen "Rocky" Lane Edd Waller, Mona Knox
July	25th	5144	Old Oklahoma Plains	60	Rex Allen, Slim Picken Elaine Edwards
Sept.	5th	5107	Woman Of The North Country (Trucolor)	90	Ruth Hussey, Rod Cam ron, John Agar, Gal Storm
Sept.	14th	5108	The Quiet Man (Tech.)	129	John Wayne, Maureen O' Hara, Barry Fitzgerald
Oct.	1st	5126	Tropical Heat Wave	74	Estelita, Robert Hutto Grant Withers
Oct.	8th	5174	Desperadoes' Outpost	54	Allan "Rocky" Lane, Edd Waller
Oct.	10th	5123	The Wac From Walla Walla	83	Judy Canova, Stephe Dunne, Grant Withers
Oct.	10th	5109	Toughest Man In Arizona (Trucolor)	90	Vaughn Monroe, Joan Le lie
Oct.	20th	5145	South Pacific Trail	60	Rex Allen, Koko, Estelit Slim Pickens
Nov.	27th	5201	Thunderbirds	98	John Derek, John Barr more, Jr., Mona Fre man, Gene Evans
Jan.	1st	5202	Ride The Man Down (Trucolor)	90	Brian Donlevy, Forre Tucker, Rod Camero Ella Raines
Feb.	1st	.....	Marshal of Cedar Rock	54	Allan "Rocky" Lane, Edd Waller, Phyllis Coates
Feb.	15th	5203	San Antone	90	Rod Cameron, Arlee Whelan, Forrest Tucke Katy Jurado
Feb.	25th	5146	Old Overland Trail	60	Rex Allen, Roy Barcro Virginia Hall
Mar.	30th	.....	The Lady Wants Mink (Trucolor)	92	Ruth Hussey, Denn O'Keefe, Eve Arden
Mar.	20th	.....	Woman They Almost Lynched	.....	John Lund, Brian Donlev Audrey Totter, Joan Le lie

TWENTIETH CENTURY-FOX

1952

May	252	Laura (Re-Release)	88	Gene Tierney, Dana A drews, Clifton Webb
May	253	This Above All (Re-Release)	110	Tyrone Power, Joan Fo taine, Thomas Mitchel
June	256	The Rains Came (Re-release)	95	Tyrone Power, Myrna Lo
June	255	Leave Her To Heaven (Tech. Re-release)	110	Gene Tierney, Jean Crain
July	220	Wait 'Til The Sun Shines, Nellie (Technicolor)	108	Jean Peters, David Wayr
July	222	Diplomatic Courier	97	Tyrone Power, Patric Neal
July	221	We're Not Married	85	Ginger Rogers, Vict Moore, Fred Allen, Pa Douglas, Jan Sterling
July	258	The Black Swan (Tech. Re-release)	85	Tyrone Power, Maure O'Hara
July	257	To The Shores of Tripoli (Tech. Re-release)	86	John Payne, Maure O'Hara, Randolph Sc
Aug.	223	Dreamboat	83	Clifton Webb, Ginger Ro ers
Aug.	224	Don't Bother to Knock	76	Richard Widmark, Marily Monroe
Aug.	225	Les Miserables	104	Michael Rennie, Debi Paget
Aug.	226	What Price Glory (Tech.)	111	James Cagney, Corin Calvet, Dan Dailey
Sept.	227	Lure of the Wilderness (Technicolor)	92	Jean Peters, Jeffrey Hunte Constance Smith
Sept.	228	O. Henry's Full House	111	Fred Allen, Marilyn Mo roe, Jeanne Crain, Farle Granger
Sept.	230	Monkey Business	97	Cary Grant, Ginger Roge Marilyn Monroe
Oct.	231	My Wife's Best Friend	101	Anne Baxter, Macdona Carey
Oct.	229	Way of a Gaucho (Technicolor)	91	Rory Calhoun, Gene Ti ney

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Oct.	238	Something for the Birds	81	Victor Mature, Patricia Neal
Nov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
Nov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
Nov.	236	Bloodhounds of Broadway (Technicolor)	90	Mitzi Gaynor, Scott Brady
Nov.	237	Pony Soldier (Technicolor)	82	Tyrone Power, Cameron Mitchell
Dec.	233	My Pal Gus	83	Richard Widmark, Joanne Dru
Dec.	239	Stars and Stripes Forever (Technicolor)	89	Clifton Webb, Ruth Hussey, Debra Paget, Robert Wagner
Jan.	301	My Cousin Rachel	98	Olivia De Havilland, Richard Burton, John Sutton
Jan.	302	The I Don't Care Girl (Technicolor)	78	Mitzi Gaynor, David Wayne, Oscar Levant, Dennis Day
Jan.	303	Ruby Gentry	82	Jennifer Jones, Charlton Heston
Jan.	304	Thief of Venice	91	Maria Montez, Faye Marlowe, Paul Christon
Jan.	348	The Gunfighter (Re-Release)	84	Gregory Peck, Helen Westcott
Jan.	349	Yellow Sky (Re-Release)	98	Gregory Peck, Anne Baxter, Richard Widmark
Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)	89	Marilyn Monroe, Joseph Cotten, Jean Peters
Feb.	308	Treasure of the Golden Condor (Technicolor)	93	Cornel Wilde, Constance Smith
Feb.	309	The Silver Whip	73	Dale Robertson, Rory Calhoun, Robert Wagner
Feb.	316	The Star	89	Bette Davis, Sterling Hayden
Mar.	305	Taxi	77	Dan Dailey, Constance Smith
Mar.	317	Down Among the Sheltering Palms (Technicolor)	87	Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne
Mar.	313	Destination Gobi (Tech.)	89	Richard Widmark, Judy Dan
Mar.	350	Call of the Wild (Re-release)	81	Clark Gable, Loretta Young
Mar.	351	My Darling Clementine (Re-release)	97	Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan
April	312	The President's Lady	—	Susan Hayward, Charlton Heston, Fay Bainter
April	311	Call Me Madam (Tech.)	—	Ethel Merman, Donald O'Connor
April	315	Man on a Tightrope	—	Frederic March, Terry Moore

UNITED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
June 13th		Tales of Hoffman (Tech.)	111	Moira, Shearer, Leonide Massine
June 20th		Confidence Girl	81	Tom Conway, Hillary Brooke
July 11th		Outcast of the Islands	92	Kerima, Ralph Richardson, Trevor Howard
July 18th		Actors and Sin	85	Edward G. Robinson, Eddie Albert, Marsha Hunt, Jeny Hecht
July 30th		High Noon	85	Gary Cooper, Grace Kelly, Thomas Mitchell, Lloyd Bridges
Aug. 4th		Island of Desire (Tech.)	103	Linda Darnell, Tab Hunter, Donald Gray
Aug. 12th		Park Row	83	Gene Evans, Mary Welch
Aug. 22nd		Cry the Beloved Country	105	Canada Lee, Charles Gar-Son, Sidney Poitier
Sept. 5th		It's in The Bag (Re-release)	87	Fred Allen, Jack Benny
Sept. 5th		Guest Wife (Re-release)	90	Claudette Colbert, Don Ameche
Sept. 12th		Untamed Women	70	
Sept. 19th		The Lady Vanishes (Re-release)	85	Michael Redgrave, Margaret Lockwood, Paul Lukas
Sept. 26th		The Ring	78	Gerald Mohr, Rita Moreno
Oct. 10th		The Thief	87	Ray Milland, Rita Gam
Nov. 26th		Outpost in Malaya	88	Claudette Colbert, Jack Hawkins
Dec. 7th		Babes in Bagbad (Color)	79	Paulette Goddard, Gypsy Rose Lee, John Boles
Dec. 14th		Monsoon (Technicolor)	79	Diana Douglas, George Nader
Dec. 21st		Breaking the Sound Barrier	115	Ralph Richardson, Ann Todd, Nigel Patrick, John Justin
Jan. 16th		Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster
Jan. 23rd		Guerrilla Girl	81	Helmut Dantine, Marianna
Jan. 30th		Luxury Girls	96	Susan Stephen, Anna Maria Ferrer
Feb. 6th		Limelight	140	Charles Chaplin, Nigel Bruce
Feb. 10th		Moulin Rouge (Technicolor)	118	Jose Ferrer, Zsa Zsa Gabor, Colette Marchand
Feb. 18th		Magnetic Monster	75	Richard Carlson, Jean Byron
Feb. 27th		Bandits of Corsica	81	Richard Greene, Paula Raymond
Mar. 13th		Bwana Devil (3-D Color)	85	Robert Stack, Barbara Britton
Mar. 20th		Golden Arrow	82	Burgess Meredith, Jean-Pierre Aumont
Mar. 27th		Son of the Renegade	57	John Carpenter, Lori Irving

NO RELEASE NUMBERS

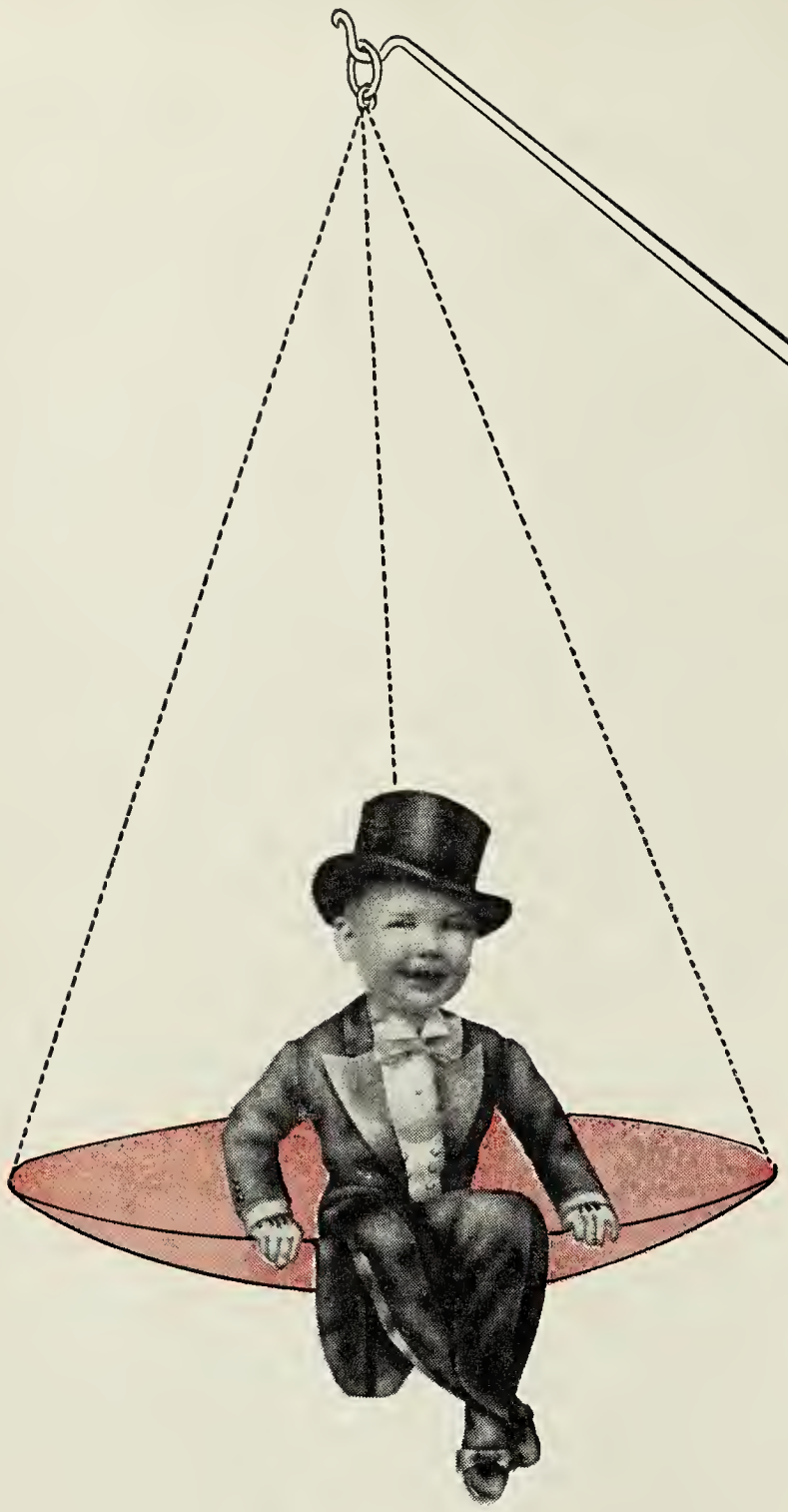
UNIVERSAL

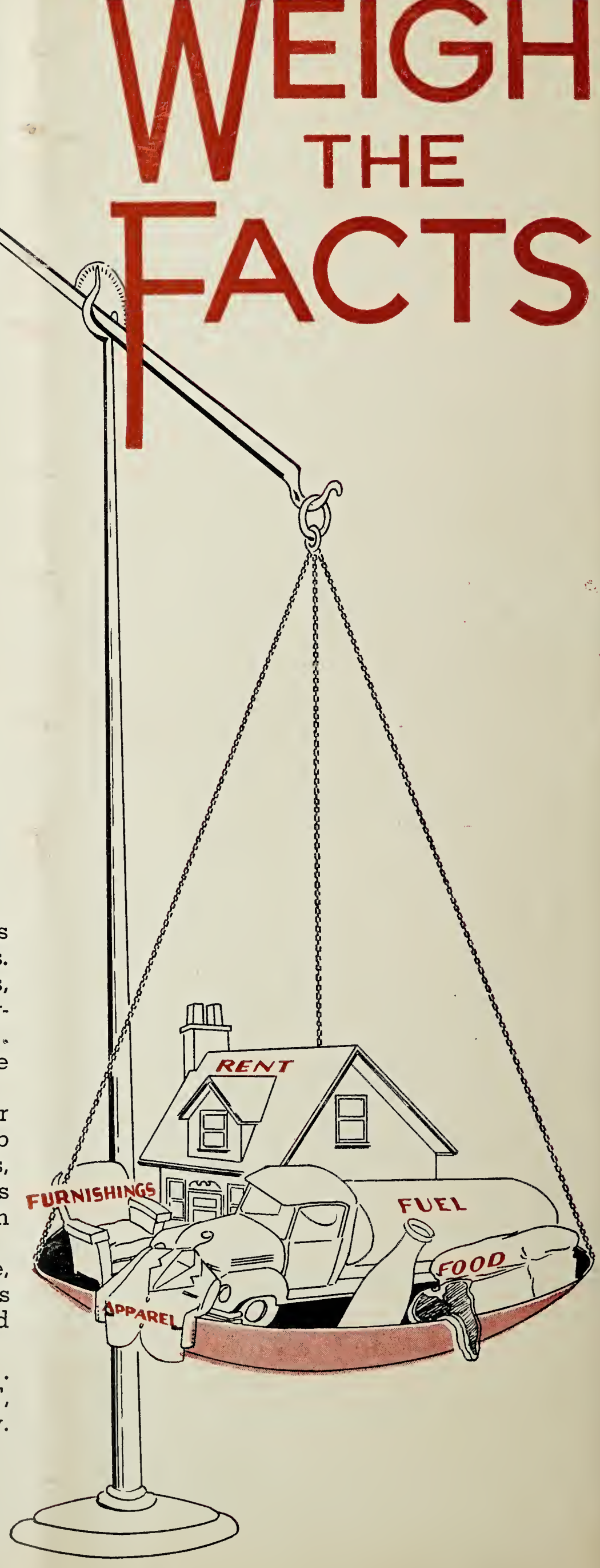
Release Date	Release No.	Production	Time (min.)	Cast
June	221	Ivory Hunter (Technicolor)	97	Anthony Steel, Dinah Sheridan
June	222	Scarlet Angel (Technicolor)	80½	Yvonne DeCarlo, Rock Hudson, Richard Denning
June	223	Just Across the Street	78	Ann Sheridan, John Lund
July	224	Frances Goes to West Point	81	Donald O'Connor, Lori Nelson
July	225	Sally and Saint Anne	90	Ann Blyth, Edmund Gwenn
July	226	Has Anybody Seen My Gal (Tech.)	89	Piper Laurie, Charles Coburn, Rock Hudson
Aug.	227	The World in His Arms (Technicolor)	104	Gregory Peck, Ann Blyth
Aug.	228	The Duel at Silver Creek (Technicolor)	77	Audie Murphy, Faith Domergue, Stephen McNally
Aug.	229	Lost in Alaska	76	Abbott and Costello, Mitzi Green
Sept.	230	Untamed Frontier (Technicolor)	75	Joseph Cotten, Shelley Winters, Scott Brady
Sept.	231	Son of Ali Baba	75	Tony Curtis, Piper Laurie, Susan Cabot
Sept.	232	Bonzo Goes to College	79½	Maureen O'Sullivan, Edmund Gween, Gigi Perreau
Oct.	233	Willie and Joe in Back at the Front	87	Tom Ewell, Harvey Lembeck, Mari Blanchard
Oct.	234	Yankee Buccaneer (Technicolor)	86	Jeff Chandler, Scott Brady, Suzan Ball
Oct.	235	Horizons West (Technicolor)	81	Robert Ryan, Julia Adams, Rock Hudson
		1952-53		
Nov.	301	The Raiders (Technicolor)	82	Richard Conte, Viveca Lindfors
Nov.	302	Because of You	95	Loretta Young, Jeff Chandler, Francis Dee
Nov.	303	It Grows on Trees	84	Irene Dunne, Dean Jagger, Joan Evans
Dec.	304	The Black Cattle	81	Richard Greene, Boris Karloff, Stephen McNally
Dec.	305	Against All Flags	83	Errol Flynn, Maureen O'Hara
Jan.	306	The Lawless Breed	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming	80	Maureen O'Hara, Alex Nicol, Robert Strauss
Feb.	310	The Mississippi Gambler	98	Tyrone Power, Piper Laurie, Julia Adams
Feb.	311	Girls in the Night	83	Patricia Hardy, Harvey Lembeck, Glenda Farrell
March	308	City Beneath the Sea (Technicolor)	87	Robert Ryan, Susan Ball, Anthony Quinn
March	312	Gunsmoke (Technicolor)	79	Audie Murphy, Susan Cabot, Paul Kelly
March	313	Seminole (Technicolor)	86	Rock Hudson, Barbara Hale, Anthony Quinn

WARNER BROS.-FIRST NATIONAL

Release Date	Release No.	Production	Time (min.)	Cast
June 14th	123	Carson City (Warnercolor)	87	Randolph Scott, Lucille Norman
June 21st	124	3 For Bedroom C (Naturalcolor)	74	Gloria Swanson, James Warren
June 28th	125	The Winning Team	98	Doris Day, Ronald Reagan, Frank Lovejoy
July 12th	128	She's Working Her Way Through College (Technicolor)	101	Virginia Mayo, Ronald Reagan, Gene Nelson
July 26th	129	The Story of Will Rogers (Technicolor)	109	Will Rogers, Jr., Jane Wyman
Aug. 16th	130	Where's Charley? (Technicolor)	97	Ray Bolger, Allyn McLerie
		1952-53		
Aug. 30th	201	Big Jim McLain	90	John Wayne, Nancy Olson
Sept. 27th	202	The Crimson Pirate (Technicolor)	104	Burt Lancaster, Nick Cravat, Torin Thatcher, Eva Bartok
Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark
Oct. 25th	204	Springfield Rifle (Warnercolor)	93	Gary Cooper, Phyllis Thaxter
Nov. 8th	205	Operation Secret	108	Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden
Nov. 22nd	206	The Iron Mistress (Tech.)	110	Alan Ladd, Virginia Mayo
Dec. 6th	207	Cattle Town	71	Dennis Morgan, Philip Carey
Dec. 27th	208	Abbott and Costello Meet Captain Kidd (Supercinecolor)	70	Charles Laughton, Hillary Brooke
Jan. 3rd	209	April in Paris (Technicolor)	101	Doris Day, Ray Bolger
Jan. 17th	210	Stop, You're Killing Me (Warnercolor)	86	Broderick Crawford, Claire Trevor
Jan. 31st	211	The Man Behind the Gun (Technicolor)	82	Randolph Scott, Patrice Wymore
Feb. 14th	212	The Jazz Singer (Technicolor)	107	Danny Thomas, Peggy Lee
Feb. 28th	213	I Confess	95	Montgomery Clift, Anne Baxter
Mar. 14th	214	She's Back on Broadway (Warnercolor)	95	Virginia Mayo, Gene Nelson
Mar. 28th	315	The Blue Gardenia		Anne Baxter, Richard Conte

WEIGH THE FACTS





Check the figures . . . look at the tremendous increase in the cost of your daily living needs. According to the Bureau of Labor Statistics, food has soared *upward* 133.2% . . . house furnishings, *up* 105% . . . clothing, *up* 102.3% . . . fuel, *up* 47.6% . . . rent, *up* 42.4% during the 1939-1952 period.

You'll find the same increases in your theatre's operating costs . . . with carpet, *up* 120% . . . projection equipment and supplies, *up* 115% . . . printing, *up* 90% . . . and all costs ranging almost twice what they were a dozen years ago.

Compare this with the *negligible increase*, IF ANY, you've given NSS, for your trailers and accessories, during this very same period of skyrocketing expenses.

Yes, weigh the facts and *compare* . . . compare all your costs with the LOW COST, Service-with-a-smile Policy of the Prize Baby.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

INEMASCOPE LIVES UP TO BILLING

STUDIO CONVERSION COMPLETE BY APRIL

W'S CLOSES DEAL FOR CINEMASCOPE USE

RA CONSTRUCTS 3-D ST-PROVING GROUND

ADDS NEW SOUND TO STEREO FILM

APRIL TAX REPEAL BILL HEARINGS LIKELY

CALLS HIGH RENTALS R TOP PIX UNSOUND

REVIEWS
pages 12, 13, 18

No. 5 March 21, 1953

as second class matter October 25, 1946, at the ce at New York, N. Y., under the act of March Published Biweekly by The ITOA Independent, Broadway, New York 36, New York. Sub- price $2.00 a Year, Single copy 10 cents.

A NEW ERA

TODAY, we are on the threshold of a great new era for motion pictures.

Reports of the first press screening of CinemaScope late this week at the 20th-Fox studios in Hollywood reaching us at our deadline, indicate that this extra-dimensional photographic and stereophonic sound system lives up to expectations.

Seasoned Hollywood correspondents report that CinemaScope is "amazing, impressive" and provided them with thrills and a new experience in moviegoing. They emphasized the audience participation qualities inherent in this wide-screen panoramic process.

There can be no doubt about the step forward the industry takes with CinemaScope. This is another

(See Page 5)

BE A



BOGIE-MAN

(Wow! That Academy Award winner for "African Queen" is the tops!)

DON'T BE AFRAID TO GO ALL OUT AND TELL THE FOLKS ABOUT:

1—HUMPHREY BOGART's new treat-em-rough performance. It's sensational.

2—JUNE ALLYSON, who is Bogie's new baby, a sizzling dame in sizzling action.

3—DESIRE UNDER FIRE as brave men and pretty nurses live dangerous lives.

4—HELICOPTER RESCUES! First big war drama to show "Copters" defying enemy fire, right out of the head-lines.

5—THRILLS AND LAUGHS! The studio that made "Battle-ground" has done it again!

IRST
3
POTS
OP
M-G-M's
AMED
ABOVE
AND
EYOND"!

●

M-G-M presents
HUMPHREY BOGART
JUNE ALLYSON
In
BATTLE CIRCUS
With
KEENAN WYNN • ROBERT KEITH
Screen Play by
RICHARD BROOKS
Based on a Story by Allen Rivkin and Laura Kerr
Directed by
RICHARD BROOKS
Produced by
PANDRO S. BERMAN



GOLDMAN GETS GOLD!

Above ad prepared by Goldman Theatres is just part of their socko showmanship campaign. This mat (3 col. x 120) is available from National Screen. See M-G-M press-book for big variety of other showmanship ads.

The Kind Of Picture That Made This Business Great! It Will Make Your Business Great

because it has scope, spectacle, heroism and all those extra values needed today!

PARAMOUNT'S

PONY EXPRESS

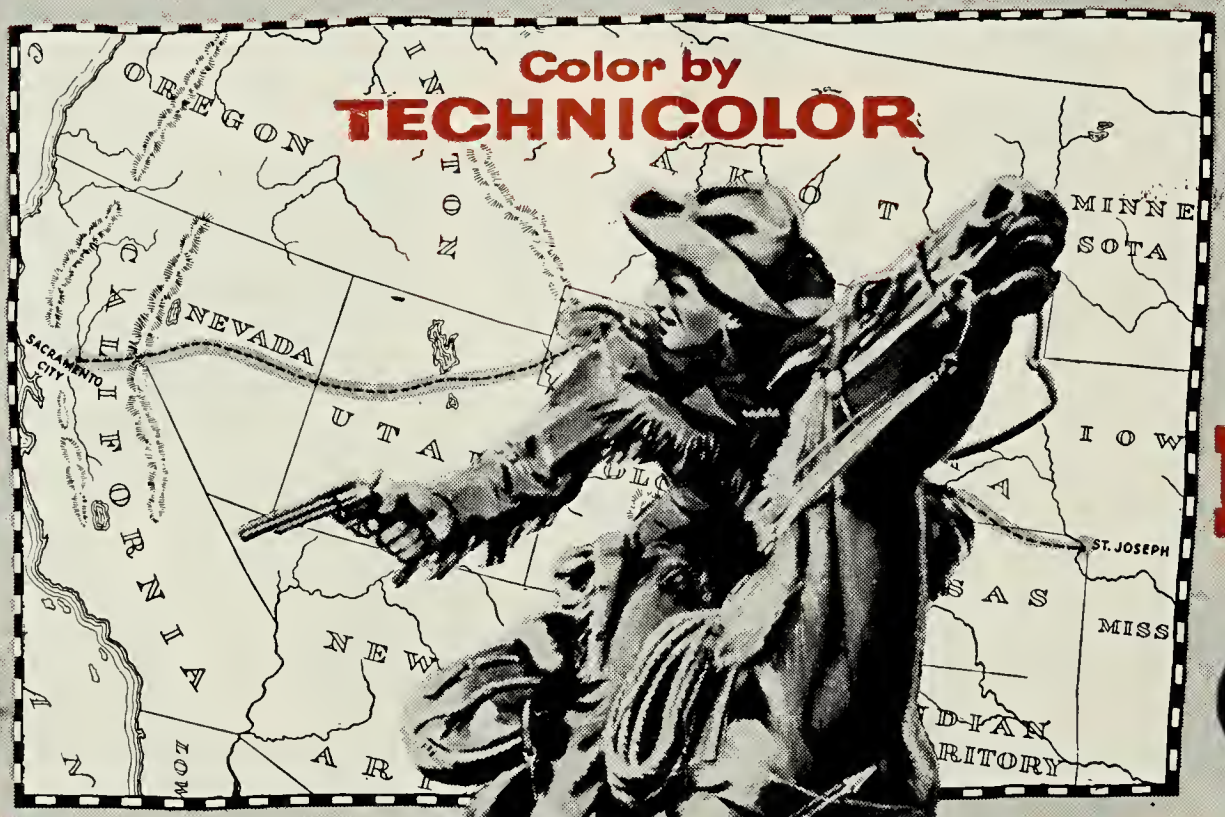


Starring

CHARLTON HESTON
as Buffalo Bill



JAN STERLING
as the camp-girl





RHONDA FLEMING
as the adventuress



FORREST TUCKER
as Wild Bill Hickok

Directed by JERRY HOPPER
Screenplay by
CHARLES MARQUIS WARREN
Based on a Story by Frank Gruber
Produced by Nat Holt

BIG THINGS COMING!

3-D SANGAREE
Soon—Color by Technicolor

George Stevens' SHANE
—in July
Color by Technicolor

SMASH PARAMOUNT PRESELLING TIMED TO MAY DATES

Campaign includes 4-color comic-section newspaper ads in 38 major markets, each tied to local engagement, and reaching total circulation in excess of 16 million. Watch the trade papers for important announcement of

Vol. 31 No. 5
March 21, 1953

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

historic milestone and presages great changes . . . changes that will add dynamically to the permanent stature of the screen and its capacity to draw larger audiences. Of course, we've already had an inkling of the CinemaScope potential with 20th-Fox's announcement that the studios would convert completely to the new process for all future productions . . . and Loew's endorsement of the system in order to establish a uniform system of third-dimensional production and exhibition standards. The Fox studio conversion will be completed by April and Loew's concluded arrangements only this week to move forward with CinemaScope.

Ever since the initial 3-D furore, there has been a realization that the time was ripe for technological improvement to embellish screen presentations both as to form and content. There has never been any doubt that industry ingenuity and know-how, once given the green light, would ultimately come forward with a practical system capable of offering to the public everything it could possibly desire in the way of height, width and depth of screen images, stereophonic sound, color and other life-like qualities which enhance the subject matter presented.

It is difficult to remember any trade news that has engendered more widespread excitement, interest and anticipation among theatre owners than CinemaScope. As we go to press, approximately 400 of the nation's most important motion picture exhibitors are on planes and trains headed for Hollywood to witness the first in a series of trade demonstrations of CinemaScope.

Already, local exhibitors are besieging their trade associations and the 20th-Fox home and regional offices with screening requests. Attendance at trade showings for many years may have been woefully weak but, if anything called for a command performance around the country, CinemaScope is it.

We do not pretend nor aspire to be seers of the future but the exercise of our editorial prerogative prompts us to venture the carefully considered opinion that there is no permanence to 3-D systems requiring the use of glasses—that extra-dimensional films requiring glasses will do well at the box office, aided and abetted by their novelty value.

Recognizing the lack of long-range benefit from many of the present systems, many of the industry's foremost producers, as with many theatre owners, have abstained from entering the 3-D sweepstakes, waiting for signs of technological improvements of a lasting nature. We hope that they soon have the answer on a see-for-yourself basis.

Exhibitors see many practical advantages to the use of the CinemaScope system that are not to be minimized. With the addition of the CinemaScope special lens, the same cameras and projectors, now standard in studios and theatres, will continue to be used . . . and only one at a time, simply and inexpensively achieving comparable results to those of more costly and complicated systems requiring many cameras and many projectors. Equally important is the contention that there is no distortion of image no matter where the viewer sits, which makes all theatre seats desirable. Then, too, there is no break visible on the screen caused by multiple projection.

The day is not far distant when screen spectacles, musicals, adventure, travel and mystery stories . . . comedy and romance too . . . will be presented to larger audiences on a scale never dreamed of by the public, yet within the easy grasp of the industry if it refuses to act like a killy-loo bird, flying backwards and never looking forward to what lies ahead.

The exhibitors flying to Hollywood ARE looking forward and the future is promising. You do not have to use tinted glasses to see that.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

CinemaScope Lives Up To Billing

Studio Conversion Complete By April; Loew's Closes Deal For Use Of System



Above: Curved CinemaScope screen dwarfs men standing in front of it. Below: Compressing process is illustrated in two views of a scene between Richard Burton and Betta St. John in "The Robe," first CinemaScope production being lensed by 20th-Fox in Technicolor. Lens compresses horizontal dimensions (left) into a smaller space on 35mm. film than is required with normal lenses. This enables CinemaScope to get extra width on the film. Lens on projector restores image to natural proportions (right).

CinemaScope, 20th Century-Fox's curved screen system, was premiered this week at the company's Hollywood studios in a series of demonstrations for several hundred exhibitors, members of the press, and executives from all branches of the industry.

Indicative of the rising sentiment the new projection system is gathering within the industry was the contents of a late news bulletin which announced the conclusion of arrangements by Loew's, Inc., to move forward with CinemaScope.

The agreement was disclosed by Nicholas M. Schenck, company president, in conjunction with Spyros P. Skouras, head of 20th-Fox and included news that M-G-M will soon begin its first picture in the CinemaScope process.

Musical Screened

Scenes from "The Robe" made up the major part of the week-long series of showings. Also projected were samplings of action and locale, photographed over a wide range of locations, to prove the advantage of CinemaScope for every type of film—action, musical, comedy or drama.

One musical sequence from the forthcoming "Gentlemen Prefer Blondes" was shown, as well as a dramatic scene from "How to Marry a Millionaire," also forthcoming.

Latter scene was done without close-ups, relying on the sound, which emanated from one or another loudspeaker to create an illusion of intimacy while the characters spoke.

First demonstrations were for the trade and lay press, and were followed by demonstrations for theatre owners.

Darryl F. Zanuck, production chief of 20th Century-Fox, said that with the completion of two more pictures, "Be Prepared" and "Waterfront," the company will film no more pictures in flat screen negative. Zanuck stated also that "Inferno," now in production, will be the company's last stereopolaroid picture.

Six pictures set for production during spring and summer have been dropped from schedule, Zanuck revealed, in order to facilitate the studio's conversion to CinemaScope projection.

Skouras to Hollywood

Pictures are: "Justice Brown," "Camp Followers," "The Big Fright," "The Form Divine," "The Black Widow" and "The Fifth Rider." The last two are to be converted to CinemaScope.

Spyros P. Skouras, president of 20th Century-Fox, and Al Lichtman, director of distribution for the company, were in Hollywood to consult with Zanuck on future plans for properties to be made utilizing the curved screen process.

Lichtman pointed out at the premiere showings of CinemaScope that by 1954 the company will make pictures only in the new system.

Earl I. Sponable, research head for the

(*Continued on page* 17)

Press Reaction Commendable

HOLLYWOOD. — Very favorable reaction was accorded 20th Century-Fox's curved screen method of projection, called CinemaScope, this week at the company studio, where the premiere was held.

Consensus was that CinemaScope will greatly help stimulate the picture business by giving the patron something new in the way of depth to vision and sound alike.

Especially praised was the stereophonic sound used in CinemaScope. According to THE INDEPENDENT correspondent, the sound, emanating from one or more of several loudspeakers placed in various parts of the theatre, created a feeling of intimacy. He added that not one close-up was needed during the premiere showing to achieve this feeling.

The visual elements of CinemaScope combine to give a depth illusion, but not one as great as that given by stereoscopic 3-D, which requires glasses, the correspondent noted.

Executives Impressed

The CinemaScope image was reported by the correspondent to "blur a little bit at times." But Al Lichtman, distribution director, disclosed that experimentation geared toward improvement is going on at the studio "constantly."

Strong interest was shown in the system by production chiefs attending screenings. William Goetz, Universal-International, said CinemaScope comes as "a great shot in the arm to our industry and to the . . . public. I think CinemaScope is wonderful (but) technical things would have to be worked out." He noted that this would not be too difficult.

Jerry Wald, Columbia, said the system is "the greatest advancement in the history of motion pictures since sound." Stanley Kramer reported that he was "very impressed and very excited."

CinemaScope's Lens



Inspecting CinemaScope lenses on the set of 20th-Fox's "The Robe," are Sol Halprin (left), head of the Camera Department, and Earl I. Sponable (right), Research Director for the company.

Standardization Held To Aid Scientific Progress Of Medium

Three-dimensional motion pictures continued this week to hog the discussion spotlight within the industry. On the production front, the question of whether the new medium will pass the novelty stage successfully was talked about. Standardization of equipment for the theatre was another topic for great thought.

A warning that the industry is faced with a serious standardization problem due to development of the many different 3-D systems was sounded this week by Standard & Poor's, in an analysis of industry stock issues.

The Wall Street firm observed that "an early decision" on a uniform system was desirable for the industry, "since . . . television . . . is expected to introduce color sets within a . . . short time, and add to the already formidable competition."

Selection of an inferior system, said the firm, or a refusal to standardize could result in "chaos." In that event, the company pointed out, "what appeared to be at least a temporary solution to many . . . industry problems could in effect augment them."

Uniformity Advocated

Early standardization of three-dimension processes would aid rather than hinder scientific progress in the new medium, said Boyce Nemec, SMPTE executive secretary.

He pointed out that the history of 2-D projection proves that standardization results in technically excellent, well-made films.

Nemec called for co-operation from all sources in drawing up official standards for 3-D films in order to permit films from any studio to be shown on 3-D equipment in any theatre.

Samuel Goldwyn, in discussing 3-D, said he was "not excited" about anything he had seen thus far. He said he did not yet see CinemaScope, which was previewed for the trade following his disclosures. But he noted that the experiments in 3-D were "healthy" for the industry.

The independent producer added that he is holding up production until progress in 3-D techniques is made. Like Cecil B. DeMille, Goldwyn stated the belief that the "story is still the big thing," not the device. He said that "looking at glasses," a practice called for by stereo 3-D, is a novelty.

Policy Cited

The question of whether 3-D is a passing-fancy of the public, or will continue to draw at the box office, was raised earlier by Milton R. Rackmil, Universal president.

Rackmil said that 3-D pictures, though they will get by for a short time on their novelty value, will soon have to stand on their own merits.

Universal policy, said Rackmil, was not to gamble on 3-D production but to make features strong enough to hold their own in theatres even as 2-D attractions.

Rackmil revealed, however, that Universal was developing its own stereo process, and that this process was used in making "It Came From Outer Space."

Production costs for 3-D stereo films amounted to only slightly more than for 2-D, said the Universal prexy. It was pointed out, however, that 3-D distribution costs were higher since two prints for each production were involved.

Para Constructs "Proving Ground" For Testing 3-D

Construction of a "proving ground" to test new projection methods, with emphasis on 3-D, was begun this week by Paramount. Combining known techniques, the "proving ground" will be adaptable to both stereoscopic and curved screen systems, according to the company.

Loren L. Ryder, in charge of scientific development at Paramount, said that the studio is proceeding on the idea that its present stereo 3-D method is the most effective system and will continue so.

Ryder said, "if something else is found to top Paramount's process for 3-D in public acceptance at the box office, Paramount will be the most willing and alert to adopt it."

Fusion Predicted

Ryder predicted a fusing of stereo 3-D with the curved screen system as the eventual outcome of present 3-D developments. "Besides 3-D we are working on subjective stereoscopic methods of exhibiting . . . that are still unreleased," he said.

Paramount meanwhile disclosed that a second stereo 3-D film, "Those Sisters From Seattle," in Technicolor, went before the cameras this week, following completion of "Sangaree." The new film will be produced by William H. Pine and William C. Thomas.

The proving ground, which is being constructed in England, will have a concave plastic screen measuring 36 feet wide and 18 feet high, a ratio of two-to-one. Screen will be installed in a viewing theatre which seats 300.

Designed to combine stereo with curved screen effects, this special screen will replace the present screen which measures 12.8 by 16.6. Company claims that it will give a feeling of depth in addition to scope, and that its two-to-one ratio will give the best screen picture.

"Sangaree" Viewed

The new screen will be flanked by an electrically operated curtain providing instant variable screen size by push-button control from the projection booth, the company said. A perfect view from any seat and any distance in the theatre will allegedly be provided by the screen.

Construction, which also involves working out new projection methods, testing lenses and light sources as well as sound methods, is expected to be completed in five and a half weeks.

Footage from "Sangaree," Technicolor stereoscopic film, was recently previewed by a group of studio executives, producers, and others in the industry in a closed demonstration held at Paramount's studios.

Mid-April Hearings Viewed As Likely For Tax Repeal Bill

The prospect of mid-April hearings on repeal of the Federal 20 percent admissions tax appeared in view this week, while Sam Pinanski, co-chairman of COMPO, cautioned the industry against any slackening of its efforts to obtain repeal of the tax.

"Despite all the talk about 3-D and other innovations," Pinanski said, "the tax campaign is still the No. 1 project before our industry."

Pat McGee, co-chairman of COMPO's anti-tax drive, also urged theatremen to intensify their efforts in support of the campaign, calling for wires and letters to Congressmen.

McGee said that they should emphasize that some theatres are staying open on loans and may be forced to close if tax relief is not granted soon. Business men not directly connected with the industry but aware of conditions existing in it should be asked also to write or wire their representatives, said McGee.

Tax Assailed

Rep. Noah M. Mason (R., Ill.), author of the tax repeal measure supported by the industry, said that the admissions tax was in a different category from other excises and that separate action on his bill was justified and would be demanded by him.

Meanwhile, Rep. James E. Van Zandt (R., Pa.) assailed the Federal levy as "regressive." He pointed out that in Pennsylvania the number of theatres there has declined over a few years from about 1,200 to 985. In the country as a whole, he added, more than 3,200 theatres have closed and additional thousands are operating at a loss.

A bill to reduce "regressive" excise taxes, including the federal admissions tax, will be introduced shorty by Sen. Wayne Morse (Ind., Ore.), he revealed in a Senate speech.

Reminding the Senate that he has urged the elimination and reduction of many excise taxes in previous years, Morse said: "Because of the regressive nature of these excises and their consumption-restricting effect, they should be given first priority in tax reductions."

Opposition Expressed

Developments on the local level took place with Gov. Thomas E. Dewey stating that a plan to impose a New York City admissions tax on top of the Federal 20 percent excise was "economically unsound at the present time." A New York Mayor's Committee on Management called the tax plan unfair in view of the loss of business suffered by theatres with the advent of television.

In Buffalo, the City Council expressed vigorous opposition against a bill to impose a five percent city tax on theatre admissions proposed by Mayor Mruk in order to help overcome a city budget deficit.

A tax bill and a censorship measure affecting exhibitors were introduced in the New Jersey state legislature. The tax measure would enable the state to collect a 10 percent levy, in addition to the Federal 20 percent, on admissions to theatre television showings. The censorship measure called for the establishment of local community censorship boards.

20th IS PUTTING A SONG I

Tonight h

TECHNICOLOR



TERRIFIC AT RADIO CITY MUSIC HA

NEW YORK! MIGHTY IN MIAMI...A

HELD OVER! GREAT IN MINNEAPO

...AND HELD OVER! TOPS IN TORONT

...AND HELD OVER! WONDERFUL

WINNIPEG...AND HELD OVER! SMA

OPENINGS IN CLEVELAND, KANS

CITY, VANCOUVER...EVERYWHER

THERE'S NO BUSINESS LIKE 20 CENTURY-

IE NATION'S BOXOFFICES!

Sing



YOUNG FOLKS ARE SIMPLY WILD ABOUT THE *"singing kiss"*

...and that means ticket sales for you!

THEIR EYES MEET!



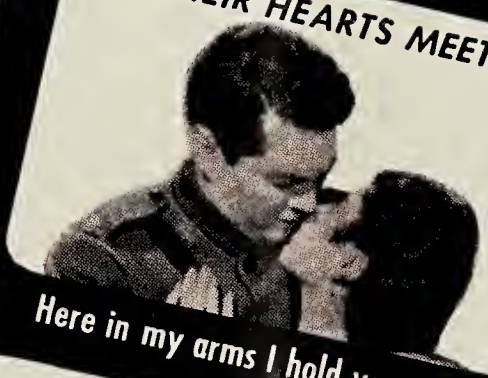
"Just you and I and the stars above...

THEIR SOULS MEET!



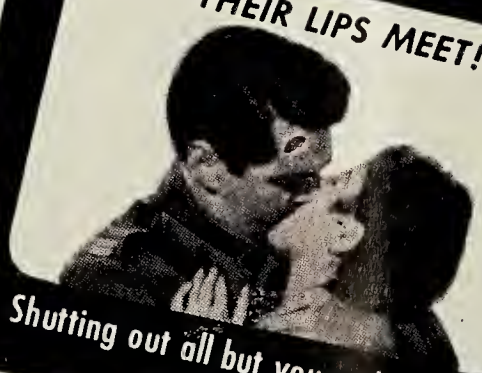
Just you and I and the magic of love...

THEIR HEARTS MEET!



Here in my arms I hold you tight...

THEIR LIPS MEET!



Shutting out all but you and the night."

TONIGHT WE SING

color by TECHNICOLOR
starring EZIO PINZA as Feodor Chaliapin
ROBERTA PETERS as Elsa Valdine
TAMARA TOUMANOVA as Anna Pavlova
ANNE BANCROFT as Emma Hurok
ISAAC STERN as Eugene Ysaye
BYRON PALMER as Gregory Lawrence
DAVID WAYNE as S. Hurok
and The Voice of JAN PEERCE
Produced by GEORGE JESSEL
Directed by MITCHELL LEISEN
Screen Play by HARRY KURNITZ and GEORGE OPPENHEIMER

Ask for the special "Singing Kiss" Ad Campaign!



BUSINESS!

3-D HIGHLIGHTS

Fox's Glasses Deal

Deal for sale and distribution of glasses for 3-D stereo films was concluded with National Film Service, Inc., by Matthew Fox, in partnership with Commerce International Co., Inc. National Film, headed by James P. Clark, has offices in every exchange city and is affiliated with National Film Carriers. Glasses in the deal are said to be form-fitting and adjustable for all viewers. Monroe Greenthal Co. will handle the national advertising.

No Viewer Sales Tax

Theatremen booking 3-D films need not ask admission tax on the price of polaroid glasses when the viewer charge is distinct from ticket price and optional, according to a Treasury Department ruling delivered to Robert Wile, Independent Theatre Owners of Ohio executive secretary.

RKO Releases "Follies"

RKO will distribute, starting May 1, "The 3-D Follies," company's first 3-D film and the first musical film to be made in stereoscopy. "Follies" is in Eastman color, runs 90 minutes. It was produced by Sol Lesser.

UA Takes Bout Film

United Artists will release the 3-D film version of the Rocky Marciano-Joe Walcott heavyweight championship bout, slated for Apr. 10 in Chicago. Picture will be the only one filmed for theatres, and will utilize the Stereo-Cine Co. process in association with Sol Lesser, Raphael Wolf and Sherrill Corwin. Nathan L. Halpern supervises production.

U-I Short Completed

Universal-International has completed a two-reel musical featurette in stereo 3-D featuring Nat "King" Cole and Russ Morgan's orchestra. Company's first 3-D feature, "It Came From Outer Space," will be released in late spring.

Consolidated Equipped

The Hollywood branch of Consolidated Laboratories, a Republic subsidiary, is equipped with 3-D projection facilities which are being made available to the industry, according to an announcement by Sid Solow, Consolidated general manager.

Cinerama Gross Noted

A $542,889 gross, after taxes, for the first three months at the Broadway Theatre where "This Is Cinerama" is playing is revealed in a prospectus of Cinerama, Inc., offering $2,000,000 in four percent convertible debentures. Company decided to equip 24 additional theatres this year. Latest venture are for houses in Chicago, Boston, Cleveland and Philadelphia—all for the near future.

WB Extra-Dimensional Film Making Debut With New WarnerPhonic Sound

The development of a high fidelity sound recording and projection technique for motion pictures, called "WarnerPhonic" sound, has been announced by Jack L. Warner, vice-president in charge of production for Warner Bros. Pictures. Praising the new system highly, Warner said that it gives a depth and range that matches the hearing power of the human ear.

"House of Wax," studio's first three-dimensional film, will introduce WarnerPhonic sound when it is premiered Apr. 10 at the Paramount Theatre, New York. The Paramount will install 25 special speakers for its showing of the film, said Warner.

The new sound system allegedly consists of a series of sound tracks in addition to the original basic track which normally accompanies a picture.

Foreign Showings Set

Additional theatres to contract for WarnerPhonic sound equipment for "Wax" runs are the Paramount Theatre, Hollywood; Fox, St. Louis; a Milwaukee house, and the Interstate Theatre Circuit, Texas, which will equip houses in Dallas, Houston, San Antonio and Fort Worth.

Showings with the new equipment will also take place in London, Manila, Singapore, Hong Kong, Havana, Mexico City and Panama in April. Showings are scheduled also for Bangkok, Siam; Lima, Peru; San Juan, Puerto Rico, and Caracas, Venezuela.

Warner indicated, however, that plans for many of these showings depended on the ability of studio laboratories to produce the required number of prints.

The studio announced that production of new films will be slowed for about a 90-day period.

U-I Schedules 14 Pix For May-July Period

Universal-International has scheduled 14 pictures, of which seven are in Technicolor, for release during the late spring and early summer, according to Charles J. Feldman, general sales manager. Feldman said that the films comprise one of the strongest line-ups of top box office pictures in U-I's history.

The two pictures to be released during this period without any specific month designation are "It Came from Outer Space," the company's first 3-D film, and "The Cruel Sea," a J. Arthur Rank production.

"Queen" For Release

For May release are "The Lone Hand," Technicolor; "Law and Order," Technicolor, and "It Happens Every Thursday." June releases are "Column South," Technicolor; "Take Me to Town," Technicolor, and "A Queen is Crowned," Technicolor, J. Arthur Rank's film of the Coronation.

July pictures are "Francis Covers the Big Town," "All I Desire," and "The Great Sioux Uprising," Technicolor. August releases are "Thunder Bay," Technicolor; "Forbidden," previously known as "Drifting," and "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde."

Court Ruling Prevents Forcing Two-Man Booth

BOSTON.—A Superior Court ruling here has permanently enjoined the Commissioner of Public Safety from enforcing the regulation requiring the presence of two licensed operators in a projection booth.

The ruling holds good whether or not an exhibitor is employing nitrate or safety film. It is expected that any new regulations of the Commissioner will be of a strictly limited nature.

The court found the regulation requiring two operators to be present in a projection booth "invalid, void and unenforceable," as the presence of a second operator adds nothing to the safety of projection.

The court declared also that cellulose acetate, or "safety" film, does not constitute "combustible" film, and that the Commissioner's attempt to regulate safety film the same as combustible film was beyond his authority.

The decision followed a lengthy trial in which evidence was presented showing the excellent record of film fires throughout the nation, the attitude of insurance rating bodies, and the opinions of experts from Eastman Kodak and other institutions.

Technicolor May Enter Color Television Field; 3-D Steps Up Demand

Possibility that Technicolor, Inc., may enter the color television field became likely this week in the wake of the company's annual report, released in conjunction with a financial statement which showed record corporate grosses for 1952.

Possibility is based on the statement by President Herbert T. Kalmus that the Company's TV division last year engaged "in a number of projects of promise" some geared "toward applications of film with . . . Technicolor" in the TV field.

It was pointed out meanwhile in Washington by Rep. Charles A. Wolverton, chairman of the House Commerce Committee, that hearings on color video will be started by his unit on March 24.

Facilities Noted

In other notes, Kalmus stated that the advent of curved screen and stereoscopic 3-D systems would step up the demands for Technicolor services.

Net sales in 1952 were $33,020,559, as compared to $28,896,344 in 1951. Net profit after all deductions was $2,069,206, as compared to $1,918,537 in 1951; and net earnings per share were $2.19 in contrast to $2.06 in 1951.

The company can now process any of the newer single strip color negatives, including the Eastman and the Ansco types, according to Kalmus.

Company expects to produce 135 feature films in color for 1953, Kalmus added, while Technicolor, Ltd., is preparing 34 features for production.

Washington Closeups

Johnston Defends Trade

WASHINGTON.—Defending the film industry's record on deciding what films are suitable for the foreign market, MPAA president Eric Johnston last week told a Senate Foreign Relations sub-committee that the industry should be allowed to continue judging such matters for itself.

The sub-committee is currently investigating the effectiveness of various Government overseas information programs.

Johnston and Paramount official George Weltner appeared to refute charges that Hollywood films are having an adverse effect on our foreign relations.

Johnston told the sub-committee that the industry had shipped about 3,000 films abroad in the last few years, and there have been objections to only a few. Only 15 percent contained violence, he said, and only three percent were the "luxury" type.

Every letter attacking U.S. films, he added, could be matched by 20 praising Hollywood productions in bringing America's story to foreign nations, and he quoted praise from foreign officials.

BO Decline Continued

The decline in film theatre box office receipts, as reflected in admissions tax collections, continued at an accelerated rate in 1952, according to figures released by the Treasury Department.

Total admissions tax collections in the period February, 1952, through January, 1953, reflecting actual box office in the calendar year 1952 totalled only $311,517,783. This was about 9 percent below the $340,632,153 collected on 1951 admissions. And 1951, in turn, was four percent under 1950.

January, 1953, admissions tax collections reflecting December box office were $21,974,-853, compared with $22,853,932 in the same month a year earlier.

The admissions tax figures include all types of admissions except to roof gardens and cabarets and certain over-price ticket sales, but film theatre admissions make up the largest part of the total.

Court Clears AFM

The American Federation of Musicians did not engage in illegal "feather-bedding" when it refused to permit name bands to appear in a motion picture theatre unless a local pit orchestra was hired to play intermittently between appearances by the featured artists, the Supreme Court has ruled.

By a 6-3 decision, the High Court held that this practice was not an unfair labor practice under the Taft-Hartley Act, but that "the union was seeking actual employment for its members and not mere 'stand-by' pay"

Case involved the Palace Theater in Akron, Ohio, owned by Gamble Enterprises. When it refused to hire local musicians, the union cancelled scheduled name band bookings. Gamble then filed charges with the NLRB, which ruled in favor of the union on the grounds that it was seeking actual employment for the local musicians, not paying for services which were not to be performed.

Practices Probe Begins

Senate Small Business Committee investigators have begun discussions with distribution practices in the film industry.

It was also learned that Minnesota Sens. Humphrey (D.) and Thye (R.) have received a request from North Central Allied for investigations in that area and Sen. Duff (R., Pa.), has had a similar communication from Allied's Eastern Pennsylvania unit. The three Senators, all Committee members, turned the letters over to the investigating staff.

Committee investigators at the present time don't know whether they will be able to probe the complaints on the spot. If they are unable to do so, representatives of the two Allied units will be invited to Washington for the formal hearings, now tentatively set for the end of April.

Film Exports Valued

Exports of U.S. films and motion picture equipment in 1952 were valued at $25,692,-819, about eight percent below the 1951 exports valued at $28,053,500, it was announced by Nathan D. Golden, director of the motion picture division of the Department of Commerce. Noteworthy in this decline was the lower exports of exposed feature films and the drop in exports of all types of rawstock film except 35-mm. positive film. With the notable exception of 16-mm. sound projectors, practically all types of motion picture equipment were exported at lower levels in 1952.

Norway Rentals Rise

Eric Johnston, president of the MPEA, announced this week agreement in principle with the exhibitor organization of Norway to increase rentals of American films by one third.

Under the new pact, Johnston said, rentals on American films will be increased from 30 percent to 40 percent of theatre receipts. It also provides for special price negotiations on a total of five "super" pictures annually. Third-dimension pictures will be handled under separate arrangements.

TOA Scores High Rentals For Top Films As Unsound

Major distributor policy of asking unusual film rentals for outstanding box office successes was sharply criticized last week by Walter Reade, Jr., executive vice-president of Theatre Owners of America, as "shortsighted." Reade, hinting that TOA may be driven by the "exorbitant" demands of distributors to seek relief from the Department of Justice, said that such policy threatens the welfare of the whole industry.

Pointing out that TOA policy has been to avoid seeking aid from any "third agency," the vice-president emphasized that "every avenue of compromise and negotiation" would be sought by theatre owners before seeking action on an "organizational" basis.

Advanced admission prices, said Reade, were no solution to industry problems in the face of a contracting market. But this, in effect, was the result of distributors' asking high rentals for outstanding films, he pointed out.

Exhibition today requires sensational pictures to maintain attendance, Reade said. Present distributor demands were based on a policy of "staking everything" on each new production, rather than gauging their requirements on the over-all condition of the whole industry, he noted.

Films Named

Reade named RKO's "Hans Christian Andersen" and "Peter Pan;" Columbia's "Salome;" 20th-Fox's "Call Me Madam," and UA's "Moulin Rouge" and "Bwana Devil" as among the "high rental" pix.

"We feel that this practice is economically unsound and is unfair and unjust," said the vice president. "The decision of the courts in U. S. vs. Paramount, et al., and the decrees entered therein, all had as a major basis of their philosophy that the distributors were not to compel nor to control admission prices.

"The current practice of demanding unrealistic film rental is, in our opinion, bringing about indirectly what the law has declared illegal if done directly," he added. "It cannot be that the courts and the Department of Justice expected this development to occur, nor that they will condone it," Reade added.

Exhibs Have "Nerve" Objecting To High Film Rentals-Goldwyn

The distributor policy of asking high percentage terms, with the hand-in-hand practice of requiring ticket price boosts, was defended strongly by Samuel Goldwyn, who said last week that his "Hans Christian Andersen" would play only at hiked prices—whether or not exhibitors liked it.

Goldwyn said that exhibitors "have a nerve" objecting to the higher rentals asked by distributors for their products. He made the point that most commodity prices have risen in recent years, thus the higher rentals charged are certainly justified. Goldwyn noted that the producer's investment must be returned at today's market prices. "Am I supposed to lose money?" he asked. The exhibitor stand, he added, is based on "only ignorance."

The independent producer did not blast all of exhibition—only theatremen who, he said, go to Washington to seek Federal action instead of remaining at home to run their theatres. He praised exhibitors who, he said, know how to run their houses.

Goldwyn, in defending his stand, said that he must realize a return of over $8,000,000 on "Andersen" to make a profit. He disclosed cost of the picture at $4,-000,000, adding that the domestic gross should be between $7-8,000,000.

Staff Reviews

"Salome"

(Columbia) Technicolor 103 Min.

Cast: Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson, Sir Cedric Hardwicke, Basil Sydney, Maurice Schwartz, Arnold Moss, Alan Badel.

Credits: A Beckworth Corp. Production; Produced by Buddy Adler; Directed by William Dieterle; Screen play by Harry Kleiner; Story by Jesse L. Lasky, Jr.; Dance created by Valerie Bettis.

The historically famous tale of Salome, who danced while John the Baptist was being decapitated, is engrossingly unfolded against colorful backdrops in this Rita Hayworth starrer. The names are box office in this picture, especially those of Miss Hayworth, Stewart Granger and Charles Laughton. A supporting cast of "stage" names should help to broaden the audience by attracting class patrons. While spectacle is present, this Technicolor attraction also possesses the virtues of an absorbing and often literate script, a cast of good actors, who perform adequately, and enough action and sex to keep things moving.

Plot, a complicated affair, pits the main characters against each other in a series of palace intrigues, giving little time for romancing between Miss Hayworth, who plays Salome, and Stewart Granger, a Roman. Miss Hayworth's version of the famous "Dance of the Seven Veils" provides the climax to these intrigues. Her dance, a sort of strip-tease, is a definite ticket-selling lure. It puts the lid on a story about early Christianity and Roman paganism that contains some dramatic preachments about humanity. It should be noted that this recreation of the Salome story treats the main character in a more favorable light than did earlier versions and ends on a positive note.

STORY: In Galilee during the time of Jesus, Alan Badel, John the Baptist, is preaching against the sins of both Charles Laughton and Judith Anderson, King Herod and Queen Herodias. Into this environment comes Rita Hayworth, Princess Salome, daughter to Judith and step-daughter to Laughton. Rita has been banished from Rome by the Caesar. Her trip home was made with Stewart Granger, Roman soldier en route to Jerusalem. Laughton, upon seeing Rita for the first time as an adult, grows lustful for her. Judith uses his lust to facilitate a plan to have Badel killed. But Granger, a secret convert to Christianity, thwarts her plan; then goes to Jerusalem to resign his Roman commission. Laughton meanwhile imprisons Badel for safe-keeping, fearing that Badel's death would eventually cause his own. Then Judith pulls her trump card by asking Rita to give herself, via a dance, to Laughton in exchange for Badel's head. Rita refuses and is comforted by Granger. Latter takes her to Badel's cell, where she grows inspired by Christian preachments. Rita then decides to dance for Laughton to save Badel's life, but not to give herself. During her dance, Judith misinterprets the motivation and offers Rita to Laughton. Latter then orders Badel killed. When Badel's head is delivered Rita grows hysterical. Granger, who vainly tried to prevent the murder, denounces the monarchs and leaves with Rita to follow in the ways of Jesus.

"Lili"

(M-G-M) Technicolor 81 Min.

Cast: Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor, Kurt Kasznar, Amanda Blake, Alex Gerry, Ralph Dumke, Wilton Graff, George Baxter.

Credits: Produced by Edwin H. Knopf; Directed by Charles Walters; Screen play by Helen Deutsch; Based on a story by Paul Gallico.

Wondrously conceived and tastefully produced, "Lili" rates as one of the most enchanting and captivating romantic comedy-dramas to reach the screen in years. The box office potential is great for all areas, since "Lili" utilizes a theme with universal appeal — the awakening of a young woman to the compexities of life and love—with which to spin a simple tale of romance against the background of a carnival in provincial France. In tune with the splendid but unpretentious Technicolor settings of "Lili" is a charming musical score, which sets the pace of the romance and offers opportunities for some engaging incidental singing and dancing.

One major box office significance of "Lili" is the incandescence beamed upon a new star: Leslie Caron. Her acting in the title role as a naive young thing is most convincing. Here she is torn between the pursuit of a falsely idealized love and the pull of that indefinable "something" which draws her closer and closer to the real person. On an equal footing with the live actors in this film are a set of puppets, which figure prominently in the plot. These appear in numerous scenes with Miss Caron in a manner comparable to the live person and puppets on the TV show, "Kukla, Fran and Ollie."

STORY: In a little French village, Leslie Caron, an orphan, attaches herself to a carnival in which Jean Pierre Aumont and Mel Ferrer are starred. Leslie is made a waitress but loses her job for watching Aumont's magic act instead of serving customers. In love with Aumont but getting no response, Leslie grows disillusioned and prepares to commit suicide. Ferrer, who secretly loves her, prevents the deed by staging an impromptu puppet show. Leslie talks back to the puppets. Ferrer then brings her into the act. She becomes happy in her dealings with his creations. But Leslie continues to be spurned by Aumont. When he finally makes a pass, she discovers he is married. Leslie decides to leave the carnival, pausing for a moment to bid her beloved puppets farewell. These respond with words of love and Leslie suddenly realizes the significance: the puppets speak for Ferrer. Since he is an ill-tempered and crippled ex-dancer, Leslie flees. But she returns to embrace him and stay on, knowing now that she really loved Ferrer all the while.

"Trouble Along The Way"

(Warner Bros.) 110 Min.

Cast: John Wayne, Donna Reed, Charles Coburn, Tom Tully, Sherry Jackson, Marie Windsor, Tom Helmore, Dabbs Greer, Leif Erickson, Douglas Spencer, Lester Matthews, Chuck Connors, Bill Radovich.

Credits: Produced by Melville Shavelson; Directed by Michael Curtiz; Screen play by Jack Rose and Shavelson; Story by Douglas Morrow and Robert Hardy Andrews.

"Trouble Along the Way," a family film warm and touching in its depiction of the experiences of an impoverished Catholic college and its football team, has a money-making quality on the ball. This is not a religious picture, but a potent and rousing comedy-drama. Chief elements indicating a good gate are the presence of John Wayne; punchy and realistic dialogue, and an overall flavor of sentiment contributed by a story line that deals with the goodness of people. A sub-plot sincerely treats the problems of a child whose parents are divorced. Wayne, cast as a down-and-out football coach, acquits himself well in the drama and comedy departments. His role requires a minimum of action, but it opens the way for inclusion of a gridiron match delivered via stock shots. Ably assisting Wayne is Charles Coburn, cast as a rector, and Sherry Jackson, a child actress who steals most of the scenes. Knitting the juvenile element with the football angle is the expert direction of Michael Curtiz, who knows how to make a scene live. Film, despite its length, fails to drag, but could be helped by another title that would better explain the contents of this heart-warming entertainment.

STORY: In need of funds to prevent the closing of a Catholic college of which he is head, Charles Coburn hires John Wayne, a cynical ex-football coach, to prep a team. Wayne eventually builds a winning team, using poor scholars and unorthodox gimmicks, all of which remain hidden from Coburn. Meanwhile, Donna Reed, a probation officer, recommends that Sherry Jackson, Wayne's daughter, be placed under custody of Marie Windsor, his ex-wife. Donna believes that Wayne's guardianship has been inadequate. But when Donna sees Marie's behavior as worse, she recommends the child be placed in a home. Coburn meanwhile learns the truth about the team and dismisses Wayne. But when it is discovered that clerical authorities have decided to keep the college open despite financial losses, Coburn rehires Wayne. Latter then indicates that he intends to marry Donna, with whom he has fallen in love, and serve with her as co-guardian of Sherry.

"Desert Legion"

(Univ.-Int'l.) Technicolor 86 Min.

Cast: Alan Ladd, Richard Conte, Arlene Dahl, Akim Tamiroff, Leon Askin, Oscar Beregi, Anthony Caruso, Don Blackman, Dave Sharpe, Ted Hecht, Sujata & Asoka, George J. Lewis, Henri Letondal, Peter Coe, Ivan Triesault.

Credits: Produced by Ted Richmond; Directed by Joseph Pevney; Screen play by Irving Wallace and Lewis Meltzer.

Alan Ladd's presence, warfare on the burning Sahara sands, harem maidens dancing in gauze skirts, Technicolor and an interesting plot are shuffled together with palatable results and a good box office potential in this escapist diversion. Story, as the title suggests, is about the French Foreign Legion, of which Ladd is star warrior, and about his discovery of a desert Shangri-La, and a beautiful maiden therein. This is exploitable stuff and the cast does well with all the situations. Comic relief is supplied by Akim Tamiroff. Action progresses at a steady pace, with the climax taking the shape of a massive battle between the Legion and nomadic thugs. Fans of outdoor melodrama will love it.

STORY: A Foreign Legion unit, searching for a bandit leader, is wiped out in a desert ambush with Capt. Alan Ladd the sole survivor. Ladd is saved by Arlene Dahl, a woman of mystery, who sends him back to his post, where Maj. Leon Askin scoffs at his story. But Ladd, anxious to revenge the slaughter and to see Arlene again, breaks orders to embark on a journey which takes him to a hidden valley ruled by Oscar Beregi, Arlene's father. Beregi wants Ladd to defend the peace of the valley against the transgressions of Richard Conte. Conte tries to kill Ladd. The two duel, with Ladd winning. Latter, believing Conte to be the bandit leader, prepares to deliver him to the Legion. But Conte's men imprison Ladd. Conte then arranges to marry Arlene, but news of the Legion's approach forces a postponement. While Conte and his men prepare an ambush, Ladd escapes and, during a battle between the Legion and the thugs, helps save the day. Conte's escape is thwarted by Ladd, who leaves the Legion to marry Arlene and rule the valley.

"Dream Wife"

(M-G-M) 101 Min.

Cast: Cary Grant, Deborah Kerr, Walter Pidgeon, Betta St. John, Eduard Franz, Buddy Baer, Les Tremayne, Donald Randolph, Bruce Bennett, Richard Anderson, Dan Tobin, Movita, Gloria Holden, June Clayworth, Dean Miller, Steve Forrest, Jonathan Cott, Patricia Tiernan.

Credits: Produced by Dore Schary; Directed by Sidney Sheldon; Screen play by Sheldon, Herbert Baker and Alfred Lewis Levitt.

A top-calibre comedy, displaying excellence in all departments, "Dream Wife" should pay

off handsomely as a quality entertainment, particularly with adult audiences. The story is a highly imaginative affair that begins with the dilemma of an average American male faced with the prospect of marrying a career woman. His solution, marriage to a princess trained from birth to satisfy man's every whim, is poked to pieces with flashes of wit and humor during the bulk of the proceedings. Casting is first rate, with Cary Grant as the average American male, Deborah Kerr as the career gal, and newcomer Betta St. John as the princess. With the assistance of Walter Pidgeon as straight man for all, the comedy gallops along at a stimulating and very lively pace, rarely letting up long enough for a patron to recover. The general audience will be delighted by the countless gags of the script, while those in the more discriminating set will find extra satisfaction in the story's theme of how women's suffrage affects the behavior of men towards women, and vice-versa.

STORY: While on a trip to the Near East, Cary Grant meets and becomes attracted to Betta St. John, a princess trained from childhood to satisfy men. But Grant, engaged to Deborah Kerr, an American career woman, returns home. There he finds Deborah more occupied with her State Department job than with the prospect of marriage. So Grant breaks the engagement and proposes via telegraph to Betta. The proposal is accepted and Betta comes to the U.S., replete with a large entourage and bodyguard. Since Betta's nation is involved with the U.S. in a pending oil treaty, the State Dept. steps in to handle the courtship through the person of Deborah. She is assigned to translate Grant's words of love for Betta. But Deborah begins to teach the facts of women's suffrage to Betta. The latter, finding a new freedom, takes a walk along 5th Ave. and picks up several men. That night, all the new beaus arrive for a date at the same time and confusion reigns. Grant, his patience exhausted by the involved courtship and by Betta's whims, begins to feel that he still loves Deborah. She, likewise. Climax comes when Betta decides she really doesn't love Grant and, with his consent, jilts him at the altar, leaving Grant to clinch with Deborah.

●

"The Blue Gardenia"

(Warner Bros.) 90 Min.

Cast: Anne Baxter, Richard Conte, Ann Sothern, Raymond Burr, Jeff Donnell, Richard Erdman, George Reeves, Ruth Storey, Ray Walker, Nat King Cole.

Credits: Produced by Alex Gottleib; Directed by Fritz Lang; Screen play by Charles Hoffman.

A melodrama with human interest appeal for the general audience, "The Blue Gardenia" unfolds the plight of an innocent girl who ends up as a murder suspect. Specially noteworthy is the slant given the story line toward the distaff side by having mostly women as key characters. Slant should result in the correct kind of pay-off at the box office. Marquee value is apparent with the name of Anne Baxter. Film's effectiveness is somewhat impaired by slow pacing and weak dialogue, but is given a boost by a surprise ending. Location shooting in Los Angeles adds a touch of realism to the proceedings, and a specialty with Nat King Cole serves as an additional asset.

STORY: When her boy friend in the Army writes to tell her he is marrying another girl, Anne Baxter accepts a date with Raymond Burr, commercial artist. Burr gets Anne drunk and lures her to his apartment where he attacks her. Anne defends herself with a poker and faints. When she awakens she reads in the paper that Burr has been murdered. She is the suspect. Meanwhile, newspaper columnist Richard Conte publishes a letter to the murderess inviting her to contact him. Anne responds but the cops grab her. Conte, in love with Anne, sets out to find the real murderess who gives herself away by attempting suicide. Anne is released and goes home to wait for Conte.

"Abbott and Costello Go to Mars"

(Univ.-Int'l.) 76½ Min.

Cast: Bud Abbott, Lou Costello, Robert Paige, Mari Blanchard, Martha Hyer, Horace McMahon, Jack Tesler, Hal Forrest, Harold Goodwin, Joe Kirk, Jack Kruschen, Jean Willes, the Miss Universe Beauties.

Credits: Produced by Howard Christie; Directed by Charles Lamont; Screen play by D. D. Beauchamp and John Grant; Story by Christie and Beauchamp.

Abbott and Costello pay visits to both a Mardi Gras on Earth and what amounts to a bathing beauty show on Venus, laying bare all the exploitation possibilities therein, in their latest Universal frolic. Geared to a sort of science-fiction theme, the story contains a liberal amount of laugh-getting and silly situations as it traces the comics' frantic trip into outer space aboard a rocket. A&C fans, and those who appreciate whacky humor, will be quite satisfied by the proceedings. A sneak preview audience at the RKO 23rd St. Theatre, N.Y.C., laughed a good deal during the presentation. Appreciated most by the audience, besides the gags, were the appearances of the Miss Universe Beauties as the occupants of Venus.

STORY: Bud Abbott and Lou Costello, menials, find themselves aboard an experimental space ship, which they accidentally set in motion. Since neither know anything about interplanetary travel, the pair think they have arrived on Mars when the ship lands in New Orleans, where inhabitants all wear Mardi Gras masks. But a pair of escaped convicts, Horace McMahon and Jack Kruschen, rob a bank and board the ship, ordering A&C to take off for Mars. The flight, however, ends on Venus, inhabited solely by women under the reign of Queen Mari Blanchard. Mari crowns Costello king, on condition that he refrain from kissing another woman. McMahon uses a temptress to dethrone him and Mari banishes the men. Back on earth, A&C are hailed as heroes while McMahon and Kruschen are jailed.

●

"Cry Of The Hunted"

(M-G-M) 78 Min.

Cast: Vittorio Gassman, Barry Sullivan, Polly Bergen, William Conrad, Mary Zavian, Robert Burton, Harry Shannon, Jonathan Cott.

Credits: Produced by William Grady, Jr.; Directed by Joseph H. Lewis; Screen play by Jack Leonard; Story by Leonard and Marion Wolfe.

A chase through the Louisiana bayou country, in and out of the swamps, is the high point of this fairly diverting action programmer. Story, after a slow start, shapes up as a routine melodrama about a police officer's pursuit of a jail-breaker. Plot is coated with a human interest flavor since the cop views his job with distaste and treats the jail-breaker with understanding rather than violence. The culprit ultimately reforms. Some overly slick dialogue, at times humorous, pieces the action scenes together. Those in the swamp country are pictorially interesting.

STORY: Vittorio Gassman breaks jail and flees to Louisiana bayou country, where his home is located. Barry Sullivan, a police officer who hates violence, is assigned to recapture Gassman. A trip into swamp land by Sullivan is successful but Gassman takes advantage of Sullivan's good nature and flees again, going into the swamps more deeply. Sullivan pursues once more, taking along William Conrad, his assistant. When Conrad gives up the chase, Sullivan continues alone, finally finding Gassman. The two struggle, with Sullivan falling into quicksand. Gassman saves him, but a wound received during their struggle causes Gassman to grow delirious with fever. Sullivan is thus unable to make it back to the mainland with Gassman. At that moment, Conrad shows up and rescues the pair. Back in prison, Gassman undergoes a reform and is finally discharged as a law-abiding citizen.

"Split Second"

(RKO) 85 Min.

Cast: Stephen McNally, Alexis Smith, Jan Sterling, Keith Andes, Arthur Hunnicutt, Paul Kelly, Robert Paige, Richard Egan, Frank de Kova.

Credits: Produced by Edmund Grainger; Directed by Dick Powell; Screen play by William Bowers and Irving Wallace; Story by Chester Erskine and Wallace.

A neatly turned and suspenseful melodrama, with an Atomic bomb test explosion in Nevada serving as climactic gimmick, "Split Second" should make a profit when played for the action fans. Picture has enough brutality in its handling of an escaped convict situation to satisfy the blood-and-guts school, and a couple of suggestive sequences to boot. Most of the picture's success as a suspense vehicle is due to the terse direction of Dick Powell, the former actor, in his first megging job. Performances are as a rule better than the script lines, which run from cliche to cliche.

STORY: Stephen McNally and Paul Kelly break jail, commandeer a series of cars and their occupants, reach a hideout, and await visit of a doctor to treat a wound received by Kelly. The hideout is in the midst of an area in Nevada due to be devastated in a few hours by an Atomic bomb test explosion. The doctor, Richard Egan, was summoned by McNally upon threat of death to Alexis Smith, Egan's wife and a captive of the convicts along with Jan Sterling, Keith Andes and Robert Paige, the other car occupants. Panic grows among the captives due to fear of the bomb. When Paige rebels, McNally shoots him dead. Then Alexis, who had been with Paige, gives herself to McNally. Latter soon makes a pass at Jan, but is rebuffed. Meanwhile, Egan arrives and treats Kelly's wound. Andes seizes a chance to thwart the killers, but fails and is horribly beaten. Suddenly, the A-bomb warning is sounded ahead of schedule and McNally, Kelly and Alexis flee in a car and are killed by the blast. The others reach a cave and are saved. Indications are that Jan will go off with Andes.

●

"The Bandits of Corsica"

(United Artists) 81 Min.

Cast: Richard Greene, Paula Raymond, Raymond Burr, Dona Drake, Raymond Greenleaf, Lee Van Cleef, Frank Puglia, Nestor Paiva.

Credits: A Global Productions presentation; Produced by Ben Hersh; Directed by Ray Nazarro; Screen play by Richard Schayer; Based on a story by Frank Burt.

This entry offers a number of duels, knife-fights and raids, all centering on a Siamese twin relationship, to satisfy action fans. Richard Greene plays the dual role of the twins in a story which takes place in early 19th century Corsica. Plot involves the struggle of a group of nobles against a dictator. A good production in its class, film should get an okay response as a programmer.

STORY: Raymond Burr, dictator of Corsica, is opposed by a group of nobles led by Richard Greene and his twin brother. The good Greene organizes the nobles into a series of raids against Burr's regime. Burr counters by capturing the good Greene's wife, Paula Raymond. Greene then disguises himself as a gypsy to save her, but is betrayed and captured also. He escapes while his brother, the bad Greene, and the nobles attack Burr's fortress. The good Greene kills Burr in a duel and is attacked by his twin brother who is jealous of Paula. A struggle ensues and the bad Greene is killed by one of the good Greene's men. The surviving Greene and Paula embrace.

(*Continued on page* 18)

WILD!



WAYNE!



WARNERS' NEW WAYNE PICTURE IS THE BIGGEST WAYNE

WAYNE!



WONDERFUL!







JOHN WAYNE
DONNA REED
CHARLES COBURN

URE OF 'EM ALL!

WE PROVED IT TO YOU AT THE TRADE SHOW-- YOU'LL SEE IT PROVED AGAIN IN THE NATIONAL RELEASE STARTING APRIL 4th!

"Trouble Along the Way"

WITH TOM TULLY · SHERRY JACKSON · MARIE WINDSOR · TOM HELMORE · DABBS GREER
LEIF ERICKSON · DOUGLAS SPENCER · LESTER MATTHEWS · CHUCK CONNORS

SCREEN PLAY BY MELVILLE SHAVELSON AND JACK ROSE · PRODUCED BY MELVILLE SHAVELSON · DIRECTED BY MICHAEL CURTIZ

RKO Schedules 18 Pix For '53; Two Now Rolling

Under the administration of James R. Grainger, RKO Pictures will be responsible for the production of approximately 18 features during the remainder of the year, with production already begun this week on the first two, and a third scheduled to start March 30. A series of others will begin filming by May 1.

Quality will be accented in the line-up, according to Grainger, who announced the first two films as "Second Chance," starring Robert Mitchum and Linda Darnell, and "Arizona Outpost," with Dale Robertson and Arthur Hunnicutt.

Project starting March 30 is "Son of Sinbad," with Keith Andes, Mona Freeman, Ursula Thiess and Vincent Price. "Sinbad," "Chance" and "Outpost" all will be lensed in color, with Robert Sparks producing the first and Edmund Grainger executive producer for the latter pair.

Among the other productions slated are "The Silver Horde," a Rex Beach outdoor opus; "Glacier Park Forest;" "Alice Blue Gown," musical based on the play, "Irene;" "Size 12," for production by Harriet Parsons, and "Pilate's Wife," from a story and screen play by Clare Booth Luce.

Re-Issues Included

Additional releases in the immediate future, according to Grainger, are: "Sea Devils," Technicolor, filmed in England with Yvonne DeCarlo and Rock Hudson co-starring; "The Sword and the Rose," Technicolor, from Walt Disney, with Richard Todd starring and "Beautiful But Dangerous," with Jean Simmons and Robert Mitchum.

Also, "Break-Up," co-starring Victor Mature and Miss Simmons, "The Sea Around Us," in color, from the Rachel Carson best-selling novel; "The Hitch-Hiker;" "Tarzan and the She-Devil," and "Jet Pilot," starring John Wayne. Latter will be a late fall or early winter release.

Grainger pointed out that the company currently "has top product on hand to fulfill its release schedule through Aug. 15."

He added that the Fred Astaire-Ginger Rogers musical "Top Hat," will head a list of re-issues to include "Isle of the Dead," with Boris Karloff; "Without Reservations," starring John Wayne; "Blood on the Moon," with Robert Mitchum, and "Mighty Joe Young."

Holders Choose Rackmil, Blumberg At Universal

N. J. Blumberg and Milton R. Rackmil were re-elected chairman of the board of directors and president of Universal Pictures, respectively, following the annual stockholders meeting last week.

Other officers re-elected were: Alfred E. Daff, executive vice-president; Leon Goldberg, vice-president and treasurer; Adolph Schimel, vice-president; John J. O'Connor, David Lipton and Edward Muhl, vice-presidents; Eugene F. Walsh, comptroller; George Douglas, assistant treasurer; Morris Davis, Percy Guth and Anthony Petti, assistant secretaries.

NEW APPOINTMENTS

Col. Frank E. Cahill, Jr., formerly of the Warner Bros. Circuit Management Corp., was appointed co-ordinator of technical activities for Warner Bros. Pictures, Inc. Col. Cahill, a motion picture engineer, became associated with the industry in 1925 when he joined First National Pictures as assistant to the vice-president. He is a vice-president of the Society of Motion Picture Engineers and a member of the Motion Picture Pioneers.

Thomas E. Bailey, assistant branch manager at Charlotte, succeeded Bennin in the St. Louis office as branch manager. Bailey has been with M-G-M since 1930, when he joined the company's Cleveland office as a booker. He was later transferred to Cincinatti, where he served for two years. Made head booker at Charlotte in 1932, he became a salesman in 1938, and was named assistant branch manager in 1951.



BENNIN



BAILEY

Herbert J. Bennin, branch manager of M-G-M's St. Louis office, was promoted to Washington branch manager to succeed Jerome Adams, who resigned to enter another industry in California. Bennin, a native of Chicago, joined M-G-M in that city in 1928, as a member of the service department. He was later promoted to booker and transferred to Milwaukee, where he spent four years and was made salesman. Shortly afterwards, he was moved to St. Louis, where he became branch manager in 1946.

Joan Kashew was added to the publicity staff of Filmack Trailer Co. Miss Kashew was formerly assistant publicity and art director for a Chicago ad agency.

Edward L. Walton was appointed executive assistant to James R. Grainger, president of RKO Pictures. New post was created by Grainger as an addition to the RKO executive board. Walton was assistant to Grainger when both were with Republic Pictures, and was previously associated with United Artists and Columbia Pictures.

Fred Goldberg, formerly a member of Paramount's publicity department and assistant publicity manager for RKO since 1952, was appointed publicity manager of IFE Releasing Corp.

Bernard Lewis publicity and promotion manager of IFE, was named to head a new operation which will co-ordinate IFE's production and personality publicity.

Percy Guth became post-production manager at Universal-International, a newly created position.

Theodore R. Kupferman, formerly a member of the legal department of NBC, was named general attorney for Cinerama. Kupferman previously was associated with Warner Bros.' legal department.

John H. Hartley was elected treasurer of Cinerama, Inc. Hartley was formerly with the National Mahaiwe Bank, Great Barrington, Mass.

Leo Hochstetter, deputy information director for Mutual Security Agency, joins MPAA's Ken Clark as assistant.

Herbert Gillis, sales manager at Paramount's Philadelphia branch, was named branch manager at Cincinnati, succeeding William Meier, who remains at Cincinatti as sales manager. Robert Ableson was promoted from salesman in Los Angeles to branch sales manager, succeeding Ralph Carmichael.

Bill Hendricks was named assistant publicity director for Warner Bros. Studios. Hendricks, formerly chief exploitation man for the studio, has been with Warner Bros. for 19 years. John G. McManus, former district manager and publicity manager for Warner Bros. Pacific Coast Theatres, succeeds Hendricks as chief exploitation man.

Exhibitors Advised To Catch 3-D Films In Theatres, Not Preview Screening Rooms

John A. Norling, stereo pioneer and inventor of the 3-D camera now being utilized by RKO Radio, advised exhibitors this week to check projection of stereo 3-D features on their own screens prior to booking in order to determine whether the image will show up "satisfactorily." Norling pointed out that a theatreman who first views a 3-D picture "on a 10-foot wide screen in an exchange preview or private screening room . . . may not be satisfied with what he sees" when it is later projected in his house.

"The 10-foot wide projection may produce good stereo," Norling maintained, "whereas the 25-foot wide projection of the same picture may cause severe eyestrain." Norling's talk was delivered before a joint meeting of the SMPTE, Atlantic coast section, and the Society of Photographic Engineers, New York chapter. Talk was called "the practical application of stereo principles to motion pictures."

Norling preceded his advice by noting that "there is nothing the exhibitor can do about what the cameraman has done once the (3-D) picture is shot." He based the statement on the supposition that "unless the camera has provisions for varying the effective lens spacing and for controlling convergence it will be impossible to shoot stereo pictures that will be satisfactory on any screen, regardless of size."

Two Exhibitors Fight Bidding Rule; Nabe House Seeks First Run On Bid

WASHINGTON. — Milwaukee Towne and Jackson Park this week asked the Supreme Court to review Appeals Court decisions permitting the major distributors to require them to submit to competitive bidding.

In the decisions granting the two exhibitor companies treble damages in their anti-trust suits, there was a provision requiring the distributors to make films available to the theatres "at fair and reasonable film rentals."

The distributors filed cross-complaints asking that the decree be construed to provide for competitive bidding, but lost in the District Courts. The Appeals Court, however, found for the distributors, reversing the lower courts.

The exhibitors contend that competitive bidding can be used to force them out of business, and they argue that the Appeals Court has no right to read into the decrees in the original suits provisions for competitive bidding not contained in the decrees, themselves.

Milwaukee Towne's brief names Loews, Paramount, RKO, 20th Century Fox, Warners and Columbia. The Jackson Park brief does not name Columbia, but does cite the five others.

WASHINGTON. — Whether independent neighborhood houses should be permitted to play first-run if they are willing to pay the necessary rentals was a question brought to the U. S. Supreme Court last week.

Theatre Enterprises, Inc., operators of a $460,000 theatre six miles from downtown Baltimore, brought suit against the 8 major distributors for their "uniform" refusal to accord first run and their "uniform" decision to accord first subsequent run.

TEI contended that it was willing to offer certified checks covering rentals equal to, or exceeding, those paid by the downtown houses. But the 8 distributors, each knowing that all others were following an identical policy, refused. The lower courts ruled in favor of the distributors and TEI appealed to the Supreme Court for a review.

The exhibitor in his brief drew a parallel between the present case and the Milgram case. In the Milgram case, it was ruled by the lower courts that drive-ins could not be refused first-run simply because they were drive-ins, and the Supreme Court refused to overturn the ruling.

Trade Blacklist Charged In Collective Damage Suit

HOLLYWOOD. — Charging that they were blacklisted, a group of 23 film actors and writers filed a $51,750,000 damage suit against a major portion of the industry. Blacklist followed appearances before the House Un-American Activities Committee prior to March, 1952, said the group.

Included in the list of plaintiffs were three Academy Award winners. Each asks a total of $2,250,000 damages; $1,250,000 actual damages and $1,000,000 punitive damages. Suit demands a permanent injunction against the alleged blacklist, assailing it as a discriminatory employment conspiracy.

Defendants include Harry and Jack Warner, Joseph Schenck, Stanley Kramer, Sol Lesser, Leo Spitz, James Grainger, E. B. Mannix, Y. Frank Freeman, Henry Ginsburg, Harry Cohn, B. B. Kahane, Howard Hughes, Samuel Goldwyn, Louis B. Mayer, Dore Schary and Hal Roach.

Appeal Carolina Blue Law

CHARLOTTE.—A court ruling favoring a city government restriction against Sunday theatre operations will be appealed to the Supreme Court by Charles McGee, of the 29-N Drive-In, in an action taken to test the censorship rights of city officials.

McGee was charged with operating the Drive-in at hours other than those prescribed for Sunday showings by local ordinances.

RKO Theatres Net For '52

Consolidated net profit of RKO Theatres Corp. and subsidiary companies for 1952 was $1,025,913.19, after taxes and all other charges (including loss of $145,059.33 on sale of capital assets). This compares with the consolidated net for 1951 of $1,322,069.23 (including profit of $381,840.46 on sale of capital assets, before taxes).

Independent Distribs Hit IFE Subsidization Policy

Subsidization of Italian Films Export Co. by the Italian government with funds derived from American film companies was attacked last week by Joseph Burstyn, president of the recently organized Independent Motion Picture Distributors Association of America.

IFE, said Burstyn, has been organized in America as a distributing company, whereas it was originally created for the purpose of exploitation and promotion. Use of subsidized funds, he charged, was to the detriment of established independent distributors in this country and contrary to the American principle of free enterprise.

Exhibs On Coast See CinemaScope

(*Continued from page* 6)

studio, accompanied Skouras and Lichtman.

Present at the demonstrations were executives and staffs of Columbia, Stanley Kramer, Universal, Paramount, Cecil B. De Mille, Hal Wallis, RKO, Samuel Goldwyn, Walt Disney, Sol Lesser, United Artists, Edward Small, Louis B. Mayer, Cinerama, Production Code Administration, Warner Bros., Republic and Monogram. 20th-Fox home office sales executives and division branch managers also attended. Present in addition were representatives from M-G-M, Artists' Representatives, Production Code Administration and Independent Producers.

Among the theatremen attending were Louis Schine, Schine Theatres; Gloversville, N. Y.; E. D. Martin, Martin Circuit, Columbus, Ga.; Sonny Shepherd and Harvey Fleishman, Wometco Theatres, Miami; George Stoney, Bijou Amusement Co., Nashville; Sam Goldstein, Western Massachusetts Theatres, Springfield, Mass.; David B. Wallerstein, Balaban & Katz, Chicago; and Jack Rose, Manta & Rose, Chicago.

Other exhibitors attending from the Chicago area were James Coston, James Coston Enterprises; Leo Silverstein and Charles Hogan, Oriental Theatre; and S. J. Gregory, Alliance Theatres.

Also, R. J. O'Donnell, Interstate Circuit, Dallas; Julius Gordon, Jefferson Amusement Co., Beaumont, Texas; Ed Rowley, Robb & Rowley, Dallas; John Long, Long Theatres Co., Bay City, Texas; A. H. Reynolds, Dallas; M. B. Horwitz, Associated Theatres, Cleveland; Pat McGee, Cooper Foundation Theatres, Denver; John Wolfberg, Allied Theatres of Denver; Monty Gowthorpe, W. S. Butterfield Theatres, Detroit.

Owners Attend

From the Los Angeles area were expected Charles Skouras, president of National Theatres; Mike Rosenberg, Principal Theatres; Gus Metzger, Arcade Theatre; Henry M. Lockhart, Western Amusement Co.; Al Hanson, South-Lyn Theatres; Ray Olmstead; Floyd Bernard, Midway Enterprises; Harry Popkin; Roy Dickson, Theatre Service; and Gus C. Diamond, Pacific Drive-In Theatres.

Also, M. A. Lightman, Malco Theatres, Memphis; L. F. Gran, Standard Theatres, Milwaukee; Frank Mantzke, Northwest Theatre Service, Minneapolis; G. L. Dureau, Paramount Gulf Theatres; New Orleans; Joy N. Houck, Joy Theatres, New Orleans.

From New York were Spyros Skouras, Jr., Skouras Theatres; Leonard Goldenson, president, American Broadcasting-Paramount Theatres; Harry Brandt, Brandt Theatres; Walter Reade, Jr., Walter Reade Circuit; Russell Downing. Radio City Music Hall; Si Fabian and Sam Rosen, Stanley Warner Theatres; and Fred Schwartz, Century Circuit.

Also, Ralph Drewery, Ralph Talbot Theatres, Tulsa; Henry Griffing, Video Independent Theatres; Oklahoma City; R. D. Goldberg, R. D. Goldberg Theatres, Omaha. From San Francisco, Mike Naify, T & D Jr. Enterprises, Joseph Blumenfeld, Blumenfeld Theatres, and R. L. Lippert, R. L. Lippert Theatres.

Also, Frank Newman, Evergreen Theatres, Seattle; John Danz, Palomar Theatres, Seattle; Will J. Conner, John Hamrick's Tacoma Theatre, Tacoma; and Maurice Saffle, Saffle's Theatres Service, Seattle.

FILMS TELEVISED MARCH 7 to 20

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Are These Our Brethren		
Black Dragons	Bela Lugosi	Mono. 3-12-42
Boss Of The City		
Cavorating Statue	Ann Rutherford	
Come On Cowboy	Bob Livingston	Rep. 5-21-37
The Crimson Key	Kent Taylor	Fox 7-2-47
Cutie Pie	Carole Matthews	
Delightfully Dangerous	Ralph Bellamy	UA 3-1-45
Don Coyote Adventures	Marc Cramer	
Exit	Linda Davis	
Fatal Witness	Evelyn Ankers	Rep. 9-15-45
Fun On A Week End	Eddie Bracken	UA 4-14-47
Guns In The Dark	Johnny Mack Brown	Rep. 5-13-37
Joe Santa Claus	Ray Montgomery	
Kathleen Mavoureen		Tiffany 7-29-30
The Kid From Santa Fe	Jack Randall	Mono. 9-20-40
Landing At Daybreak	Ray Montgomery	
The Last Crooked Mile	Donald Barry	Rep. 8-15-46
Lured	Lucille Ball	UA 7-18-47
Madonna of the Desert	Lynne Roberts	Rep. 3-8-48
The Main Street Kid	Al Pearce	Rep. 1-15-48
My Buddy	Donald Barry	Rep. 9-27-44
Next of Kin	Nova Pilbeam	U 4-8-43
Nobody's Darling	Louis Calhern	Rep. 8-19-43
Orphans of the Street	Ralph Morgan	Rep. 12-9-38
The Red Rope	Bob Steele	Mono. 1-3-39
Ridin' The Lone Trail	Bob Steele	Rep. 10-28-37
Roses Are Red	Don Castle	Fox 11-10-47
Shepherd of the Ozarks	Frank Albertson	Rep. 4-6-42
Starlight Over Texas	Tex Ritter	Mono. 9-20-38
Two Heads On A Pillow	Neil Hamilton	Liberty Pic. 10-3-34
Tucson	Jimmy Lydon	Fox 5-7-49
Step-Daughter	Marjorie Reynolds	
Wild Horse Canyon	Jack Randall	Mono. 7-19-37

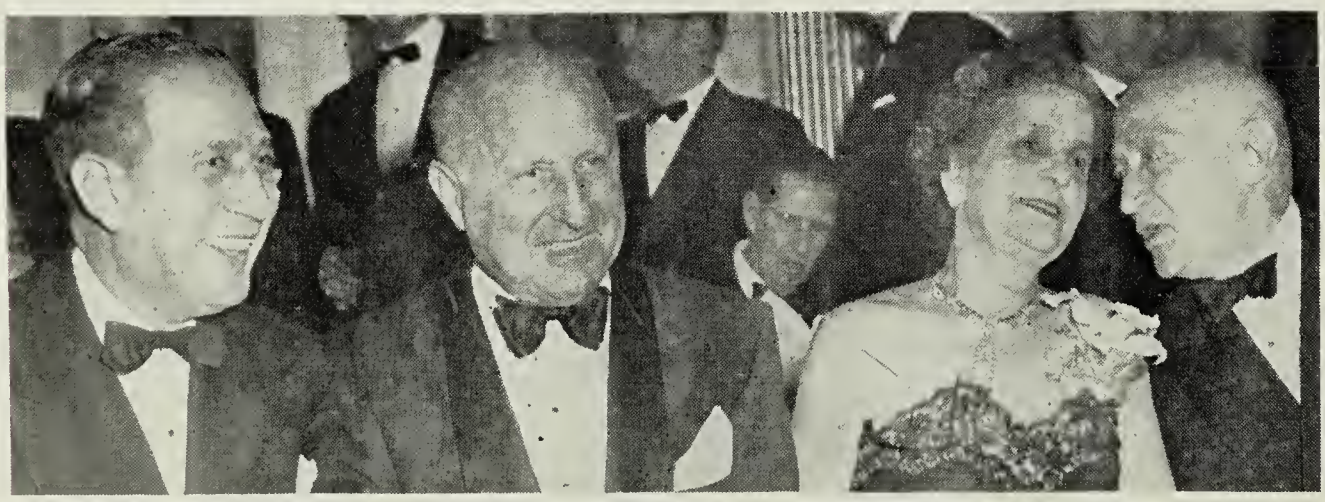
Adolph Zukor Golden Jubilee



Over a thousand leading executives from all phases of American life—government, the arts, science and industry—were present to honor Adolph Zukor on the occasion of his fiftieth year in motion pictures. Tribute took place in the Grand Ballroom of the Waldorf-Astoria, appropriately decorated in gold with a huge color portrait of Zukor in the background.



Keynote speech of the evening was delivered by Herbert Bayard Swope, who presented Zukor with an elaborate testimonial book containing messages of appreciation from distinguished persons who honored the position of "Mr. Motion Pictures" in American life. Shown (l. to r.): Zukor, Swope, Robert J. O'Donnell, ringmaster of the Variety Clubs International, and Harry Brandt, dinner chairman.



Speaking as one of his closest associates and long-time friend was Barney Balaban, who emphasized the tremendous contributions which have been made by Zukor to the motion picture industry as a whole. Balaban also spoke of a great indebtedness which he said was owed to Zukor by Paramount. New York City's Mayor Vincent R. Impellitteri tendered greetings to Zukor on behalf of the people of New York. He spoke of the great asset that the motion picture was to the city, and hailed Zukor's role in its development. L. to R.: Mayor Impellitteri, Balaban, Mrs. Zukor and Adolph Zukor.

Staff Reviews

(Continued from page 13)

"The System"

(Warner Bros.) 87 Min.

Cast: Frank Lovejoy, Jean Weldon, Bob Arthur, Paul Picerni, Donald Beddoe, Jerome Cowan, Dan Seymour, Sarah Selby.

Credits: Produced by Sam Bischoff; Directed by Lewis Seiler; Screen play by Jo Eisinger; Story by Edith and Samuel Grafton.

Here again is to be found the story of gambling and the men who control it vs. the legislative investigating committee. This familiar situation makes for an interesting enough film with its suspense, drama, etc., and it moves along at a goodly clip. The cast is capable in their assigned roles and the direction and production values are to be found here. This entry should fill out the program neatly.

STORY: An exposé of a gambling racket headed by Frank Lovejoy is begun by reporter Donald Beddoe with the permission of Fay Roope, paper publisher, who hopes to use it to scare Lovejoy away from seeing his daughter, Jean Weldon. Lovejoy doesn't scare. Dan Seymour and Al Gordon, who head the overall gambling syndicate, warn Lovejoy to stop the paper series before trouble develops but Lovejoy warns them against using violence. A crime committee calls a hearing. Beddoe is killed. Lovejoy changes his testimony when he learns of the death. He helps get a confession which ties in Seymour and Gordon and admits he lied on the stand. He is jailed. Weldon promises to wait.

●

"The Big Frame"

(RKO) 67 Min.

Cast: Mark Stevens, Jean Kent, Garry Marsh, John Bentley, Dianne Foster, Bryan Coleman, John Harvey, Duncan Lamont.

Credits: Produced by Robert S. Baker and Monty Berman; Directed by David MacDonald; Screen play by Steve Fisher and John Gilling; Story by Robert S. Baker and Carl Nystrom.

This mystery melodrama, filmed in England, is of average interest, has some moments of suspense and moves at a good pace. The cast performs well and the direction and production are average. It should find its proper spot on the lower half of the program. Stevens is the only one whose name will be familiar to American audiences and the story could have been simpler, with fewer murders.

STORY: Mark Stevens arrives in London with a new plane to attend a reunion of his old squadron and set the wedding date with Jean Kent. At the party, John Harvey insults Stevens and eggs him into a fight. When peace is declared, everyone has a drink with Stevens getting one that's drugged. He awakens to learn that Harvey was killed. Evidence incriminates Stevens. With Kent and John Bentley, one of their friends, he searches London. Several more murders happen but it's Kent that unmasks Bentley as the killer. Stevens captures Bentley after a chase. He and Kent marry.

'Oscar' Awards Telecast

The 25th annual presentation of "Oscar" awards of the Academy of Motion Picture Arts and Sciences, which took place late this week, was telecast nationally by NBC in ceremonies taking place at the same time on both east and west coasts.

Program lasted 90 minutes, with Conrad Nagel, Academy past president, serving as master of ceremonies, and Fredric March presenting awards. RCA's Victor Division sponsored the broadcasts.

Local Movie Poll Garners Publicity; Backers Advise Nation-Wide Voting

CANTON, O.—Valuable publicity was afforded the industry, in general, and local theatres, specifically, via the staging of a comprehensive movie poll under the combined efforts of the Canton Theatre Association. Polling, currently under study since completion last week, gave patrons a valid opportunity to select their favorite actor, actress and motion picture.

Campaign was called the "First Annual National Movie Poll." Although voting was confined to Canton theatres, the sponsors expressed hope that next year will see the poll grow to nation-wide scope.

Canton is envisioned as the focal point, but each community would handle its own balloting. The poll is foreseen by the Canton Theatre Association as "a natural for any newspaper and . . . designed for contact with national civic organizations."

Co-operating in the poll here were the following theatres: Dueber, Loew's, Mozart, Ohio, Palace, Park, Strand, South, Windsor.

Newspapers Co-operated

Arranging with theatres in other cities to join Canton next year are Dick Wright, Warner district manager; Frank Murphy, Loew's division manager, and George Delis, general manager of the A. G. Constant Theatre Circuit.

The balloting, which attracted much newspaper and civic organization interest, took place in the lobby of each of the town's theatres. A newspaper ran several long stories on the plan, carried pictures of persons who cast the first ballots, and printed a facsimile of the ballot.

Ballot consisted of a 4x5-inch blank headed the First Annual National Movie Poll. Categories were: "My Favorite Movie," "My Favorite Actor," "My Favorite Actress."

A 40x60 poster greeted patrons walking through the theatre lobbies and invited them to join in the voting. Close by was a semi-circular ballot box about waist high on which patrons could write in their favorites on the available ballot blanks.

The poster stated that everyone was eligible to vote for any actor, actress and picture shown for the first time in any local theatre in 1952.



One of many 40 x 60 Movie Poll posters which were placed in lobbies of Canton theatres to attract attention to the local voting campaign.

Attached to the ballot was a list of suggested movies, actors and actresses drawn up by an impartial civic committee; but patron choice was not confined to those suggested.

Listed on the front were the top-line attractions and names of the more popular players. On the back was another listing which made the total of suggested items almost completely representative of films exhibited in 1952.

"All Ashore" Date Pushed By Novel Sailor Contest

HARTFORD, Conn.—A novel "Mr. Sailor" contest was sponsored by George E. Landers of the E. M. Loew's Theatre in his campaign for the opening of Columbia's "All Ashore." Contest involved those having a friend or relative in the Navy.

Recruit they thought should win the title, "Mr. Sailor of Hartford" was to be boosted in a short letter giving name, age and address together with pertinent facts about his service in the Navy. The letter was to be addressed to the "All Ashore Contest Editor," Loew's Theatre. In addition to the honor of the title, the winner received a $50 savings bond.

Parade Aids 'Lady' Debut

NASHVILLE, Tenn. — A parade through town, plus lobby interviews and special on-stage ceremonies ballyhooed the world premiere of 20th Century-Fox's "The President's Lady," film about the life of Mrs. Andrew Jackson, at the Paramount Theatre. Jackson made his home in Nashville before he became President.

Tie-Up Hooplas "Hans"

NEW ORLEANS.—Utilizing RKO Pictures' national "Hans Christian Andersen" letter-writing contest to rivet attention on the RKO Orpheum Theatre engagement of the film, management tied in with the local retailer-sponsor of the contest to garner valuable publicity for the playdate.

U-I's Free Short On "Beautiful Girls"

Universal-International is making available a special black and white trailer gratis to exhibitors on its two-reel Technicolor featurette, "The World's Most Beautiful Girls."

"The World's Most Beautiful Girls," dealing with the "Miss Universe" Beauty Pageant held in Long Beach, California, last June, featuring 78 of the world's most beautiful girls, is being booked as a possible second feature.

"Robe" Paintings Start Store Tour

A national exhibition tour of Dean Cornwell's eight original oil paintings depicting story highlights of "The Robe" has been launched by 20th Century-Fox to begin what is described as the company's most comprehensive and long-range promotional campaign for a film.

The merchandising drive is being so arranged as to capture the attention and enthusiasm of the public through limited showings of the paintings in leading department stores in key cities coast-to-coast.

With requests to exhibit the paintings received by 20th-Fox from leading shops and galleries around the country, a pattern has been set to showcase them for periods of one week in stores around the country initially and to climax the tour by an extended exhibition in New York this fall.

Story Panels Included

In addition to the oil paintings, which are insured for $50,000, the displays feature story panels complete with background information on the film, the first to be lensed in the CinemaScope process.

The first store to present "The Robe" paintings was Bamberger's, Newark. An entire section of the store's fourth floor was devoted to the display, whose opening was attended by the press, members of the clergy.

The store heralded the showing by running large size newspaper ads, and programming an extensive storewide and direct mail campaign.

Subsequent store schedule for the paintings listed Davison-Paxon, Atlanta; Macy's, Kansas City, and Macy's, San Francisco.

Kiddie Stunt Boosts "Crimson Pirate"

EAU CLAIRE, Wisc.—Community good will and a subsequent attendance boost were generated by manager Donald E. Smith of the Hollywood Theatre when he organized a novel campaign enlisting the aid of children to plug the playdate of "Warner Bros.' "The Crimson Pirate."

A free screening for children was run two weeks before playdate, following which Smith organized three different crews "to sail with Crimson Pirate." A captain, first mate, second mate and brigmaster were also elected to head each crew.

These officers were instructed to recruit other members, and to return the following Saturday for another meeting. At the meeting, crew members received head bands and badges which read "Crimson Pirate," plus theatre name.

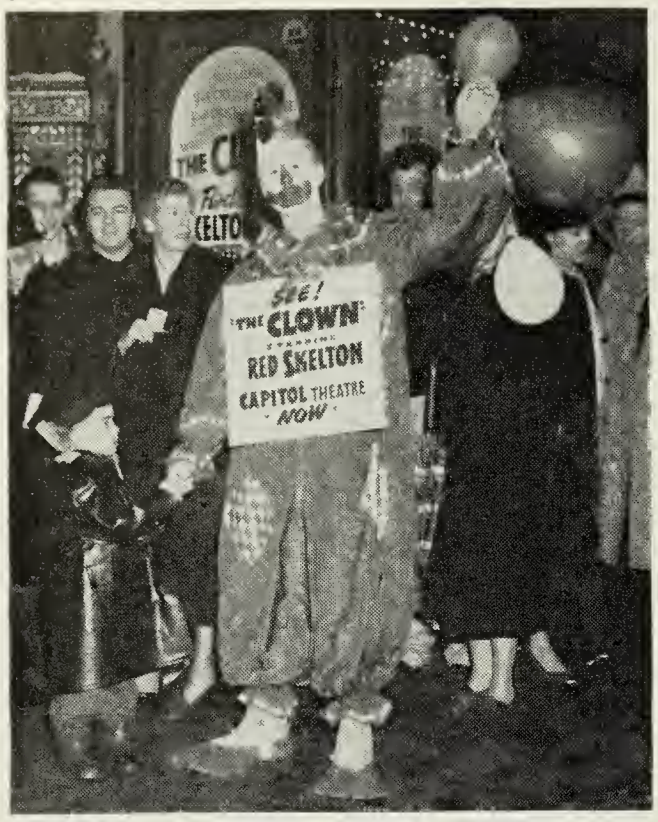
"Pirates" had to wear head band, badge and wooden sword whenever outdoors, and to attend the theatre three times weekly in full dress before opening date of the picture.

On opening morning, all theatre employes were present in pirate costumes with the entire pirate crew. Employes carried real swords. A parade was held opening night with around 200 crew members participating.

Heading the parade was a flag which bore the legend: "We're the Crimson Pirates—We're One for All and All for One—We'll Eat the Smoke of Their Cannon."

During run of picture, each employe wore a different pirate costume in tthe theatre.

Natural For "Clown"



Ballyhooing the opening of M-G-M's "The Clown," the Capitol Theatre, New York, had a man in gay circus costume cavort on the sidewalks in front of the house, attracting the attention of passers-by. Clown also amused patrons waiting in line for tickets. A sign carried playdate credit. Loew's Poli, Hartford, Conn., erected a display figure of Red Skelton, film's star, in the lobby to boost the run.

"Mystery-Girl" Stunt Aids "Angel" Booking

SALT LAKE CITY. — The Centre Theatre tied in with a local newspaper to promote a mystery-girl contest to push the opening of RKO's "Angel Face."

Newspaper spreads bannered the appearance of a "Miss Angel Face" in certain areas of the city each day for a week. First person who identified her was to receive a prize of $250. Pictures of winner and mystery girl appeared in the paper at the end of the week.

Also, management arranged to give a compact to the first 300 women buying tickets on a certain morning. A cosmetics demonstrator appeared in the lobby.

Another tie-up was made with 100 drug stores carrying an "Angel Face" powder. The stores displayed the powder along with a playdate banner on the film.

DivingEquipmentDisplay Plugs "Beneath Sea" Run

The RKO Palace Theatre, Cleveland, arranged a lobby display with authentic diving equipment to promote interest in its showing of Universal-International's "City Beneath the Sea." Lieut. Harry E. Rieseberg, a deep sea diver and treasure hunter, made an appearance in the lobby to explain the equipment.

A copy of Lieut. Rieseberg's authentic "lost treasure map" is being made available as a lobby piece in connection with the film by U-I. The map is accompanied by a descriptive promotional booklet.

Booklet consists of a 7½ x 5½ inch, four-page folder; green print and white background simulating old-fashioned lettering. First page describes the map and its connection with the film.

Anni Drive Aides Include Posters, Special Showings

SYRACUSE.—Loew's State utilized its 25th anniversary as a springboard for a campaign to build up attendance and interest audiences in the theatre's engagements of various films. A novel lobby display boosted the anniversary in connection with the opening of a top line feature.

Other lobby items tied-in with the event high-lighted a special holiday children's give-away-show and a redueed-priee return engagement of a film.

An anniversary poster mounted in the lobby's center invited patrons to join in the theatre's birthday show of M-G-M's "The Bad and the Beautiful."

Photos Displayed

Joined at oblique angles to the 10-foot high central display was a series of photographs. On one side, the photos showed views of Syraeuse at the time Loew's State was opened.

On the other were listed the 25 top pictures that the theatre ran during its 25 years of existenee, the last one tying in with "The Bad and the Beautiful." A smaller sized poster elose by displayed one of the theatre's original opening programs.

A speeial children's holiday show was also heralded in the lobby. Sign promised children they could greet in person local Western TV stars.

Another feature in the campaign was an animated blaek-light display highlighting the return engagement of M-G-M's "Ivanhoe."

Moving Words Machine, Children's Contest Push 'Torpedo Alley' Playdate

NEW LONDON, Conn.—Use of a "Count the Submarines" eontest, a moving words machine, and other promotional features highlighted the Capitol Theatre's eampaign for the run of Allied Artists' "Torpedo Alley."

The contest was promoted through a newspaper tie-up in an effort to interest children in the film's run. A local newspaper published a photograph of a number of submarines. The first several youngsters who correetly guessed the number of submarines in the photo won guest tickets.

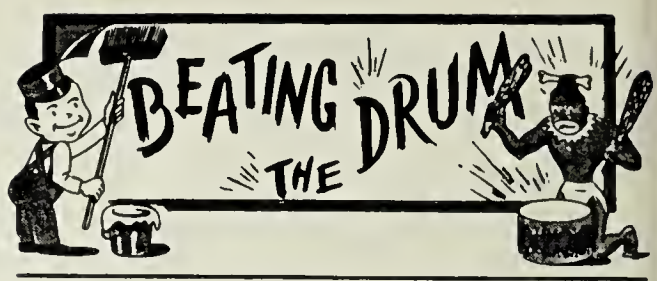
Messages Flashed

In another exploitation, a moving words machine was installed and operated above the boxoffiee a week before opening day. Maehine plugged the premiere in a 40-word message flashed on a white screen.

Multiple exhibition tie-ups were arranged with the co-operation of the Navy which lent a loeal department store a 22-foot atomic torpedo for exhibition.

Also made available by the Navy were miniature submarines enclosed in glass. These were placed on display in the theatre lobby. Decorating the front of the Capitol were 50 eode pennants provided by the Navy.

An additional feature in the campaign was an exhibit of a series of paintings, 18x24 feet, obtained from an electrie boat manufacturing company.



RKO Radio is being represented at the Cincinnati Gas & Electric Co., through Apr. 9, with five miniature exhibits at a special all-Hollywood display as a result of a tie-up arranged by the Independent Theatre Owners of Ohio to bring to the attention of the public great motion picture attractions of the past, present and future. The exhibits, all in miniature, include: the sedan used in the recently completed "Split Second;" the pirate boat from "Son of Sinbad," which begins production soon; two jet planes from "Jet Pilot," a forthcoming release; the keelboat from "The Big Sky," currently in release; and "King Kong."

* * *

A free admission gesture was made by Phil Schwartz in observing his 20th year as owner of the Parkway, Bridgeport. The way he made the offer was to extend as a "dividend to his many loyal customers" free entrance at certain times during a two-month period. Gesture certainly paid off in good will, and may give other long-time exhibs something to think about.

* * *

A new student admission policy was put into effect in a Hartford suburban situation by the Lockwood-Gordon-Rosen circuit. Under the plan, free admission on third Fridays to high school students is given if they attend performances at the theatre on two consecutive Fridays. All local students were given non-transferable premium card for the promotion.

* * *

A couple of stunts reeently eome our way are worthy of mention. In one, Sid Kleper, manager of Loew's Poli College, New Haven, gave out eandy bars free to the first 200 persons with the same first name to arrive at the house on opening day of 20th-Fox's "My Pal Gus." Bars had wrappers imprinted with the film's title. In the other, E. M. Loew's Theatre, Hartford, gave free admission to persons presenting old Indian Head pennies when the Indian picture, "Last of the Comanches," a Universal-International release, was booked. Admissions were granted for the matinee performanees, and management let two persons in for the priee of one —provided payment was made with 40 Indian Head pennies.

Cover Girl Contest Spotlights "Melvin"

A "Cover Girl Contest" is currently being held by 40 houses in Loew's out-of-town circuit to promote runs of M-G-M's "I Love Melvin." Several thousand dollars in prizes will be supplied by co-operating photo supply dealers. Joining in are local newspapers to help in the publicity campaign.

Judging of contest entries will be announced in New York and timed to garner extra publicity for the run of "Melvin."

REGIONEWS

ALBANY

Delay of the Court of Appeals in announcing decision on the appeal by Commercial Picts. Corp. from a 3-2 ruling that the Board of Regents properly barred "La-Ronde" as "immoral," was presumed to be a reason that no bills looking to repeal of censorship in N. Y. State were introduced in the Legislature this year. . . . Fabian's Grand installed 3-D equipment for the three-day showing of "Bwana Devil" after a nine-day stand at the Palace. Similar equipment was also installed in Fabian's Plaza, Schenectady, and Warner's Troy, Troy. . . . Warner's Strand, Albany, ordered a Walker screen for the scheduled showing of "House of Wax" in April. . . . Philip Delello, former mgr. of the Avon, Bainbridge, is now operating that theatre.

Officers of Albany Lodge of Colosseum of M.P. Salesmen for 1953 are: Eugene Lowe, U-I, pres.; Howard Smith, Paramount, v.p.; Harvey Appell, Columbia, secy.-treas.; Fred Sliter, 20th-Fox, sgt.-at-arms. . . . Nate Winig, retiring chief barker of Albany Variety Club, was honored at a dinner-dance at the Colonie Country Club. . . . S. H. Fabian, pres. of Fabian Theatres, and his son Edward flew in for the funeral of Alex Sayles, 68, mgr. of the Palace since 1937. Sayles succumbed to a heart condition.

ATLANTA

J. V. Caudill, Jr., appointed mgr. of the Colonial and Strand theatres, Canton, Ga., comes from the Motor Park Drive-In at Pine Hill, N. C. . . . Pat Ingram and R. E. Wilson's new 214-car ozoner at Springfield, Ga., is under construction, with opening set for early May. . . . Charles T. Rook will soon get started on his drive-in at Bushnell, Fla., where he formerly owned the indoor theatre. . . . Independent Drive-In Owners of Florida held their fourth meeting at Orlando, and set the next meeting for March 31 at the Hi-Way Drive-In, Ft. Lauderdale. . . . Sam Manning is now part owner of the Ri-Mar Drive-In at Lockhart, Fla. . . . Jack Hunt, Ala. representative for Wil-Kin Theatre Supply has sold equipment to Frank B. Pierce for the 200-car ozoner he is erecting in Louisville, Ga.

The Martin chain reopened its Forrest Theatre at Valdosta, Ga.; Hubert Countryman returned as mgr. of the Villa Rica, Villa Rica, Ga.; James R. McCriff transferred from the Bay, Panama City, Fla. to manage the Martin, Talladega, Ala., and Earl Hallford became city mgr. at Cordele, Ga. . . . Frank Sparrow, mgr. of the Ritz, Winter Haven, Fla., has installed a new RCA synchro Screen. . . . The Moving Picture Research Corp. has been incorporated in Nashville, Tenn., for "research and development of third-dimensional motion pictures and other entertainment" and is chartered to sell and license privileges resulting therefrom. Principals are Sam L. Leach, Mrs. Moriat McDonnel de Martini and Ward Hudgins.

John Carter, owner of the Brookhaven Theatre, Brookhaven, Ga., has taken over the Garden Hills and Buckhead theatres, Atlanta, from Duncan Amuse. Co. . . . Roger Butler, Jr., mgr. of Wilby Theatres in Selma, Ala. is public information chairman for the Red Cross Drive, now under way there. . . . Bernstein Southern Theatre is building the 800-car Turnpike Drive-In at Miami, Fla., scheduled to open in June. . . . Paul Englar, gen. mgr. of Famous Theatres, Birmingham, Ala., returned to his desk after a spell of illness. . . . Charlie Webb has leased the Bocanita Theatre, Scottsboro, Ala., from J. A. Snodgrass. Theatre has been completely remodeled. . . . Frederick G. Storey, pres. of Storey theatres in Atlanta, was elected pres. of the Family Service Society.

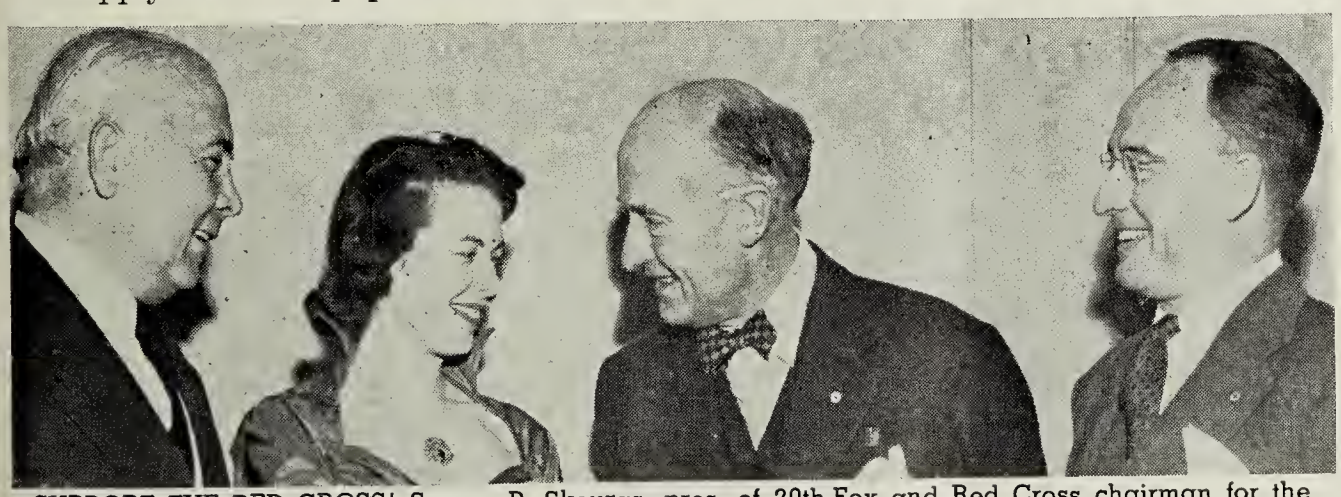
Measures to outlaw motion pictures, stage plays and musicals having "an underlying philosophy inspired by Moscow" are threatened by Ga. legislators Rep. David C. Jomrs and State Senator John D. Shepard, in a blast denouncing the stage musical "South Pacific," which is said to justify inter-racial marriage. . . . Bailey theatres announced that bad business forced them to close two of their colored theatres in Atlanta, the Lincoln and Harlem.

BOSTON

Twelve Shea theatres in N. H., Mass. and Ohio will participate in a pre-release contest on "Ma and Pa Kettle on Vacation," opening between March 20 and 22 in each theatre. Three substantial money prizes are being offered and awards will be made on the basis of increases in gross over past films in the series. . . . Middlesex Amuse. Co. sold the Maplewood Theatre, Malden, to be converted into a bank. . . The Granada, flagship of the Malden Circuit, has ordered 3-D equipment from National Theatre Supply for a showing of "Bwana Devil" late in March. . . . Maurice Sidman, former mgr. for the Morse and Rothenberg circuit, has been named mgr. of the Weymouth, Weymouth, recently leased to Harry Shindler. Herbert Higgins is handling buying and booking.

A. Tercvernian is building a new 400-car drive-in at Pride's Corner, Westbrook, a suburb of Portland, Me., for an April opening. . . . Redstone opened the Neponset Drive-In on March 11, the first ozoner in this area to brave the weather. The circuit is following with openings of the Revere and Dedham a week later. . . . Joe Levine of Embassy Pictures, who operates the Round Hill Drive-In, Springfield, opened its gates on March 6. . . . Although B&Q has not booked a 3-D film in any of its Mass. houses the company is equipping all its theatres with new lamphouses and lighting as well as new Silver screens in readiness for the new process. . . . Harold Davidson, head of Sound Engineering Service, was stricken with a heart attack and is in Chelsea Hospital. . . . Francis Perry, who celebrates his 80th birthday in April, is at Pondville Hospital, Norfolk. He is a past pres. of Ind. Exhibitors of New Eng.

Stan Davis, an RKO booker for the past few years, has been assigned the Maine and Vt. territories for selling, and takes to the road March 23. . . . Jack Markle returned for a permanent post as publicist for Columbia in New England, replacing Bob Weiner, transferred to the Chicago territory. . . . "Leonardo Da Vinci" has been booked into the Kenmore, Boston, for its Easter presentation. Regal Pictures is handling the distribution here. . . . Boston TV viewers will be able to see some of the Academy Award presentations from Hollywood, after first being told that sponsor conflict would not permit the show to be aired here. . . . Norman Glassman has taken a long term lease on the 1,300-seat Strand, Haverhill.



SUPPORT THE RED CROSS! Spyros P. Skouras, pres. of 20th-Fox and Red Cross chairman for the industry, urges wholehearted cooperation to the 1953 Red Cross Fund appeal now being conducted to raise $7,000,000 in New York. Here (l to r) are: Skouras; Vanessa Brown, stage and screen star; E. Roland Harriman, National Red Cross pres., and Albert C. Simmonds, Jr., gen. chairman of the campaign in Greater New York.

BUFFALO

Vigorous opposition is being voiced in the City Council to the proposal of Mayor Mruk for an additional 5% on admissions. This and other permissive taxes would be levied to overcome a budget deficit in the city's 1953 financial program. . . . "The Four Poster," in its sixth week at the Cinema Theatre, broke all records and no end in sight. . . . Marion Gueth, former exec. secy. for the MPTO here, will be honored at a silver anniversary tea on April 12, given by the Women's League of Variety Club. . . . 5,000 autographed photos of Rosemary Clooney were given away at the Meat Dept.

BUFFALO (cont'd.)

of the NuWay Super markets. Announcement was made in the regular double page weekly store ad and featured the opening of "The Stars are Singing" at the Paramount.

The Glowmeter Corp. of Buffalo, headed by Agis I. Mihalakis, is demonstrating a new dual purpose screen which, it is claimed, can be used for both 3-D and conventional movies. Pres. Mihalakis revealed that orders have already been received from more than 100 theatres. . . . Sattler's dept. store is cooperating with Basil's Lafayette in sponsoring a contest in connection with the forthcoming "Desert Legion." Winner will receive an all-expense trip to New York, and other prizes include a $100 Westmore beauty kit and 200 lipsticks. . . . All local downtown theatres are making plans for one type or another of 3-D equipment. Basil's Lafayette is installing a blue-gray plastic screen for showing of Columbia's "Fort Ti," due about May 15 in one of the film's first showings.

CHARLOTTE

L. R. Johnson was appointed mgr. of the Motor Park Drive-In at Pine Hill, N. C., to succeed J. V. Caudill, Jr., who became mgr. of the Colonial and Strand in Canton, Ga. . . . Preston Temple and Bill Sander will start work on their new Fox Drive-In, Anderson, S. C., with opening date planned for April. . . . Charles McGree, owner of the Mecklenburg Drive-In, Charlotte, has taken to Superior Court his fight against the city's blue law which forbids operation of a theatre before 9 P.M. on Sunday. . . . The Leland Youngs, of the Cameo and Broadway theatres, Clinton, N. C., have a new baby girl, making this their fifth. . . . Ruth Cockrill, former Variety Club secy. and wife of Paul Cockrill, sales rep., has entered the Will Rogers Memorial Hospital at Saranac Lake, N. Y., through the efforts of Variety.

Fed. Dist. Judge C. C. Wyche, in Columbia, S. C., ordered a complete inspection of all theatre books and records in pending percentage actions by Paramount, Loew's, 20th-Fox, UA, Universal and Columbia against Wm. H. Hall, operating the Dixie Theeatre and Hall's Drive-In, W. Columbia, S. C. . . . D. H. Yarley, a partner in the Coats Theatre, Coats, N. C. with Oris Autrey, has acquired full control of the theatre. . . . The 3-D "Bwana Devil" opened at the Carolina Theatre, Charlotte, for an indefinite run.

CHICAGO

The Lin Brothers are opening their Drive-In at Rockford this month and have plans for another in the Belvidere, Ill. territory. . . . Alliance circuit is planning to build 600-car ozoners this spring at Rochester, Ind., Peru, Ind. and Ottawa, Ill. . . . Sam Levine is retiring after quarter century service as B&K mgr. and will make his home in Homestead, Fla. . . . Judge Philip Sullivan dismissed Semadalis and Manta as defendants in Deluca's Norwal Theatre anti-trust suit for quarter million dollars, owing to two-year Statute of Limitations. . . . Twin City Drive-In at Champion and Skiway at Danville opened for the season. . . . Chicago theatres broke all records in collecting $76,000 for the LaRabida Sanitorium, Variety Club charity. Drive was headed by Ralph Smitha, Essaness circuit mgr. . . . Clarence Lieder is operating the Strand Theatre. . . . Maurice



At the New York premiere of M-G-M's "Lili," star Leslie Caron poses in the lobby of the 52nd St. Trans-Lux with the sons of two famous industryites: (left) Dick Brandt, son of Harry Brandt, and (right) Tom Rodgers, son of Wm. F. Rodgers. Dick and Tom are executives of Trans-Lux Theatres and active in management of the circuit.

McShane, Chicago Theatre executive, passed away.

Sidney Silverman named mgr. of Essaness Harlem Drive-In, Chicago. . . . Stanley Coberg named director Schoenstadt's Starlite outdoor theatre, Chicago. . . . Wm. Lipsner joined country sales, Allied Artists. . . . Esquire Theatre landed the local premiere of "The Star,' opening March 20 for extended run. . . . Debbie Reynolds here for personal boosting of "I Love Melvin," opening at Eitel's Palace March 20 for extended run. . . . Tom Valos, owner of the Valos Circuit, is in Athens, Greece for an extended stay. . . . Ralph Seats will be in charge of the Dekalb, Ill., drive-in when it opens early in April. . . . Golde Mfg. Co. reported end of six-week strike and factory working at capacity to fill theatre orders. . . . Carroll Carruthers back on job at RKO exchange after six weeks' illness.

The Gold Coast Theatre will shortly feature Charlton Heston's "Julius Caesar" in 16mm. Experiment will be watched with interest by Chicago trade. . . . IGA Food Stores here are boosting "Peter Pan" in their newspaper advertising. . . . Borris Reidel retired as director of the Poster Dept. of B&K to make his home in Calif. . . . D. Calamari was named mgr. of B&K's Harding Theatre. . . . Edwin Samet purchased the Princess Theatre in Cullom, Ill. from Farber Bros. . . . Sarra Studios completed another short for the Safety Council, called "Safe as You Make It," which will be available to theatres. . . . Harry Goldberg joins Lippert Films, Chicago offices, city sales. . . . B&K's Varsity Theatre, Evanston, is getting a modern canopy from Whiteway Electric Co. . . . James Donohue, Paramount div. mgr., is recovering from heart attack at the Mercy Hospital. . . . Bob McKee, radio and TV announcer has joined Filmack Studios in production and sales of TV film spots.

Seymour Simon, attorney for Alliance Circuit, is seeking dismissal of the Government's anti-trust case, filed last year, contending that local pooling arrangements are not illegal. . . . Abbott Theatre Equipment Co. reports they have orders from 65 theatres for 3-D equipment. . . . Alliance starts its 18th summer business drive on April 17. The circuit will equip 16 theatres for 3-D showings. . . . Attorney Seymour Simon filed suit in Judge John Barnes court against all major film companies for the Arcada Theatre, St. Charles, Ill., operated by J. J. McFarland, demanding day and date film clearance with theatres in Elgin and Aurora. No damages asked.

QUICK SERVICE!

Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices

KELLER PRINTING CO.

Suite 805, 723 7th Ave., N. Y. C. CI 5-6439

CINCINNATI

Nick Shafer, pres. of Mid-States, reports his company is taking over operation of the Plaza Theatre, Miamisburg, O., from Weaver Bros. the 1st of April. . . . Herbert Masters, who recently acquired the Rex Theatre, Felicity, O., made the rounds of film row last week. . . . Earl Payne, buyer for the drive-in in Bluefield, W. Va., owned by Julian Silberstein, was in town attending to pre-opening details. . . . National Theatre Supply installed 3-D equipment in the Victory Theatre, Dayton, operated by Bill Keyes; Logan Theatre, Logan, W. Va., owned by Martin Theatre, Martin, Ky.; Ross Filson's State, Pt. Pleasant, W. Va. NTS also furnished a new screen for 3-D at Abe Hyman's Keith Albee, Huntington, W. Va., and glass and attraction letters to the Sherwood Drive-In, Dayton, O., opened by Sam Levine.

Frank Weitzel, who recently formed a booking and buying circuit, will service the Jur Circuit of Salem, W. Va. . . . Mike Klein, former U-I auditor, has been added to the company's sales staff, to cover Ky. and parts of W. Va. . . . Realart has acquired rights to a special two-hour show, called "Circus Days," which they are booking with special exploitation material. . . . "Loyola the Soldier Saint," a Realart attraction, was held over at the Cheviot Theatre for three additional days, giving it a full week's run—an unusual event for the Cheviot. . . . Michael Gould, Paramount salesman here, has been transferred to the Cleveland branch. . . . Dewey Vanscoy, mgr. of the La Max Theatre, Wilmington, O., died of a heart attack. . . . Paul (Bud) Wessel is receiving congratulations on the arrival of twins, a girl and boy. The Wessels now

CINCINNATI (cont'd.)

have four girls and a boy. . . . Jack Finberg, UA branch mgr., back at his desk after prolonged absence due to illness. . . . Mark Cummins, owner of several drive-ins in this area and in St. Petersburg, Fla., is back in the city making reopening arrangements. . . . Gene Tunick of Tunick Releasing Co. is convalescing from a major operation.

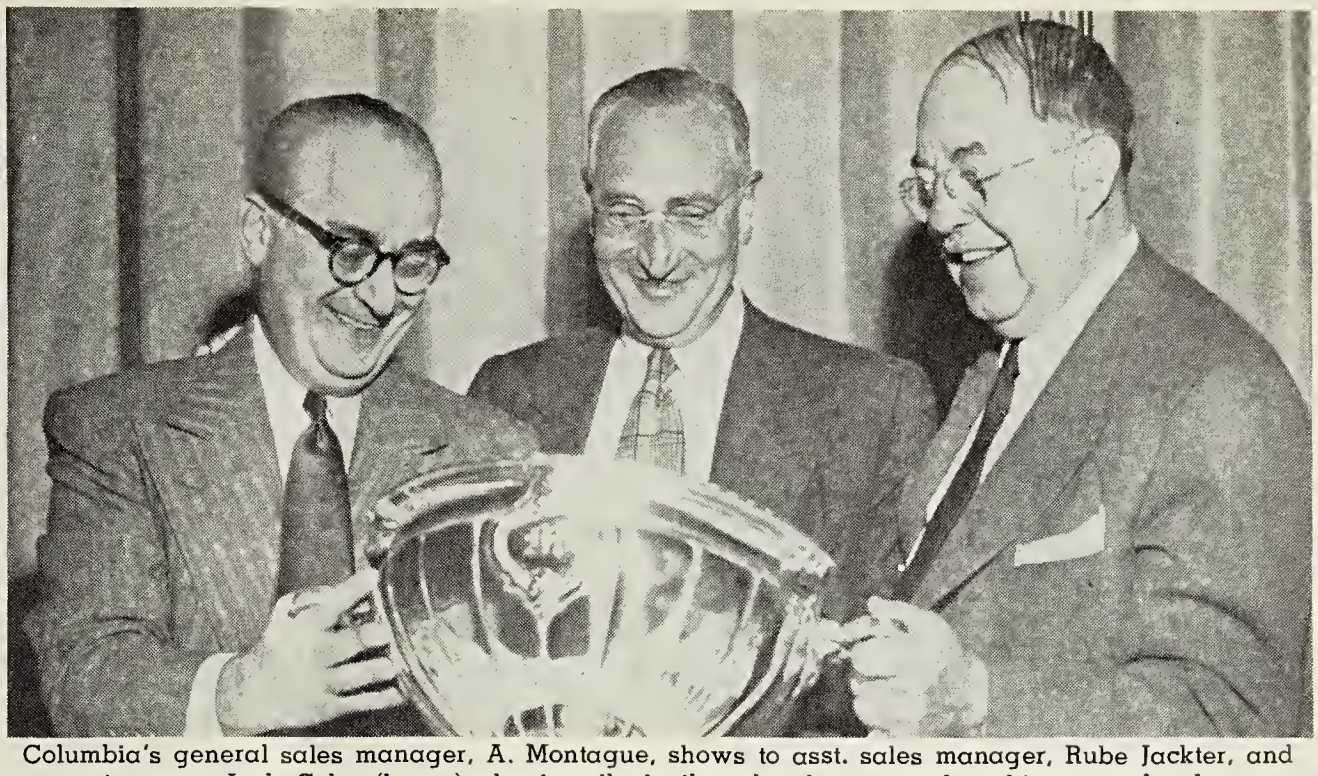
DALLAS

Joining the rush to 3-D, Loew's State in downtown Houston showed several shorts by Stero-Technique in conjunction with a conventional full-length feature. . . . New asst. mgr. of the Rialto and Trot theatres, Cuero, is James Neely. . . . After an 18-month separation from theatre business, operating a chicken ranch in Calif., Johnny Smith has returned to become mgr. of the River Oaks, Houston . . . Interstate is installing 3-D equipment in six nabes in Houston—the Village, Tower, Eastwood, Alabama, North Main and Garden Oaks—to be followed by similar installations in suburban theatres. . . . Some 12,000 persons crowded the Coliseum, Houston, for the southwest premiere of Evangelist Billy Graham's "Oiltown," shown for three nights without charge. A collection was taken up at each performance.

The Shepherd Drive-In ran a Saturday night dusk-to-dawn "Moviethon" at regular admission prices. Starting at 6:45 P.M., the ozoner showed five features and the snack bar remained open all night. . . . The Houston Geological Society has released the first in a series of geologic strip maps of Texas highways. The highly technical map for oilmen also shows locations of all drive-in theatres. . . . The Boys Club project of Variety Tent 34 gained $43,145 from an auction of California fashions at Variety's Shamrock Hotel dinner early in March, emceed by George Jessel, who also acted as auctioneer. . . . "Interstate Circuit does not want to do anything in Houston or anywhere else to offend members of the American Legion," declared Al Lever, Houston city mgr., in ordering the River Oaks Theatre to cut the run of "Limelight" from a scheduled two weeks to three days.

DENVER

Merle Swank and Don Phillips, owners of a drive-in at Longmont, Colo., have bought the McCook Drive-In at McCook, Neb. from Hankey & Giddings. . . For the first time here, some of the second-runs are cooperating in advertising a film, "The Stooge," in the local dailies. Theatres involved—some in direct competition with each other—are the Lakewood, Tower and Victory, and the Lakeshore and Monaco drive-ins. . . . Columbia Exchange is undergoing a decorating job. . . . Ros Campbell, recent city mgr. for Black Hills Amus. Co., Newcastle, Wyo., bought the Orpheum in Sheridan, Wyo. from Fox Intermountain. . . . A second child, named Jillann, for Bruce Marshall, Columbia salesman, and the former Zora Sekulich, one-timer booker at Universal. . . . Barney Shooker was guest of honor at a luncheon given by Columbia branch mgr. Robert Hill to celebrate Barney's 20 years with the company as salesman. . . . Bruce Archer, Atlas Theatres clerk, became a father. The arrival of Mark Douglas makes A. P. (Tony) Archer, pres. of Civic Theatres, a grandfather.



Columbia's general sales manager, A. Montague, shows to asst. sales manager, Rube Jackter, and executive v.p., Jack Cohn (l to r), the inscribed silver bowl presented to him at a luncheon to commemorate his 20th anniversary as sales manager of the company, the longest tenure in that office in the history of the industry.

DETROIT

Al Ackerman has taken over sole ownership of the East Side Theatre, following retirement of his father, Sam, who left for a long vacation in Calif. . . . E. B. Dudley, pioneer exhibitor, recovered from pneumonia and a nervous breakdown, has disposed of his Belle Theatre to a church group. Dudley is dickering for another theatre. . . . Ernest T. Conlon, exec. secy. of Allied Theatres, was speaker at a packed session of the Rotary Club at Alma, arranged through Floyd Chrysler of the Cassidy Theatres. . . . Alex Jagmin is redecorating the Cinderela. . . . Earl Hudson, pres. of United Detroit Theas., is being feted by the local industry with a banquet in honor of his 18 years in Detroit. . . . J. Oliver Brooks, former head of exploitation for Butterfield, moved his headquarters to Coral Gables, Fla. . . . Pat MacInnes, publicist for United Artists Theatre, left for Bermuda, where she will handle publicity for the Harmony Resort.

Ray Meurer, counsel for UDT, has been named pres. of the United Cerebral Palsy Assn. of Mich., succeeding Earl J. Hudson. . . . E. R. (Dick) Holtz, pres. of Grand Riviera Co., confirms sale of the second-run Riviera to James Realty Corp., headed by Corp. James Nederlander, son of David T., longtime operator of the Shubert-Lafayette Theatre. . . . Elmer Kiehler of Crane, W. Kiehler and Kellogg, is busy with construction of the new Ford Auditorium. . . . Irving Belinsky is studying 3-D possibilities for his circuit. . . . Fred Preston, who built the Highland Park Theatre about 1915, died at the age of 83.

Cliff Giesseman, former UDT exec. here, returned to the city as an exec. with Cinerama. Bill Green, one-time mgr. of the Tuxedo, is regional exploitation chief, and Frank Upton, formerly with UDT, is house mgr. . . . Jack Hurford, formerly house mgr. of the Fox Theatre, has joined Mel Haugh Lincoln agency as sales rep. . . . Ben Robins is back on the job after a long convalescence from auto injuries last fall. . . . Sidney Golos, who has been ill, moved his office to 1961 Hazelwood Ave.

INDIANAPOLIS

Robert (Bob) Jones of Dallas, Tex., has replaced Roy Brandenburg as gen. mgr. of Affiliated Theatres. . . . Mrs. Christy Kalafat, whose husband operates the Tri-Hi Drive-In at Garrett, announces the arrival of a baby boy. . . . Tom Goodman resigned as salesman for Allied Artists to accept a post with Columbia as city salesman for Indianapolis and Louisville, Ky. . . . AA's "Hiawatha" broke all house records playing at the Jefferson, Ft. Wayne. . . . Mrs. Miriam Hultquist succeeds Mrs. Ann Craft as secy of Allied Theatre Owners of Ind. . . . Warners are preparing to handle the 3-D films in a new section of the first floor of their building. . . . Mrs. Claude McKean, visiting at Delray Beach, Fla., is seriously ill. He is mgr. of the Warner exchange.

United Film Booking office announces it will serve the Hillcrest Drive-In, the Sunset and East Thirty, Ft. Wayne; the Sky Line and Shelby, Shelbyville. . . . The Clarksville Drive-In, Clarksville, is being operated by owner M. J. Atkins this season. . . . E. Ornstein will buy and book for the drive-in at Bloomfield, and the Bardstown Drive-In this year. . . . The 94-year-old mother of Hobart Hart, operator of the Court Theatre, Auburn, suffered a cerebral hemorrhage and is in Memorial Hospital, Auburn.

LOS ANGELES

The Warner Hollywood has ceased operations to prepare for the much heralded "This Is Cinerama." Seating capacity of 2700 will be cut down to 1500 to allow for the new type of projection. . . . Ben Mohi, who pilots the Hunley, L. A., has assumed buying and booking duties for the Lyric, Monrovia, operated by Simon Lazarus. . . . Hal Gallatin, Republic booker, was elected Lot Chairman of the O.E.I.U. Local 174.

BECAUSE WE KNOW IT'S SO

WE KEEP ON SAYING . . .

FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

FILMACK TRAILERS

1327 S. WABASH AVE. CHICAGO

630 NINTH AVENUE, NEW YORK

LOS ANGELES (cont'd.)

. . . Dale Clark, Manley Pop-Corn salesman, became the father of a boy. . . . The Film Row Club has formulated plans for a June dance, to be held at the Hollywood Palladium.

After operating for many years as an art house, the Lurel, owned by Herbert Rosener, closed its doors. Theatre will be converted into a synagogue. . . . Jessie Pierce, Warner booker who retired in 1951 due to ill health, passed away. . . . The Victoria Theatre, L. A., closed recently for a face-lifting, had a fire which was confined to the stage only. . . . Vic Rosen resigned as mgr. of the Picfair to take up similar duties at the Warner Hollywood when it reopens for Cinerama. . . . Gail Parker, formerly with the Roy Dickson office, has joined the Paramount booking staff. . . . Charles Skouras, National Theatres' prexy, is recuperating from a heart-attack.

MEMPHIS

A 1949 Tenn. law, authorizing cities and counties to levy a 20% tax on admissions to theatres and other places of amusement, would be repealed under bill introduced in the State Legislature by Sen. Charles M. Everhart of Kingsport and Rep. Richard T. Moore of Newbern. . . . Jimmy Rogers, former branch mgr. for Columbia, is reported improving at the Kennedy Veterans Hospital. . . . Recent seasonal openings in Ark. include H. M. Howard's 70 Drive-In, Hot Springs; The Starlite, Gassville; Skylark, Newport; P. W. Dupree, Jr.'s Jaxen, Jacksonville; in Tenn., Broadway Drive-In, Dickson; R. W. Lee's Hohenwald, Hohenwald; Nathan Flexer's Lake, Waverly, and the Bel-Aire, Centerville; in Miss., Mo-Jac Motor-In Movie, Indianola. . . . Cliff Walker and Fred Meyer have opened offices at 361 S. Second St. as distributors for Lippert and Realart releases. . . . Theodore Zahbel, Universal auditor, suffered a stroke while working in Memphis and is in Baptist hospital.

MILWAUKEE

The AITO is following through on a bill introduced in the State Assembly, which would prohibit construction of outdoor theatres within one-half mile of county and state highways, which, of course, they oppose. . . . Branch mgrs. and their wives were guests of Milwaukee Lodge No. 4 of the Colosseum of M.P. Salesmen on the occasion of its annual installation of new officers, which included L. J. Seidelman, Republic, as pres.; Morton Kramer, Columbia, v.p.; George Edgerton, Fox, secy.-treas.; Wm. Schwartz, U-I., sgt.-at-arms, and RKO's Robert Baker and M. Anderson as trustees. . . . Robert Peck, who was at the Towne in an advisory capacity, returned to the Papas and Spheeris two drive-ins at Kenosha and Racine. . . . St. Cloud's Tower Theatre sold tickets in advance for its "Friday the 13th Show" at midnight. All who stayed to the end received a pass to a future show. . . . Jack Levin of Jack Levin Associates, N. Y. C., will be a guest speaker at the March 24-26 Allied of Wisconsin convention.

Marlin Hanson, mgr. of the Park, Waukesha, will not run "Limelight" due to protests from the local Disabled American Veterans. .Film was shown at the Warner Theatre despite an American Legion request that it be delayed until the Justice Dept. completes its investigation of Chaplin. Al Kvool, zone mgr. for Warner, told the Milwaukee County Council of the Legion that the theatre had to fulfill its contract commitments, adding that Chaplin had not been convicted of anything and that there was no objection to the picture itself. . . . Theatre Service's Colonial Theatre had some cash stolen from a box in a metal locker, which was broken into. No sign of entry through the theatre's outside doors was noticed. . . . Senator Wiley (Rep., Wis.) assured the Mayor's advisory council that he would do all possible to increase the number of commercial TV stations serving Milwaukee.

MINNEAPOLIS

Tom Lees has leased the Lake, Lake Mills, Wis., to Wm. A. Bralick. . . . The nabe Agate has been shuttered. . . . Dahlstrom & Weinberger remodeled and redecorated the King, Belle Plaine, Ia. . . . Wilbur Snaper and Abram Myers, pres. and gen. counsel of National Allied, have been invited to address the annual convention of North Central Allied, set for the Nicollet May 4-5. A seminar on 3-D films will also be a highlight of the meeting. . . . Hayden Owen is new mgr. of the Rivoli, LaCrosse, Wis. . . . Lyle Carrish, Wayzata, Minn. theatre operator, plans to open his new 500-car ozoner at Hibbing, Minn. as soon as weather permits. . . . Work is going ahead on the 400-car drive-in being erected at Harvey, N. D. by Al and George Backes, who also operate the conventional State at Harvey. . . . Mr. and Mrs. Dean Schied, owners of the State, Mountain Lake, Minn., are the parents of a baby girl, named Jan Marce.

A bill of legalize Sunday motion picture shows, ball games, operas and other forms of amusement where an admission is charged, was killed in the S. Dak. senate. . . . Yvette Dugay, star of "Hiawatha," will be in St. Cloud, Minn. May 7-8, in a tieup with the local Gamble Store. . . . Ray Hanson, mgr., has installed a new maskless screen in the Fox, Fertile, Minn. . . . Jerry Green closed the Lyric, Atwater, Minn. . . . Robert Freer is new mgr. of the Arrow, Cherokee, Ia., replacing Don Barnes, who has entered military service. . . . Saturday morning shows for youngsters have been resumed at the Shakopee, Shakopee, Minn., by Harold Case. . . . Marvin Mann, owner of the nabe Royal, St. Paul, and Bob Hazelton, gen. mgr. of the Ted Mann circuit, are passing out cigars to celebrate the arrival of daughters.

NEW HAVEN

The Pike Drive-In, Newington, first ozoner in the state to open the season, started with a Thursday thru Sunday policy. Gen. mgr. Paul W. Amadeo plans to go on full time shortly. . . . Manchester Drive-In Theatre Corp. has been incorporated, with Bernard Menschell as pres., to operate ozoner now under construction in Manchester. . . . An electronic answering service, first of its kind in Conn., has been installed at the Sampson-Spodeck Fine Arts Theatre, Westport, enabling callers to receive the theatre's program automatically. . . . Sam Cornish, partner-mgr. of Niantic Theatre Corp., Niantic, is noting his 41st year in the industry. . . . Harry Post, owner of the Astor, E. Hartford, has been named a board member of the E. Hartford Chamber of Commerce. . . . D. O. Coleman, 85, founder of the Colonial Theatre, Southington, passed away.

A new Haven Superior Court ruling will enable the Bowl Drive-In at West Haven, completed last year but unable to open because of court action, to start operations in the spring. Seymour B. Levine heads the Bowl Drive-In Theatre Corp. . . . Carroll J. Lawler, formerly with Jamestown Amuse. Co., N. Y., as head booker, has been appointed gen. mgr. of Hartford Theatre Circuit, succeeding the late Gus Schaefer. . . . George E. Sawyer, mgr. of the Victory, New London, resigned to join the Schine Circuit in Toledo, O. in a managerial capacity. . . . Wendall "Jed" Prouty has been named mgr. of Morris Pouzzner's Victory Theatre, New London.

NEW ORLEANS

Plans are well under way for the Mississippi Theatre Owners annual convention, to be held at the Edgewater Gulf Hotel, Edgewater Park, Miss., June 28-30, according to announcement by Pres. A. L. Royal of the Ritz Theatre, Meridan, Miss. Royal has just retnrned from a trip to N. Y. to get first-hand information on 3-D. . . . Robert L. Long sold his interest in the Rebel Drive-In at Baton Rouge, La. to Leonard Allen. . . . The Gem Theatre, Abbeville, La., was closed for good. . . . The Green Drive-In, Gretna, La., owned by Mr. Street, will open April 1 with a 250-car capacity.



Herbert J. Yates, president of Republic Pictures, congratulates Reginald Armour (second from right) on his new appointment at the first International Sales Conference of Republic International at the Savoy Hotel, London. Watching are C. Bruce Newbery (left) and Richard W. Altschuler.

NEW ORLEANS (cont'd.)

The Mitchell Drive-In, Hammond, La., scheduled its opening for March 1, and the new Twin Drive-In, Lake Charles, La., is reported to be almost ready for opening. . . . Both Clarence Thomassie, owner of the Gay Theatre, Harvey, La., and his brother Ed, owner of the Royal, Marrero, La., are out of the hospital and reported to be doing nicely. . . . L. C. Montgomery, Briwa and MacKenna of the Joy Theatre have gone into the contracting business under name of Tra-Mont Bldg. Co. . . . New Charter was given for the Rose Theatre, Inc., Opelousas, amusement, $30,000.

NEW YORK

Westway Operating Co. seeks $1,500,000 in trebled damages in an anti-trust suit against 20th-Fox and Skouras Theatres, alleging that when Westway took over the Symphony from Skouras in 1943 they were denied the same product Skouras received, and that 20th-Fox refused to allow the Symphony to bid against Skouras' Riverside Theatre. . . . A $1,000,000 suit each was brought by IATSE Operators Local 306 against RKO Service Corp., Marcus Loew Booking Agency and Radio City Music Hall Corp., charging defendants with breach of contract with the union.

In a continuing effort to bring top-calibre live attractions to its N. Y. and N. J. motion picture houses, Walter Reade has booked the Ballet Theatre for a single performance on April 17 at its Majestic in Perth Amboy, N. J., and the Lauritz Melchior show March 27, 28 and 29 respectively at the St. James in Asbury Park, Community in Morristown and Oxford in Plainfield, N. J. . . . Refresheries in the Reade theatres playing "Peter Pan" during the Easter holidays will put in special displays of Peter Pan merchandise. . . . Filmack Trailer Co., located on the ninth floor of the Film Center Bldg., extends an invitation to all exhibitors to come in and watch how trailers are made up, from the raw copy to the finished product. . . . The Empire Theatre in Brooklyn, owned and operated by Brandt Theatre interests for the past 20 years, has been sold for conversion into a supermarket.

OKLAHOMA CITY

Morris Loewenstein, chairman of the Oklahoma COMPO Committee, in a recent letter to exhibitors, urged them to write their Senators regarding the Mason Bill, H.R. 157, and asked that they use the word "exemption" instead of "repeal." . . . Theatre Owners of Okla. Assn. set May 11-12 for its annual convention. Plans include an expanded style show for the ladies and a banquet and dinner the night of May 12. . . . Part of the celebration of Okla. Publishing Co.'s 50th anniversary included the first screening west of the Mississippi of "Hans Christian Andersen." Some 1,950 employees and their families attended. . . . R. Lewis Barton, head of the Barton chain, recently returned from a Chamber of Commerce tour of expressways and industrial developments in Texas.

John Hall, mgr. of the Harber Theatre, reports an increase of 160% in attendance during the 9-day showing of 3-D short subjects. . . . The 60 employees of the Midwest, Warner and Sooner theatres were told that their job status would not be affected by formation of a new national theatre chain, the Stanley Warner Corp., which will operate houses formerly owned by Warner Bros.

PHILADELPHIA

For the third consecutive year, churches in Trenton, N. J. will hold Easter Dawn Services at the Lawrence Drive-In, and Mainland Churches near Atlantic City will use the Atlantic Drive-In. The Walter Reade organization, in a public relations move, is donating its drive-in facilities and assisting in promotion activities. Plans were coordinated by Paul Peterson, drive-in supervisor. . . . Reade's 850-car Atlantic Drive-In, for the first time in its seasonal opening campaign, will take a series of spots on WFPG-TV in Atlantic City, starting six days prior to opening on April 4. As a yardstick, free passes will be offered to any listener writing to the TV station.

Plans for the 11th Annual Welfare Drive of M. P. Associates of Phila. were announced by pres. John Turner, UA branch mgr., to culminate April 13 with a dinner at the Bellevue Stratford honoring the bookers in local exchanges. Metro's v.p. Wm. F. Rodgers will be principal speaker. Lester Wurtele, Columbia branch mgr., is chairman of the drive. Purpose of the fund is to care for the needy in its own group and lend a helping hand to others in the industry.





Winners in the INDEPENDENT FILM JOURNAL's Exhibitorating Poll pose with their awards. L to R: Hal Wallis, voted Top Money Producer by exhibitors across the nation, and Robert L. Lippert, accepting Editors Award for his showmanship in connection with the motion picture, "Valley of the Eagles," from Hollywood editor Richard Bernstein.



Pandro S. Berman, producer of M-G-M's "Battle Circus," receives a special citation from the U. S. Army, rarely given to a civilian, from Congressional Medal of Honor Winners, Major Raymond Harvey and Master Sgt. Ernest Kouma, and Army Nurse, Lt. Mary Couch, all Korean veterans. Colorful ceremony took place at the Egyptian Theatre, Hollywood, during showing of the film, which centers around the Mobile Army Surgical Hospitals in Korea.

PITTSBURGH

Richard P. Morgan, exec. secy. of AMPTO of W. Pa., was appointed gen. chairman of the annual convention, to be held at the William Penn Hotel May 4-5, and Fred J. Harrington was appointed honorary chairman. Morgan has appointed an advisory and planning committee composed of Ted Manos, Bill Finkel, Norman Mervis and Bud Rosenberg. The two-day business sessions will include screening of a 3-D film and conclude with a banquet. . . . Next in a series of regional "Showmandizer" meetings, arranged by Morgan, will be held in Erie on March 24; New Castle, March 25, and Uniontown, March 31.

Film, "Bob and Sally," made with the cooperation of U. S. Dept. of Health and approved by social agencies, will be shown to segregated audiences at the Regent, Strand, Hollywood and Kenyon, Pitts., and the McKeesport Memorial. Roger T. Miles of Social Guidance Ents. will talk. . . . John H. Harris will return from his California trip in time to receive the LaSalle College Alumni Assn's Signum Fedei Medal on April 12 for his part in founding Variety Clubs. . . . Warner Theatre expects to have one of the first public showings of the 3-D film, "House of Wax," in April. . . . Bennett Amdur has signed up for the RCA 3-D kit for his Garden Theatre. . . . Double feature, "Problem Girls" and "One Girl's Confession," showing at 15 local theatres, with Cleo Moore covering the town making personal appearances, going over big.

The AMPTO board held a special meeting to hear a report from Charles R. Blatt, Legislative Committee chairman, on the current campaign to exempt theatres from the Enabling Act, under which many municipalities and school districts impose upon them an additional admission tax of from 5 to 10%. Blatt emphasized that there must be no letdown in this campaign, nor in the COMPO fight to eliminate the 20% Federal tax.

PROVIDENCE

The Carlton recently celebrated "John Wayne Week" by featuring the money-earning star in two reissues, "Iwo Jima" and "Wake of the Red Witch." . . . Most of

PROVIDENCE (cont'd.)

the local first-runs have discarded their TV advertising. It is believed the response did not warrant the expense. . . . Local police recently staged a drive on overtime parking violators, sending many theatregoers into parking lots. Lack of ample facilities constitutes a serious problem in downtown Providence. Neighborhood houses, emphasizing their free parking space, seem to be benefiting.

ST. LOUIS

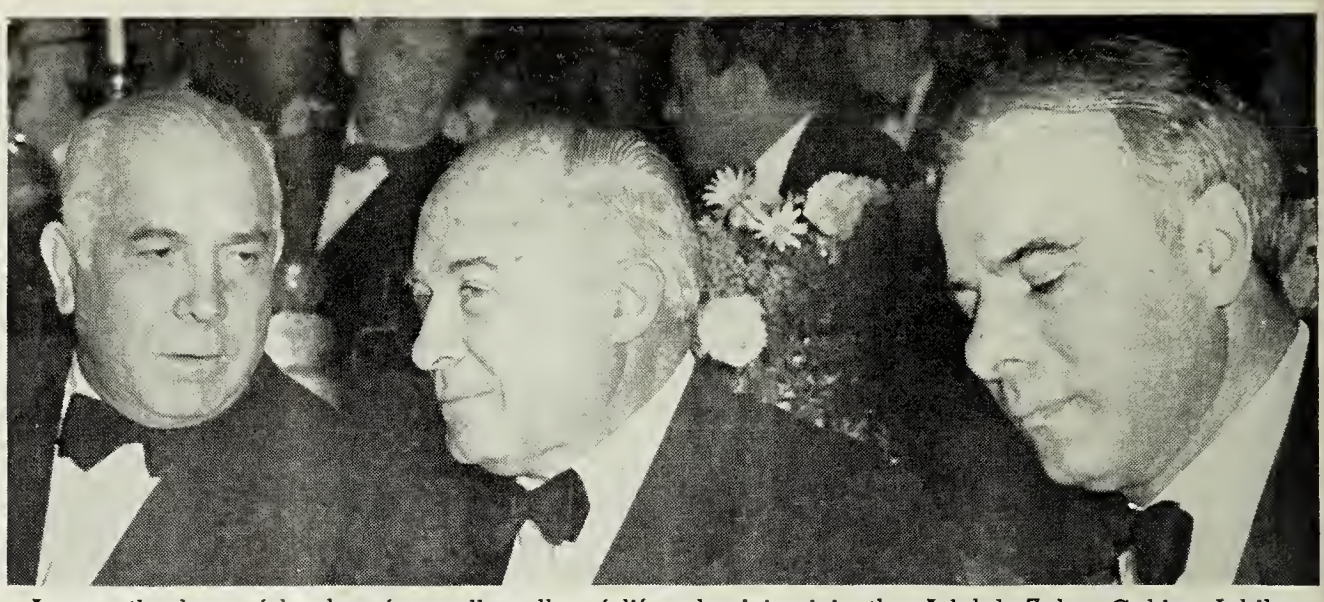
Ruby S'Renco's Art Theatre in the RKO film exchange bldg., is the first trade screening room in the country to be fully equipped for 3-D screenings. . . . Realart Pictures of St. L. headed by Gorelick & Phillips, has taken over territorial distribution of Astor Pictures and Favorite Films product, formerly handled by Flo-Mar Productions. . . . Robert Earl Brewer, arrested at Murphysboro, Ill. after a pistol duel with a Deputy Sheriff, confessed burglary of $127 from the Rodgers Theatre, Carbondale, Ill. on Jan. 19. . . . Frank Parker is the new Manley, Inc. mgr. for this area. . . . George M. Peterson of Cleveland has submitted to Bloomer Amuse. Co. the first set of plans for their proposed 800-car and 600-seat twin screen, $150,000 plus drive-in, to be erected east of Belleville, Ill. city limits. . . . Sympathy to Jimmy Hill, So. Ill. salesman for Warner, on loss of his 14-year-old daughter.

Frisina contemplates reopening of the Springfield, Ill. drive-in on By-Pass 66 and Rt. 29, March 20, and nine other ozoners around April 5. . . . Eathel Greenwood, who took over the 190-seat Nu Theatre, Kane, Ill., from W. P. Witt, operated the house Feb. 18, 21, 25 and 28 and then decided that her unfavorable financial experience warranted closing it again. . . . Fay and Art Madden, who purchased the 211-seat Lyric, made some changes. . . . A. T. Wohlert, Altamount, Ill. contractor and builder, is planning to reopen his remodeled 280-seat Main Theatre on April 4. . . . Albert Vetters reopened his Rio, Edinburgh, Ill. . . . The Capitol on N. 6th St. has been closed temporarily. . . . O new marquee is being installed at Frisina's Effingham Theatre, Effingham, Ill.

According to Wesley Bloomer, the first night of the "donate as you leave" policy at the Rex, Belleville, Ill., grossed better than the normal admission. . . . The St. Louis Showcase presented its first production on March 5 at the Artist Guild Theatre on a no-fixed admission basis. Contributions amounted to $200, with an average $1.00 donation—not subject to Federal admissions tax. . . . Bill Ford, owner-mgr. of the Bland Theatre, Blandinsville, Ill., will manage the 66 Drive-In for Kerasotes. . . . Two new ozoners scheduled for Charleston, Ill. are a 500-car project for Tomey Falk, Jack Taylor and Wm. Zurheide on Route 130 south, and one to cost upwards of $80,000 for Bianchi-Frisina on Route 16, east, with a tower constructed for conversion to 3-D.

Kerasotes are constructing two 400-car ozoners to serve Havana and Rantoul, Ill., with provisions for expansion to 600 cars. . . . The 400-seat Town Hall at Hardin, Ill., operated by Mrs. George Varble, has been closed indefinitely. . . . State Senator Edward V. Long, new owner of the 400-seat Orpheum at Elsberry, Mo., plans to reopen the house April 2, after extensive remodeling. . . . The Shubert, formerly operated under lease by Ray Parker, Mayor of Brentwood, Mo., may reopen on Easter Day under new management. . . . Paul McCarty, head of McCarty Theatre Supply Co., reports the sale of 3-D equipment to the Cape Drive-In at Illmo, Mo. The new Stae View Drive-In, owned also by Howard Bates, et al, between Cape Girardeau and Jackson, Mo. is being similarly equipped. . . . George Dunn was named mgr. of the Turner-Farrar theatres in Albion, Ill.

Leo A. Smugai, local agent for the Secret Service, reports a new type of counterfeit $10 bill being circulated in this general area. A tip-off is that the passers crumple them to conceal the fact that they are printed on heavier paper than good currency. . . . Herman Kuehner, Waterloo, Ill. realtor who serves as projectionist at the Capital Theatre in that city and also drives a school bus, has announced his candidacy to the Board of Alderman for that city. . . . St. L. Theatre Supply, headed by Arch Hosier, became local distributor for Supurdisplay, Inc.'s "Butter O-Mat" dispenser.



Among the host of leaders from all walks of life who joined in the Adolph Zukor Golden Jubilee celebration at the Waldorf-Astoria in New York were (l to r): Spyros P. Skouras, 20th-Fox prexy; Bernard Gimble of the Gimble stores, and Alfred W. Schwalberg, pres. of Paramount Film Distributing Corp.

Watch These Dates!

March 24-26: Milwaukee — Allied Independent Theatre Owners of Wisconsin and National Drive-In convention—Schroeder Hotel.

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

April 14-15: Louisville — Kentucky Ass'n of Theatre Owners convention and trade show—Seelbach Hotel.

Apr. 14-15: Dallas—Texas Drive-In Theatre Owners Assn. convention—Adolphus Hotel.

Apr. 27-29: Detroit — Allied Theatre of Michigan convention—Hotel Tuller.

Apr. 27-May 1: Los Angeles — Society of Motion Picture and Television Engineers' 73rd Convention—Hotel Statler.

Apr. 28-29: Kansas City — Allied Theatre Owners of Kansas-Missouri convention—Phillips Hotel.

May 4-5: Pittsburgh — Allied MPTO of Western Pennsylvania convention—William Penn Hotel.

May 4-5: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 5-6: Little Rock—Independent Theatre Owners of Arkansas convention — Marion Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention.

May 11-12: Oklahoma City—Theatre Owners of Oklahoma convention.

May 12-13: Des Moines — Allied Theatre Owners of Iowa and Nebraska convention.

May 18-23: Mexico City—Variety Clubs, International convention.

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

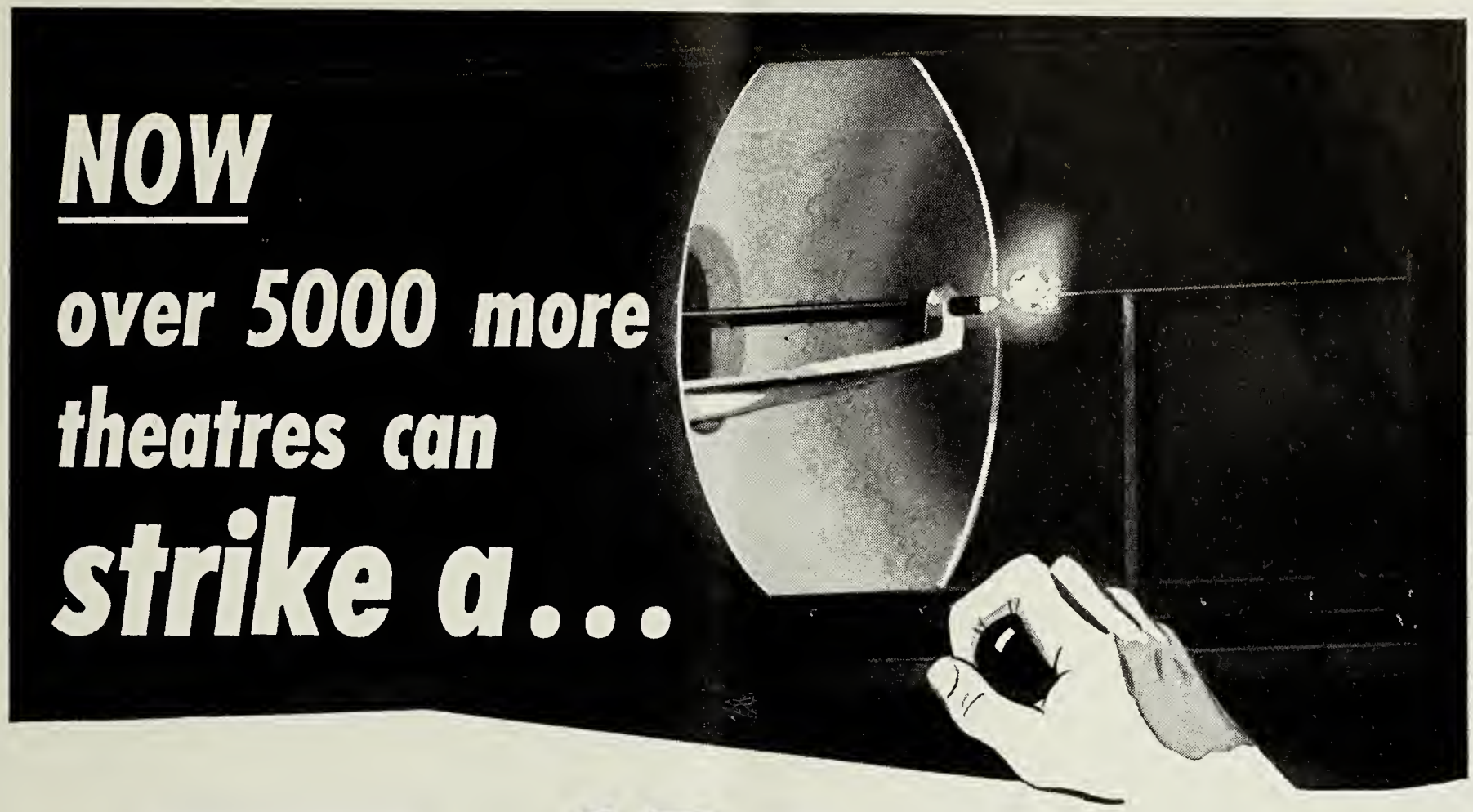
SALT LAKE CITY

The Crest Theatre here, which opened with fanfare three years ago, has been sold for a supermarket. With everything apparently in its favor, it was unable to draw enough patrons to keep going. It was in the Consolidated chain. . . . Gov. Lee vetoed the blue law and pressure stopped it from coming up again.

SAN FRANCISCO

Loew's Warfield had to go along with the deal made between AFL Bldg. Service Employees Union and the American Bldg. Maintenance Co., which provides for wage and pension plan increases for 400 No. Calif. theatre janitors. . . . James Sims, formerly of Nasser Bros., has been named night mgr. of the Stage Door Theatre. . . . Edward Sullivan moved from the Peninsula Dist. to Vallejo city mgr. for FWC Theas., replacing Phil Garber, resigned. . . . Jack Frazier, former FWC booker, is now with Westland Theas. at the Laurel, San Carlos. . . . Bob Broadbent was named mgr. of the Esquire and George Brand, temporary mgr., returned to his former post as asst. at the Orpheum. . . . First showing here of "The Little World of Don Camillo" will be April 10 at Ackerman Rosner's Larkin Theatre.

B. F. Shearer Co. installed 3-D equipment at the Vogue, Salinas; Center, Watsonville, for New Salinas Theas.; Ray Syufy's Rita, Vallejo, and Westland's Rivoli, Fresno. . . . Theatre changes include Russell Osborn and Roy Carier taking over the Peralta, Oakland, from Robert Wells, and Blumenfeld Theas. taking over the Kayvon Drive-In, Napa, from E. M. Graves. . . . Sol Lesser's 3-D Box Office Attractions distribution outlet here will be handled by Al Grubstick.



BRIGHTER and WHITER ARC with the NEW

NATIONAL 7mm
TRADE-MARK
"SUPREX" CARBON



Closely following general acceptance of the sensational, new 9mm "Suprex" carbon, NATIONAL CARBON now offers greatly improved screen light for theatres with variable-feed, mirror-type lamps, using 7mm high-intensity carbons. Specifically, the new "Suprex" carbon provides the following advantages:

- **Brighter and whiter light**
- ***More light at same current or consumption***
- ***Same light at lower current and carbon consumption***

For unequalled uniformity and arc stability, for the *best* in carbons —that research is constantly making *better*—get complete information on this and other recent NATIONAL CARBON developments. Write us — or see your theatre supply dealer who is NOW READY TO SHIP THE NEW 7MM "SUPREX" CARBONS.

ORDER THESE NEW 7mm CARBONS *NOW

- 7mm x 12" Cat. No. L 0521
- 7mm x 14" Cat. No. L 0525

*Not recommended for 1 KW fixed feed ratio lamps.

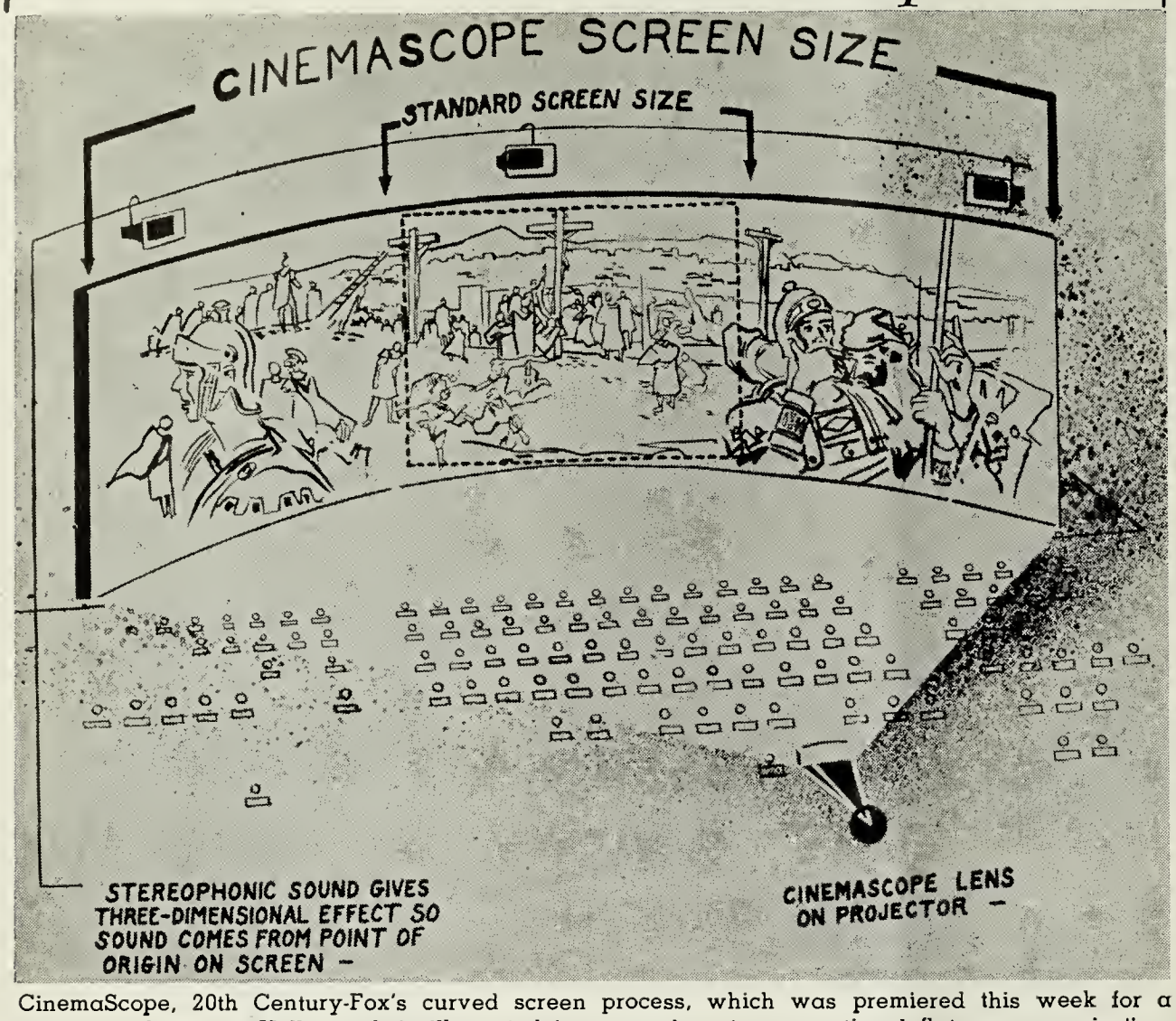
The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N.Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited — Montreal, Toronto, Winnipeg

Fox's Curved Screeen Setup



CinemaScope, 20th Century-Fox's curved screen process, which was premiered this week for a special audience in Hollywood, is illustrated in comparison to conventional flat screen projection. Dotted lines show the size of the conventional screen as compared to the new concave screen. System uses a new lens which condenses a scene in filming and expands it in projection. "Three-dimensional" sound effect is made possible by the three "sound boxes" at top of the screen.

New Projector Carbon Introduced

A new positive projector carbon, for use specifically in all mirror type variable feed ratio lamps, was introduced by the National Carbon Co.

Called "Suprex," and available in two sizes, 7mm. x 12 inches, and 7mm. x 14 inches, the company claims that it gives more light at the same carbon consumption, and the same light at less current and lower carbon consumption than its predecessor. It is rated at 42-50 amperes.

The company added that this 7mm. positive carbon is the latest in the new line of "Suprex" carbons which have achieved wide acceptance. It can be ordered through regular distributor channels by Order No. LO521 for the 7mm. x 12-inch size and LO525 for the 7mm. x 14-inch size.

The present 7mm. "Suprex" carbon will continue in use for one Kw. fixed ratio lamps.

Name Splicer Distributor

NEW YORK.—The Camera Equipment Co. has been appointed as another distributor for the Prestoseal "butt-weld" film splicer, known by the trade name of "Presto-Splicer," manufactured by the Prestoseal Manufacturing Corp. of Long Island City.

Basement Becomes Spacious Club Room

MUSCODA, Wisc.—The conversion of a theatre basement to a club room for patrons of the Muscoda Theatre scored as a public relations boost by Ervin E. Morris, manager. The room can now be used to relax in or as a hold out area during the winter and rainy weather.

Management also makes the room available to civic groups and clubs for meetings, at which food may be served. Walls of the basement were done in pine paneling, with floor lamps, juke box, piano, and fire-place added.

RCA's New 3-D Sound

CAMDEN, N. J.—Stereophonic sound reproduction equipment to accompany any type of three-dimensional motion picture will be made available shortly in the production of special theatre sonnd systems by RCA, according to Barton Kreuzer, manager of RCA Victor's theatre and indnstrial marketing division.

MPRC Compiles Projection Data For Stereo 3-D

In an effort to help resolve the confusion currently existing as to what type of equipment should be used in the exhibition of stereoscopic three-dimensional films, the Motion Picture Research Council compiled and released a set of concrete recommendations relating to such equipment for the theatre.

Once a theatre is converted to stereoscopic 3-D systems—the kind that require audience viewers—fllm from all producers making stereoscopic pictures can be shown, according to the MPRC. In other words, all such systems, said the MPRC, demand the same type of equipment and arrangement for projection.

The MPRC list of conversion necessities includes the use of two projectors, proper alignment of projectors, and the use of a proper interlocking mechanism which will allow them to run in absolute synchronism.

Metalized Screen Needed

It was also noted that larger magazines and reels are needed in order to minimize intermissions, that rewinds have to be adjusted to accept the larger reels, and, finally, that it is necessary to project on a metalized directional screen.

No specific recommendation on the type of metalized directional screen to use was offered as yet by MPRC. The Council noted that it was possible to spray existing mat screens with suitable metalic paints, but offered as yet no specific recommendation on this point either.

Proper projector alignment is achieved when the vertical and horizontal center lines of the two projectors are superimposed on the screen. MPRC has prepared Target Test Film for use in achieving proper alignment.

This film is available either in short sections for loops or in larger rolls. Sufficient length for loops for two projectors is available for $2. Longer lengths are available in multiples of 50 feet at eight cents per foot.

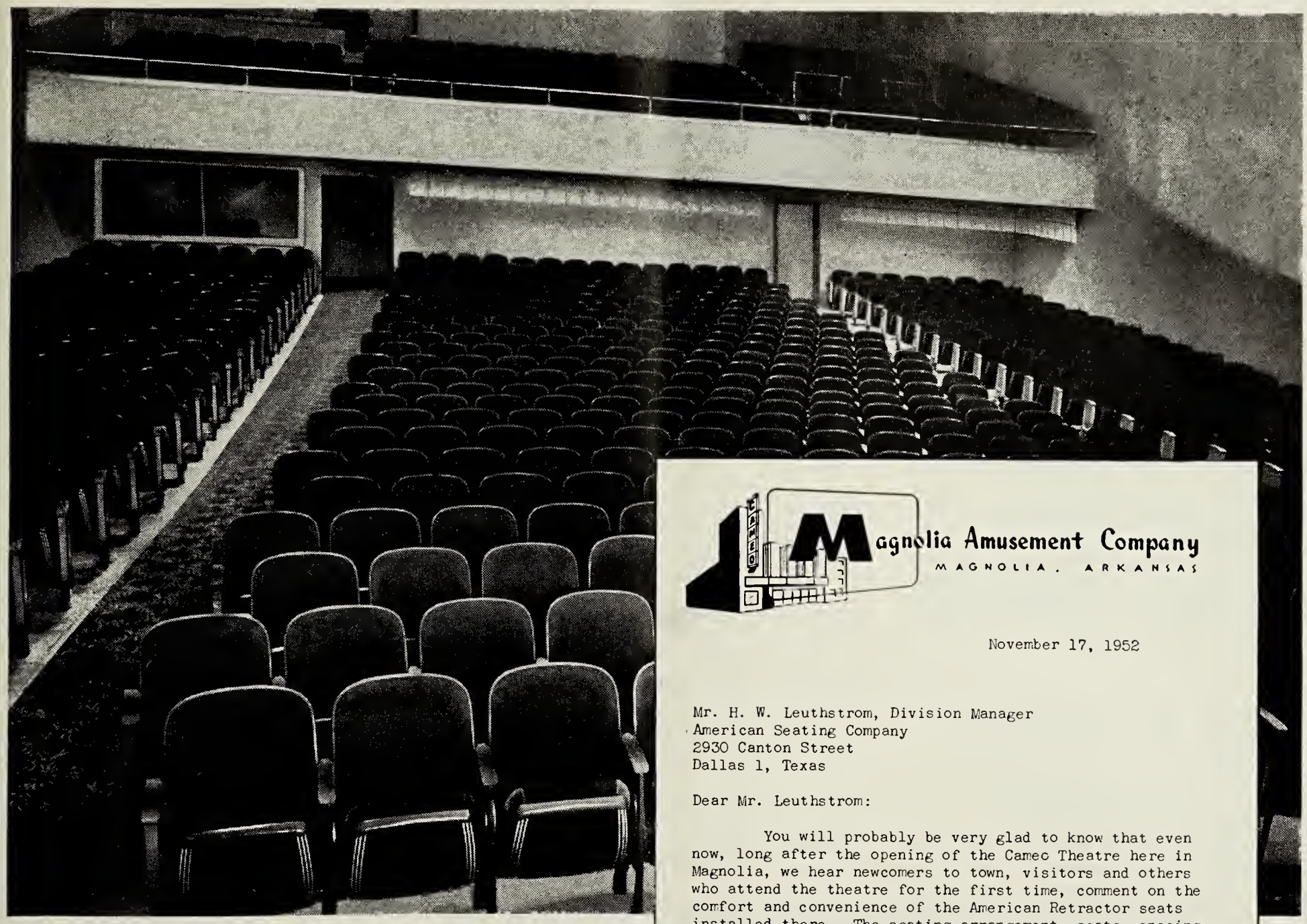
Eyestrain Prevented

For proper interlock, the two projectors must be linked together so that the right and left prints are projected in synchronism, frame for frame. This prevents fluttering in the pictnres, which causes eyestrain. Interlocking can be accomplished either mechanically or electrically. MPRC recommends the electrical type.

A show of 10,000 feet with only one intermission requires 25-inch magazines to accommodate 24-inch reels. Reels will hold up to 5,000 feet of color positive film or 5500 feet of black and white.

Size and weight of such reels require that they have free wheeling flanges to minimize strain on the film when the machine is started.

Lorraine carbons
for 3D projection
be prepared with
Lorraine SUPER-CHARGED ORLUX CARBONS
PRODUCE A BETTER LIGHT IN ANY SIZE THEATRE OR DRIVE-IN . . . MORE ECONOMICALLY!
CARBONS, INC. • BOONTON, N. J.



Cameo Theatre, Magnolia, Arkansas
Architects: Ginocchio & Cromwell,
Little Rock, Arkansas

Magnolia Amusement Company
MAGNOLIA, ARKANSAS

November 17, 1952

Mr. H. W. Leuthstrom, Division Manager
American Seating Company
2930 Canton Street
Dallas 1, Texas

Dear Mr. Leuthstrom:

You will probably be very glad to know that even now, long after the opening of the Cameo Theatre here in Magnolia, we hear newcomers to town, visitors and others who attend the theatre for the first time, comment on the comfort and convenience of the American Retractor seats installed there. The seating arrangement--seats, spacing, etc.--remains one of the outstanding features of the house.

Furthermore, they are holding up well and still look very nice. The red mohair covering material still retains the rich, full color it had when the seats were installed.

Sincerely,

W. P. Florence, Jr.

W. P. Florence, Jr.

AMERICAN BODIFORM® RETRACTORS

"one of the outstanding features of the house"

Wherever American Bodiform Chairs are used—whether Retractor-type or regular, and whether in new theatres or for reseating—their comfort, beauty, and convenience make them an outstanding feature of the house. They are the finest theatre chairs in the world.

FOR RESEATING, experienced operators seeking increased box-office receipts choose American Bodiform Chairs, unexcelled for comfort, beauty, convenience, and durability. The hundreds of Bodiform installations, after many years of hard use, are giving excellent service.



American Bodiform Retractor No. 20-001. The Cameo Theatre uses 629 of these, plus 224 American Bodiform regular Chairs No. 16-001

American Seating Company

WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities
Manufacturers of Theatre, School, Church, Auditorium, Transportation, Stadium Seating, and Folding Chairs

ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY

Three-Dimension Pix Require Bright Projection Illumination

By Edward Lachman, *President, Carbons, Inc.*

Third-dimension projection has burst upon the motion picture industry in a blaze that is causing as much confusion as existed in the first days of "talkies." A dozen new processes have been announced within the past few months and studios are turning out new process films at a prolific rate.

Along with its great improvements in life-like picture projection, 3-D has presented many new problems to the projectionist and theatre operator.

These problems include the added direct reflectively caused by the metalized screen, the necessity of perfect interlocking projection of the two cameras, larger reels to eliminate intermission, larger screens and the use of polaroid filters and viewers.

But foremost among the new problems is the need for better carbons and arcs which will give brighter, more constant and longer burning light.

In order to have a pleasant projection, and a satisfied patron, the incident light on the screen should not be less than 12 foot candle. That is to say that the brightness of the screen should not be less than nine foot lamberts.

These accepted *minimum* standards are to be used whatever the projection system is—stereoscopic (three-dimension), or two-dimension wide-screen pictures.

In the system where the three-dimension illusion is created by some artificial devices (Cinerama), there is no unusual absorption of light. However, the total flux of light is dispersed over a much wider surface. Therefore, in order to obtain a minimum brightness, the light output of the projection lamp must be increased.

In reality, there seems to be only two 3-D systems now in use: Tri-dimensional (Natural Vision, etc.), and the illusion of three dimension (Cinerama, etc.).

The true three dimensional system, which calls for a polarizing filter in the light path, causes much absorption of light through the use of these filters. The loss suffered through the polarizing spectacles worn by the patron must also be considered.

The loss of light through the filter is approximately 50 percent, while the loss through the spectacles is 10 to 15 percent; resulting in a total loss of not less than 60 percent.

It is generally accepted that a metalized screen must be used for polarized projection. The metalized screen keeps the light polarized after reflection, while the common matte surface will depolarize the picture and cause loss of depth.

Figures given for several metalized screens show a noticeable improvement of reflected light along the axis and a 15 to 30 degree angle along each side of the axis. This is not the most desirable result because patrons on the sides of the theatre or near the screen will see a duller picture.

Long, deep theatres are best for this process because metalized screens reflect the picture on a narrow polarized beam.

The special reflecting characteristics of the metalized screen do not affect the percentage of lost light mentioned above. It affects only the repartition in the theatre of the light received on the screen, and then transmitted to the patrons.

Light Increase Needed

The 60 percent light loss indicated above shows that in order for the patron to see a bright, clear picture, the power of the arc in the projection lamp should be increased tremendously.

Of course, the amount of light is limited by the ability of the film to withstand the increased amount of heat in the projection head. Fortunately, lamp manufacturers are now overcoming this problem with newer and more improved lamps and cooling systems.

The need for more light makes it imperative that the best available carbon be used in the projection lamp. Both the Lorraine super 8mm. Orlux carbons, for those theatres which can not adapt to the larger carbon, and the 9mm. Orlux super-charged carbon, for which Carbons, Inc., is sole representative in this country, has been engineered to give the best all-around qualities necessary for 3-D projection.

Advantages Cited

The new 9mm. Orlux features not only a unique core but an improved formula for this core which gives it a larger gas ball, more intense light and a greater burning period (more than 60 minutes), which makes it more than adequate for the new longer reels.

In addition, it permits a wider distribution of light on the screen than previously obtained and a constant even brightness which is necessary for the simultaneous use of two cameras.

Carbons, Inc., and its associates, are looking now to engineer and develop even better carbon products in order to keep abreast of the advances which are taking place in the motion picture industry. They hope to continue to provide the greatest economy for theatre operators and the ultimate in viewing pleasure for patrons.

3-D Interlocks Introduced

The choice of either a mechanical or an electrical interlocking system for adapting equipment to the synchronous projection of stereoscopic third-dimensional films was made available to exhibitors by the Motiograph company.

The mechanical system allegedly interconnects the soundheads through gear reduction boxes, can be used with any make or model of mechanism, except obsolete units. The electrical system is more costly, but can also be used with any type of mechanism, the maker claims.

Finance
Plans
Layout
Land
Federal State and Local Regulations
Box Office
Projection Booth
Concession Booth
Fence
Speakers
Wiring
Screen Tower
Overflow Area
Projectors
Soundheads
Amplifiers
Power
Plumbing
Grading



Ballantyne has pioneered the "package idea" for drive-in theatre operations that make it possible for you to sit down with a company representative and get the whole picture of the hundreds of important details that go into outdoor theatre operations.

You get the entire equipment cost picture. We furnish you with comprehensive free plans, tailored to your land. This includes buildings, tower, wiring etc. It's the safe and certain way to make a large investment.

Contact a Ballantyne representative for the whole picture in a package . . . or write to

THE BALLANTYNE COMPANY
1712 Jackson Street
Omaha 2, Nebraska, U.S.A.

Seasonal Equipment Check Stressed For Ozoner Playground Maintenance

By Norman R. Miller, *American Playground Device Co.*

Before the drive-in theatre season opens in the spring, the inspecting, repairing and repainting of swings, slides, Castle Towers and other children's playground apparatus should be completed so all will be in readiness for use by the young movie patrons.

All equipment should be brought into safe repair to start each season, and it should be maintained throughout the season. All playground apparatus should be inspected at regular intervals. Frequent inspections will focus attention promptly on recurring acts of vandalism.

Wood parts of apparatus, particularly, should be carefully inspected. Badly worn, splintery or cracked slide siderails, swing seats or see-saw boards definitely are dangerous for the children, and should be repaired or replaced promptly.

Check Fittings

Swing chains, hooks, all hangers and frame fittings should be checked carefully, too; for badly worn parts or sections of apparatus are doubly hazardous.

All wood parts should be refinished regularly. In far too many cases, the only paint the playground equipment ever received is that applied at the factory, even though this apparatus is subjected to exceptionally hard use and is constantly exposed to rain, snow, sleet, wind, hail and dust.

Years of extra service can be added to playground equipment by painting it frequently and regularly. American uses Wax-O-Namel, specially prepared for them by one of the nation's foremost paint manufacturers; but less expensive, outdoor enamel will do very well.

Slide Chute Advice

Worn slide chutes present a special problem. Few owners have the tools and equipment necessary to do a thorough, really workmanlike job of slide chute repair or rebuilding. Thus, if the siderails or bedways are badly worn and need to be replaced, it's usually advisable to ship the worn chutes to the factory for a factory-rebuilding job.

Frequently, if the chutes have been in service for ten years or longer, it is good economy to replace the worn chutes with new ones of all-steel construction. It's a good idea to send the chute fittings along with the chutes, so that the factory can properly locate them on the new chutes and thus greatly simplify the installation job.

Tips on Metals

If they are properly galvanized by the hot-dip process, the metal parts of playground equipment will present few problems until they have been in use for about eight years, or more. In fact, if they were hot-galvanized originally, the pipe members, chains and malleable fittings tend to weather-out smooth and shiny as the years pass. Thus, you will require protective finishing only when signs of rust begin to appear.

When that occurs, you need simply clean the metal parts with steel wool or emery paper, then apply two coats of any good grade of outdoor enamel or, if right colors are not considered essential with any standard asphalt-base bridge paint.

One sure way to protect equipment while it is in storage and to facilitate its re-installation is to store all the equipment in an orderly, organized manner, so that you know where to locate the apparatus for each unit.

Another procedure which greatly simplifies installation, maintenance and equipment repair and replacement problems is standardization. An increasing number of drive-ins, schools and municipal playgrounds are standardizing on equipment of certain approved manufacturers.

In this way, replacement is greatly simplified, even though many years have elapsed since the parts originally were purchased. A desirable interchangeability exists in standard apparatus.

There are no orphan units or parts, and finally, familiarity with the units and parts of one manufacturer gradually makes installation, repair and maintenance work much simpler, less costly and much more efficient.

Ballantyne Firm Starts 3-D Device Manufacture; Three Interlocks Planned

OMAHA.—The field of three-dimensional equipment has been entered into by the Ballantyne Co. with the announcement that the firm will manufacture and distribute interlocks for projectors.

The interlocks, which will be called Bal-Lok models, are to be supplied to the trade through the firm's dealers. Three types are to be made available.

One will be for use with Simplex, RCA and Ballantyne Models 8 and 9 sound heads. Another will be for Ballantyne Model 6 sound heads only. A third would be used for the Selsyn motor interlock.

According to a company announcement, initial shipments were already made. Those on the primary list were Martin Theatres, Columbus, Ga., and the Y&W Management Corp., Indianapolis.

Demand For Airer Lights Registered As Increasing

CHICAGO.—An increasing demand for a new type of emergency light especially constructed for drive-in theatres and utilizing an automatic mechanism has been registered by the manufactures, U-C Lits Manufacturing Co. Distributor is National Theatre Supply.

The emergency light, called Big Beam, is constructed with two floodlight heads, six inches in diameter each, with chromium plated brass reflectors for each bulb.

Manufacturer claims the carrying handle is of highly polished aluminum, with a dependable automatic switchover relay in each unit. These operate on nine-volt standard batteries, easily replaced.

The container is constructed of 20 gauge steel, finished in a soft green hammerloid.



AMERICAN
Approved
PLAYGROUND
EQUIPMENT

Unsurpassed in Design, Safety and Performance

● It's the *plus* factor that makes American the most respected name in Playground Equipment . . . *Plus* in design—American leads the field. . . . *Plus* in performance—*Approved* Equipment stronger, more ruggedly built to assure a lifetime of perfect repair-free service . . . *Plus* in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design and performance and unmatched safety.

Send for Literature

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA U.S.A.
WORLD'S LARGEST MANUFACTURERS OF FINE PLAYGROUND & SWIMMING POOL EQUIPMENT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Columbia Shoots Eight Top Films; Third 3-D Opus

HOLLYWOOD.—Nine important productions, budgeted in excess of $10,000,000, will be on Columbia's sound stages this month. Features will include the third three-dimensional picture on Columbia's schedule.

Three of Columbia's biggest for 1953, "From Here to Eternity," "Miss Sadie Thompson" and "The Big Heat," already commenced shooting.

These will be followed by Columbia's third 3-D, "Renegade Canyon," as well as "Ten Against Caesar," "Operation 16-Z," "Rough Company," "Last of the Pony Express," plus a serial, "Adventures of Captain Kidd."

Fred Zinnemann will direct an all-star cast headed by Montgomery Clift, Burt Lancaster, Deborah Kerr, Donna Reed and Frank Sinatra in "From Here to Eternity," part of which will be filmed on location.

Rita Hayworth, in the title role, and Aldo Day, as O'Hara, will star in "Miss Sadie Thompson," Technicolor version of Somerset Maugham's "Rain."

Glenn Ford has been assigned the top role in "The Big Heat."

Other stars already set for productions include John Derek in the Technicolor 3-D "Renegade Canyon," Edmond O'Brien in "Operation 16-Z," and Gene Autry and Smiley Burnette in "Last of the Pony Express."

Other Businesses Adopt Flash Preems, "Sneaks"

Big business used to have the somewhat superior attitude that Hollywood was a bit daffy and given to razzmatazz methods of operation but M-G-M producer George Sidney takes note that three long-time Hollywood institutions have now been widely adopted by other businesses, i.e.: (1.) the public opinion sampler poll, (2.) the sneak preview, and (3.) the flashy premiere.

Sidney, speaking at the Riverside Kiwanis Club stated: "Years before it became a general practice in business, Hollywood was using various forms of polls to check public opinion and to keep its products tailored to the current desires of the public."

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Producer-director George Stevens announced that his next project will be an adaptation of Paul I. Wellman's best selling novel, "Comancheros." It will be an independent production. "Comancheros" will be an epic of the American plains. The title, Stevens said, derives from the sinister whites who plotted and organized the giant raids of the Comanche Indians through Texas, Kansas and Missouri, and then disposed of the loot in Mexico. Stevens expects to enlist the talents of Alan Ladd in one of the three co-starring roles, and A. B. Guthrie, Jr., as the scenario writer.

* * *

J. R. Grainger, president of RKO, and Sol Lesser, president of Sol Lesser Productions, jointly announced that RKO will distribute Lesser's new third-dimension film, "The 3-D Follies." Walter Wanger is co-producer with Lesser on the film. . . . Richard Brooks has been assigned to direct M-G-M's "The Flame and the Flesh," which will be filmed in Italy this spring with Lana Turner, Pier Angeli and Carlos Thompson in the starring roles. Film is a dramatic romance which Joe Pasternak will produce and will mark Miss Turner's first film abroad. Brooks is currently directing the Dore Schary production, "Take The High Ground."

* * *

Wayne Morris returns to Warner Brothers to play a prominent role in Randolph Scott's "Riding Shotgun." Morris, who was with the studio 15 years, concluded his work there four years ago with "Task Force." Andre de Toth is directing the film and Ted Sherdeman is producing for the studio. . . . Paramount took up its option on Paul Jones, who just completed producing "Here Come The Girls." As his next assignment, he will produce a Bob Hope starrer not yet selected. . . . "Doc Holliday," an original story by George Zuckerman, was bought by Universal-International and assigned to William Alland to produce. The story is based on the famous gunfighter-gambler, Doe Holliday.

Over at Columbia, "Richard the Lionhearted," the story of one of England's most celebrated king-heroes, will be brought to the screen by the studio as one of the top productions of the 1953-54 schedule. Fred Kohlmar has been assigned as producer and a script will be prepared immediately. . . . Forrest Tucker was signed to a new three picture contract by Republic. The pact marks his sixth ear with the studio. He just completed a starring role with Wendell Corey and Margaret Lockwood in the Joseph Conrad story, "Laughing Ann," which Herbert Wilcox directed and produced for Republic in London. . . . Dan Ullman left for Washington, D.C., and Annapolis, Md., to do research for "Annapolis '53," the screen play which he is now writing. The Allied Artists Technicolor film will be produced by Walter Mirisch and is scheduled to go before the cameras in early summer.

* * *

Wayne-Fellows Productions, Inc., will continue its present releasing deal with Warner Brothers for another four years, it was announced by Jack L. Warner. Wayne will star in some of the pictures to be produced under the new deal. Fellows will handle production. "Island In The Sky," which was directed by William A. Wellman on location at Truckee, Calif., under the Wayne-Fellows banner, will be the first of the pictures under the new deal. According to present plans, Wayne's next will be an untitled western spectacle in third-dimension and Warren Color. "Plunder of the Sun," another Wayne-Fellows effort for Warners release, which starred Glenn Ford, Diana Lynn and Patricia Medina, is now being completed.

* * *

William Castle has been signed by Sam Katzman at Columbia to direct the Paulette Goddard starrer, "Charge of the Lancers," which goes before the Technicolor cameras Apr. 7. This marks Castle's fifth Technicolor film in succession for Katzman. The others are: "Serpent of the Nile," starring Rhonda Fleming and William Lundigan; "Slaves of Babylon," starring Linda Christian and Richard Conte; "Conquest of Cochise," starring John Hodiak and Robert Stack; and the three-dimensional film, "Fort Ti," which stars George Montgomery. Katzman also signed Sam Newman to write the screen play for "Jesse James Versus The Daltons," a story based on the dramatic moments in the lives of the famous badmen, which will go before he Technicolor cameras in May.

* * *

Plans for the production of two features in Finland and Lapland next summer by the Helen Ainsworth Corp., in association wih Suomi Films of Helsinki, were announced by Helen Ainsworth. Both films will be dramas, with "Lust" as the initial picture, and to be followed by a story as yet untitled. . . . Gene Kelly will be starred in M-G-M's "Crest of the Wave." John

(*Continued on next page*)



George Seaton, director of Perlberg-Seaton's "Little Boy Lost" for Paramount, goes over lines for the next scene with star Bing Crosby and nine-year-old Christian Fourcade, French actor.

Level Of Audience Intelligence 'Very High': Producer Jones

By Richard Bernstein

One of the most versatile producers in Hollywood is a gentleman on the Paramount Pictures lot named Paul Jones, a producers' producer, because he is mainly interested in producing movies. "I'm interested in stories, actors, writers and getting a good picture on the screen," says Jones.

In these days of motion picture uncertainty, a man that makes and wants to keep making good motion pictures is a good man to have around. Paul Jones has been with Paramount for a quarter of a century.

He arrived, an unknown craftsman on a Wallace Reid starring vehicle, and remained to become a foremost exponent in laughs and a hit-making producer of note.



PAUL JONES

Praises Clean Humor

"We'll always make movies," the producer explained in his office. "Audience intelligence is very high now. Today, pictures don't have to explain their plot as they used to do. In regard to humor, the public enjoys clean humor."

Jones finds the business of making pictures fascinating and adventurous. He has lots of enthusiasm and each picture is something new to him. It is this enthusiasm that helps him add freshness to each picture and that freshness is what makes his pictures hits.

The producer just completed work on "Here Come the Girls," which stars Bob Hope, Tony Martin and Rosemary Clooney. This is Hope's first big musical comedy. In this picture, Bob plays the oldest chorus boy in the world. The musical has a strong story, something that Jones believes in.

Hope to Sing

Story relates the adventures of Hope, rich one day and the star of the show; then kicked out the next and working on a coal wagon; then once again hired and on top of the world and rich; then out again. At the end of the picture, all's well: Bob is the star of the show.

"Hope sings very well," Jones said. "Then, of course, we have the great talents of Rosemary Clooney and Tony Martin in the film."

One of the films recently made by Jones is "Girls of Pleasure Island," a romantic comedy shot in Technicolor starring Don Taylor and introducing three English girls, Dorothy Bromiley, Joan Elan and Audrey Dalton.

Public Likes Musicals

In regard to the three girls, the producer said: "Paramount thinks that we have something in these three young ladies." "Girls of Pleasure Island" is the picturization of the popular novel, "Pleasure Island" by William Maier. It was directed by F. Hugh Herbert and Alvin Ganzer.

Asked about the current trend of major studios to make musicals, the producer answered: "Musicals all make money. The public likes sinking and dancing. The "heart tug" musical is the one that makes real big money." The "heart tug" musical is the one that has drama, pathos and sentiment in it. Jones added that a good musical must have a lot of humor in it.

In regard to the drop in the number of Broadway shows purchased by Hollywood for filming, Jones said: "They are too expensive." It seems that the asking price on many Broadway properties runs into astronomical figures.

"Comedies from the stage are great," he stated, "They are proven for pictures. I made 'Dear Ruth' and was quite happy with it."

Jones' credits serve to emphasis his versatility. For Paramount he made "The Great McGinty," "Christmas in July," "The Lady Eve," "My Favorite Blonde," "The Road to Zanzibar," "The Road to Morocco," "Monsieur Beaucaire," "My Favorite Spy" and a comedy starring Red Skelton, "The Southern Yankee" for M-G-M.

A combination idealist, dreamer and shrewd careerist, Jones has seen top stars and directors come and go. He seems to be able to inject his own sense of humor in the film he produces.

He would like to see "The Sad Sack" in production soon. This is the story of the wistful G.I. who always seems to be courting trouble. Jones has a completed script on the film.

Title Changes

Broder: "**Combat!**" is the new title for "Steel Bayonets." (Stars John Ireland and Lon McCallister; Cy Roth directs).

R.K.O.: "**The Big Frame**" is the final title for "The Lost Hours." (Stars Mark Stevens and Jean Kent; David MacDonald directed).

Warner Brothers: "**South Sea Paradise**" is the new title for "The Marines Had A Word For It." (Stars Burt Lancaster and Virginia Mayo; Arthur Lubin directed).

HOLLYWOOD

(Continued from preceding page)

and Roy Boulting, noted English brother team, have written and will direct the film. At the same studio, it was announced that Vittorio Gassman will co-star with Elizabeth Taylor in "Rhapsody." Film will start lensing next month in Switzerland with Charles Vidor directing. . . . Robert Blees was signed to a long term writing contract by Universal-International and chosen to write the screen play for "Magnificent Obsession" as his first chore under the new pact. "Obsession" will be produced by Ross Hunter.

* * *

"Jubal Troop," the best-selling novel by Paul Wellman, is being reactivated by Columbia Pictures as one of the top productions on its 1953-54 schedule. . . . Columbia acquired "Scalpel," the best-seller by Horace McCoy, from Hal Wallis Productions, and Charlton Heston, borrowed from Wallis, will head the cast of the picture. . . . Lizabeth Scott has been signed for the star feminine lead. Irving Rapper will direct and William J. Fadiman has been assigned as associate producer under the supervision of Jerry Wald. . . . Anna Maria Alberghetti is en route to Hollywood from Italy to prepare for her co-starring role in Paramount's musical, "Red Garters," with Rosemary Clooney. The film, which will be lensed in Technicolor and Paramount's new three-dimensional process, Paravision, will be produced by Pat Duggan and directed by Mitchell Leisen.

* * *

Edward G. Robinson will star in "The Glass Web," adapted from the Max Erlich novel of the same name. Anton Leader will produce the picture which has been scripted by Leonard Lee. Production is scheduled for June. It is the story of an author who is trapped by his own writings after he has murdered a girl who spurned him. . . . Arthur P. Jacobs announced that Robert Reilly, assistant director of publicity at Warner Brothers Studios, will join his public relations office as an associate. . . . Alfred Hitchcock's next Warner Bros. film will be "The Bramble Bush." . . . World screen rights to the 1952 Pulitzer Prize play, "The Shrike," have been acquired by Jose Ferrer, who will film it independently with himself as both star and director.

Entertainers Visit Korea

A troupe of 10 filmland personalities, headed by Piper Laurie and Johnny Grant, have been scheduled by the Hollywood Coordinating Committee to take off Apr. 1 for Korea where they will entertain U. S. Armed Forces. Members of the troupe include Freddie Browne, Arthur Brunner, Ernest Brunner, Wanda Curtis, Jane Davids, Jean Fowler, Grant, Laurie, Elizabeth Talbot-Martin and Pat Williams.

Spillane Movie For 3-D

The first feature picture to utilize the Dun-Jury," first of Mickey Spillane's mystery-violence best-sellers to be filmed, it was announced this week by Arthur B. Krim, president of United Artists, which will release, and Victor Saville, the producer.

: Hollywood Production :

ALLIED ARTISTS

Shooting

BOWERY KNIGHTS
Cast: Leo Gorcey, Huntz Hall, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... Edward Bernds

Cutting

THE HOMESTEADERS
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly

JALOPY
Cast: Bowery Boys.
Producer .....Jerry Thomas

COLUMBIA

Shooting

THE WILD ONE
(The Kramer Company)
Cast: Marlon Brando, Mary Murphy, Lee Marvin, Peggy Maley, Yvonne Doughty, Will Wright, Ray Teal, John Brown, Robert Keith.
Producer ..... Stanley Kramer
Director ..... Laslo Benedek

THE BIG HEAT
Cast: Glenn Ford.
Producer ..... Robert Arthur
Director ..... Fritz Lang

FROM HERE TO ETERNITY
Cast Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra, Donna Reed.
Producer ..... Buddy Adler
Director ..... Fred Zinnemann

HELL BELOW ZERO
(Warwick Productions; Shooting in England)
Cast: Alan Ladd, Stanley Baker.
Producers .....Irving Allen, Albert Broccoli
Director .....Mark Robson

LAST OF THE PONY EXPRESS
(Gene Autry Productions)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

RENEGADE CANYON
(Technicolor, 3-D)
Cast: John Derek.
Producer .....Kenneth Gamet
Director .....Ray Nazarro

Cutting

SAGINAW TRAIL
(Gene Autry Production)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

CONQUEST OF COCHISE
(Technicolor)
Cast: John Hodiak, Robert Stack, Joy Page.
Producer .....Sam Katzman
Director .....William Castle

PRISONERS OF THE CASBAH
(Technicolor)
Cast: Turhan Bey, Gloria Grahame, Cesar Romero.
Producer .....Sam Katzman
Director .....

FORT TI
(Technicolor; 3-Dimension)
Cast: George Montgomery, Joan Vohs, Ben Astar, Irving Bacon, Phyllis Fowler, Howard Petrie.
Producer ..... Sam Katzman
Director ..... William Castle

VALLEY OF THE HEADHUNTERS
(Esskay Pictures Co.)
Cast: Johnny Weissmuller, Christine, Larson, Nelson Leigh, Robert Foulk, Steve Rich, Joe Allen, Jr.
Producer ..... Sam Katzman
Director ..... William Berke

THE MAN WHO LIVED TWICE
(3-Dimension)
Cast: Edmond O'Brien, Audrey Totter.
Producer ..... Wallace Mac Donald
Director ..... Lew Landers

MISSION OVER KOREA
Cast: John Derek, John Hodiak.
Producer .....Robert Cohn
Director .....Fred F. Sears

INDEPENDENT

Shooting

COCOBOLO
(Kodachrome)
(Robert L. Peters Productions)
Cast: Bill Holmes.
Producer .....Robert L. Peters
Director .....Kenneth Herts

BEAT THE DEVIL
(Santana Production)
Cast: Humphrey Bogart, Jennifer Jones, Robert Morley, Gina Lollibridga.
Producer Director.....John Huston

COMBAT!
(Jack Broder Productions)
Cast: John Ireland, Lon McCallister, Hal March, Myron Healey, Norman Leavitte, George Stone, Jill Hollingsworth.
Producer .....Jerry Thomas
Director .....Cy Roth

Cutting

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

MAN CRAZY
(Security Pictures)
Cast: Neville Brand, Christine White, Colleen Miller, Irene Anders, John Brown.
Producer .....Sidney Harmon
Director .....Irving Lerner

RETURN TO PARADISE
(Technicolor)
(Shooting in Samoa; Aspen Pictures)
Cast: Gary Cooper, Roberta Hynes, Barry Jones, Moira MacDonald, John Hudson.
Producer ..... Theron Warth
Director ..... Mark Robson

FORT ALGIERS
(Erco Prod. Inc.)
Cast: Yvonne De Carlo, Carlos Thompson, Raymond Burr, Leif Erickson.
Producer .....Joseph N. Ermolieff
Director .....Lesley Selander

JENNIFER
(Threefellows Production)
(Shooting in Santa Barbara)
Cast: Ida Lupino, Howard Duff, Mary Shipp, Kitty McHugh, Ned Glass, Jeff York, Don Gibson.
Executive Producer....Berman Swarttz
Producer.....Richard Dorso
Director .....Bernard Girard

DONOVAN'S BRAIN
(Dowling Production)
Cast: Lew Ayres, Gene Evans, Nancy Davis, Steve Brodie, Tom Powers, Kyle James, Paul Hoffman.
Producer ..... Tom Greis
Director ..... Felix Feist

THE 3-D FOLLIES
(Stereo-Cine 3 Dimension; Eastman Color)
(Sol Lesser Productions)
Producer ..... Sol Lesser
Director ... William Cameron Menizes

SOMEWHERE IN THE WORLD
(Benagoss Prod. Inc.)
(Shooting in France)
Cast: Kirk Douglas, Dany Robin, Richard Benedict, Robert Strauss, Sidney Chaplin.
Producer .....Anatole Litvak
Director .....Anatole Litvak

Lippert PICTURES, Inc.

Shooting

PROJECT X
(A Camelot Production for Lippert Release)
Producer-Director .....Arthur Hilton

Cutting

BAD BLONDE
(Exclusive Films; Shooting in London)
(For Lippert Release)
Cast: Barbara Payton, Tony Wright.
Producer .....Anthony Hinds
Director .....Reginald Le Borg

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

SPACEWAYS
(Exclusive Films, Shooting in London)
(For Lippert Release)
Cast: Howard Duff, Eva Bartok.
Producer .....Anthony Hinds
Director .....Terence Fisher

METRO-GOLDWYN-MAYER

Shooting

THE GREAT DIAMOND ROBBERY
Cast: Red Skelton, Cara Williams, Dorothy Stickney, Kurt Kasznar.
Producer ..... Edwin H. Knopf
Director ..... Robert Z. Leonard

THE ARENA
(3-D AnscoColor)
Cast: Gig Young, Polly Bergen, Jean Hagen, Robert Horton, Barbara Lawrence, Henry Morgan.
Producer ..... Arthur Loew, Jr.
Director ..... Richard Fleischer

EASY TO LOVE
(Technicolor)
Cast: Esther Williams, Van Johnson, Tony Martin, John Bromfield, King Donovan.
Producer ..... Joe Pasternak
Director ..... Charles Walters

SAADIA
(Technicolor)
Cast: Cornel Wilde, Mel Ferrer, Rita Gam.
Producer ..... Albert Lewin
Director ..... Albert Lewin

TAKE THE HIGH GROUND
(AnscoColor)
Cast: Richard Widmark, Carleton Carpenter, Jerome Courtland, Robert Arthur, Steve Forrest, Rusty Tamblyn.
Producer .....Dore Schary
Director .....Richard Brooks

Cutting

LATIN LOVERS
(Technicolor)
Cast: Lana Turner, Ricardo Montalban, John Lund, Louis Calhern, Jean Hagen, Beulah Bondi, Eduard Franz, Rita Moreno, The Modernaires.
Producer .....Joseph Pasternak
Director .....Mervyn LeRoy

THE BAND WAGON
(Technicolor)
Cast: Fred Astaire, Cyd Charisse, Nanette Fabray, Oscar Levant, Jack Buchanan.
Producer .....Arthur Freed
Director .....Vincente Minnelli

FAME AND FORTUNE
Cast: Spencer Tracy, Jean Simmons.
Producer .....Lawrence Weingarten
Director .....George Cukor

SLIGHT CASE OF LARCENY
Cast: Mickey Rooney, Eddie Bracken, Elaine Stewart, Marilyn Erskine.
Producer .....Henry Berman
Director .....Don Weis

GIVE A GIRL A BREAK
(Technicolor)
Cast: Marge and Gower Champion, Debbie Reynolds.
Producer .....Jack Cummings
Director .....Stanley Donen

INVITATION TO THE DANCE
(Technicolor)
(Shooting in London)
Cast: Gene Kelly, Igor Youskevitch, Ballet Theatre, Sadler Wells Ballet.
Producer ..... Arthur Freed
Director ..... Gene Kelly

THE BIG LEAGUER
(Shooting in Melbourne, Florida)
Cast: Edward G. Robinson, Vera Ellen, Jeff Richards, Richard Jaeckel, William Campbell, Carl Hubbell.
Producer ..... Mathew Rapf
Director ..... Robert Aldrich

MOGAMBO
(Technicolor)
(Shooting in British East Africa)
Cast: Clark Gable, Ava Gardner, Grace Kelly, Douglas Sinden.
Producer .....Sam Zimbalist
Director .....John Ford

ALL THE BROTHERS WERE VALIANT
(Technicolor)
(Shooting in Jamaica, West Indies)
Cast: Robert Taylor, Stewart Granger, Elizabeth Taylor, Betta St. John, Keenan Wynn, Lewis Stone, Jonathan Cott, William Campbell.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

Paramount Pictures

Shooting

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)
Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

THOSE SISTERS FROM SEATTLE
(Paravision; Technicolor)
(Pine-Thomas Productions)
Cast: Rhonda Fleming, Gene Barry, Guy Mitchell, Teresa Brewer, The Bell Sisters, Agnes Moorhead, Jean Parker, Roscoe Ates.
Producers .....William Pine and William Thomas
Director .....Lewis R. Foster

MONEY FROM HOME
(Technicolor; 3-D)
(Hal Wallis Productions)
Cast: Dean Martin, Jerry Lewis, Pat Crowley, Robert Strauss, Richard Haydn, Mara Corday, B. S. Pully, Romo Vincent.
Producer .....Hal Wallis
Director .....George Marshall

Cutting

HERE COME THE GIRLS
(Technicolor)
Cast: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Robert Strauss, Millard Mitchell, Fred Clark, Johnny Downs.
Producer .....Paul Jones
Director .....Norman Taurog

Hollywood Production

ARROWHEAD
(Technicolor)

Cast: Charlton Heston, Mary Sinclair, Jack Palance, Katy Jurado.
Producer .....Nat Holt
Director .....Charles Marquis Warren

LITTLE BOY LOST

Cast: Bing Crosby, Claude Dauphin, Nicole Maurey, Christian Fourcade, Gabrielle Dorziat.
Producer .....William Perlberg
Director .....George Seaton

THE CADDY

Cast: Dean Martin, Jerry Lewis.
Producer .....Paul Jones
Director .....Norman Taurog

SANGAREE
(Technicolor—Paravision)
(Pine-Thomas Production)

Cast: Fernando Lamas, Arlene Dahl, Patricia Medina, Francis L. Sullivan.
Producers .....William Pine and William Thomas
Director .....Edward Ludwig

RKO RADIO PICTURES

Shooting

SECOND CHANCE

Cast: Linda Darnell, Robert Mitchum.
Executive Producer. Edmund Grainger
Producer ..... Sam Wiesenthal
Director ..... Rudy Mate

ARIZONA OUTPOST
(Color)

Cast: Dale Robertson, Arthur Hunnicutt.
Producer .....Edmund Grainger
Director .....Alfred Werker

Cutting

BEAUTIFUL BUT DANGEROUS

Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

BREAK-UP

Cast: Jean Simmons, Jane Darwell, Victoria Horne.
Producer .....Robert Sparks
Director .....Roy Rowland

SPLIT SECOND

Cast: Stephen McNally, Jan Sterling, Alexis Smith.
Producer.....Edmund Grainger
Director .....Dick Powell

Republic

Shooting

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)

Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

THE CHAMP FROM BROOKLYN

Cast: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Eddy Waller.
Associate
Producer-Director ...William A. Seiter

Cutting

CITY THAT NEVER SLEEPS

Cast: Gig Young, Mala Powers, Edward Arnold, Chill Wills, Marie Windsor, Wally Cassell, William Talman, Paula Raymond, Otto Hulett.
Associate producer .....John H. Auer
Director .....John H. Auer

THE WOMAN THEY ALMOST LYNCHED

Cast: John Lund, Brian Donlevy, Audrey Totter, Joan Leslie, Jim Davis.
Associate producer-Director
Allan Dwan

A PERILOUS VOYAGE

Cast: Vera Ralston, Scott Brady.
Assoc. Producer..William J. O'Sullivan
Director .....R. G. Springsteen

THE SUN SHINES BRIGHT

Cast: Charles Winninger, Arleen Whelan, John Russell.
Producer .....Merian C. Cooper
Director .....John Ford

20th CENTURY FOX

Shooting

THE ROBE
(Technicolor)
(Cinema Scope)

Cast: Victor Mature, Michael Rennie, Richard Burton.
Producer .....Frank Ross
Director .....Henry Koster

"INFERNO"
(3-D Technicolor)

Cast: William Lundigan, Gloria Grahame.
Producer .....William Bloom
Director .....Roy Baker

THE KID FROM LEFT FIELD

Cast: Dan Dailey, Anne Bancroft, Billy Chapin, Richard Egan, Lloyd Bridges.
Producer .....Leonard Goldstein
Director .....Harmon Jones

VICKIE

Cast: Jeanne Crain, Jean Peters, Elliott Reid, Casey Adams, Richard Boone.
Producer .....Leonard Goldstein
Director .....Harry Horner

HOW TO MARRY A MILLIONAIRE
(Technicolor)
(Cinemascope)

Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

Cutting

THE PRESIDENT'S LADY

Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

THE DESERT RATS

Cast: James Mason, Richard Burton, Chips Rafferty.
Producer .....Robert L. Jacks
Director .....Robert Wise

WHITE WITCH DOCTOR
(Technicolor)

Cast: Susan Hayward, Robert Mitchum, Roland Winters.
Producer .....Otto Lang
Director .....Henry Hathaway

SAILOR OF THE KING
(Filming in England)

Cast: Jeffrey Hunter, Michael Rennic
Producer ..... Frank McCarthy
Director ..... Roy Boulting

GENTLEMEN PREFER BLONDES
(Technicolor)

Cast: Jane Russell, Marilyn Monroe, George Winslow, Elliot Reid.
Producer .....Sol C. Siegel
Director .....Howard Hawks

BLUEPRINT FOR MURDER

Cast: Jean Peters, Joseph Cotten.
Producer .....Michael Abel
Director .....Andrew Stone

UNITED ARTISTS

Shooting

WAR PAINT
(SuperCinecolor)
(K-B Productions)

Cast: Robert Stack, Joan Taylor, Charles McGraw, Peter Graves.
Producer ..... Howard W. Koch
Director ..... Lesley Selander

THE MOON IS BLUE
(Preminger-Herbert Production)

Cast: William Holden: David Niven, Maggie MacNamara, Dawn Adams.
Producers .....Otto Preminger and F. Hugh Herbert
Director .....Otto Preminger

CROSSTOWN
(Edward Small Productions)

Cast: John Payne, Evelyn Keyes, Peggie Castle, Brad Dexter.
Producer .....Edward Small
Director .....Phil Karlson

Universal International

Shooting

BRADY'S BUNCH
(Technicolor)

Cast: Jeff Chandler, Maureen O'Hara.
Producer ..... John Rogers
Director ..... George Sherman

WALKIN' MY BABY BACK HOME
(Technicolor)

Cast: Donald O'Connor, Janet Leigh.
Producer .....Ted Richmond
Director .....Lloyd Bacon

BACK TO GOD'S COUNTRY
(Technicolor)

Cast: Rock Hudson, Steve Cochran.
Producer .....Howard Christie
Director .....Douglas Sirk

THREE WERE RENEGADES
(Technicolor)

Cast: Audie Murphy, Lori Nelson, Russell Johnson, Madge Meredith.
Producer .....Ross Hunter
Director .....Nathan Juran

Cutting

THE STAND AT APACHE RIVER
(Technicolor)

Cast: Stephen McNally, Julia Adams, Hugh Marlowe, Hugh O'Brien, Russell Johnson, Jaclynne Green, Edgar Barrier, Forrest Lewis.
Producer .....William Alland
Director .....Lee Sholem

ALL I DESIRE

Caht: Barbara Stanwyck, Iichard Carlson, Lori Nelson, Maureen O'Sullivan, Richard Long, Marcia Henderson.
Producer .....Ross Hunter
Director .....Douglas Sirk

"VEILS OF BAGDAD"
(Technicolor)

Cast: Victor Mature, Mari Blanchard.
Producer .....Albert J. Cohen
Director .....George Sherman

THE GOLDEN BLADE
(Technicolor)

Cast: Rock Hudson, Piper Laurie.
Producer .....Richard Wilson
Director .....Nathan Juran

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE

Cast: Bud Abbott and Lou Costello, Boris Karloff.
Producer .....Howard Christie
Director .....Charles Lamont

IT CAME FROM OUTER SPACE

Cast: Richard Carlson, Barbara Rush.
Producer .....William Alland
Director .....Jack Arnold

WARNER BROS.

Shooting

CALAMITY JANE
(Technicolor)

Cast: Doris Day, Howard Keel, Allyn McLerie, Dick Wesson, Philip Carey.
Producer .....William Jacobs
Director .....David Butler

SOUTH SEA PARADISE

Cast: Burt Lancaster, Virginia Mayo.
Producer .....Sam Bischoff
Director .....Arthur Lubin

ISLAND IN THE SKY
(Wayne-Fellows Productions)

Cast: Lloyd Nolan, Ward Bond, Walter Abel, Allyn Joslyn, James Lydon, Jim Arness, Hal Baylor, Phyllis Winger.
Producer...John Wayne-Robert Fellows
Director.....William A. Wellman

BLOWING WILD
(Shooting in Vera Cruz)

Cast: Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn.
Producer .....Milton Sperling
Director .....Hugo Fregonese

SO BIG

Cast: Jane Wyman, Sterling Hayden, Elizabeth Fraser, Ruth Swanson, Richard Beymer.
Producer .....Henry Blanke
Director .....Robert Wise

THREE SAILORS AND A GIRL
(Technicolor)

Cast: Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, Jack Leonard.
Producer .....Sammy Cahn
Director .....Roy Del Ruth

THE BOY FROM OKLAHOMA
(WarnerColor)

Cast: Will Rogers, Jr., Nancy Olson, Lon Chaney, Jr., Clem Bevans, Slim Pickens, Wallace Ford, Tony Caruso, Merv Griffin, Sheb Wooley.
Producer .....David Weisbart
Director .....Michael Curtiz

THE BURNING ARROW
(Natural Vision 3D, WarnerColor)

Cast: Guy Madison, Frank Lovejoy, Vera Miles, Dick Wesson, Ron Hagerthy.
Producer .....David Weisbart
Director .....Gordon Douglas

RIDING SHOTGUN
(WarnerColor)

Cast: Randolph Scott. Joan Weldon, Wayne Morris, Paul Picerni, James Millican.
Producer .....Ted Sherdeman
Director .....Andre de Toth

Cutting

"SO THIS IS LOVE"
(Technicolor)

Cast: Kathryn Grayson, Walter Abel, Merv Griffin, Jeff Donnell, Ann Do-Doran, Rosemary De Camp.
Producer .....Henry Blanke
Director .....Gordon Douglas

THE EDDIE CANTOR STORY
(Technicolor)

Cast: Keefe Brasselle, Marilyn Erskine, Gerald Mohr.
Producer .....Sidney Skolsky
Director .....Alfred E. Green

HOUSE OF WAX
(WarnerColor)
(Natural Vision 3D Process)

Cast: Vincent Price, Frank Lovejoy, Phyllis Kirk, Paul Picerni.
Producer .....Bryan Foy
Director .....Andre de Teth



Wednesday, January 7, 1953

VARIETY

Top Grossers of 1952

Here are 1952's best, that is, all films which went into release during the calendar year which have, or will have, grossed $1,000,000 and over in domestic distribution rentals (U. S. and Canada). Estimates are used, based on actual billings and playdates to date. Only pix excluded are those which went into distribution too late in the year or have played too few dates to make any reasonable determination of final gross business. Among these are Allied Artists' "Battle Zone," Columbia's "The Happy Time," United Artists' "Moulin Rouge" and "Limelight," Paramount's "Come Back, Little Sheba," 20th-Fox's "My Cousin Rachel," RKO's "Hans Christian Andersen," Universal's "Against All Flags" and Metro's "Prisoner of Zenda."

1.	Greatest Show on Earth	Technicolor	Par	$12,800,000
2.	Quo Vadis	Technicolor	M-G	10,500,000
3.	Ivanhoe	Technicolor	M-G	7,000,000
4.	Snows of Kilimanjaro	Technicolor	20th	6,500,000
5.	Sailor Beware	Technicolor	Par	4,300,000
6.	African Queen	Technicolor	UA	4,000,000
7.	Jumping Jacks		Par	4,000,000
8.	High Noon		UA	3,400,000
9.	Son of Paleface	Technicolor	Par	3,400,000
10.	Singin' in the Rain	Technicolor	M-G	3,300,000
11.	With a Song in My Heart	Technicolor	20th	3,250,000
12.	Quiet Man	Technicolor	Rep	3,200,000
13.	Bend of the River	Technicolor	U	3,000,000
14.	Plymouth Adventure	Technicolor	M-G	3,000,000
15.	Stars & Stripes Forever	Technicolor	20th	3,000,000
16.	World in His Arms	Technicolor	U	3,000,000
17.	I'll See You in My Dreams	Technicolor	WB	2,900,000
18.	Iron Mistress		WB	2,900,000
19.	Just for You	Technicolor	Par	2,900,000
20.	Distant Drums	Technicolor	WB	2,850,000
21.	Million Dollar Mermaid	Technicolor	M-G	2,750,000
22.	Room for One More	Technicolor	WB	2,750,000
23.	Scaramouche	Technicolor	M-G	2,750,000

TECHNICOLOR designations ours

Color by TECHNICOLOR

Reg. U. S. Pat. Off.

WORLD FAVORITE IN MOTION PICTURES

TECHNICOLOR

IS THE TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATIO

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

REPEAL HEARING SET FOR APRIL 20

OLD PIX SWAMP TV

PUBLIC ACCEPTS GLASSES: WARNER

ASSAILED AS PROBE COMPLAINTS OPENS

SCOPE ADAPTABLE FOR ALL HOUSES, DRIVE-INS

TODD PLAN SHOW POLICY FOR WIDE-GAUGE 3-D

ALL-PURPOSE SCREENS MAKE DEBUTS

REVIEWS
Pages 16, 17, 20

Vol. 8 April 4, 1953

Entered [illegible] October 25, 1946, at the [illegible] under the act of March [illegible] Published weekly by The ITOA Independent, [illegible] Broadway, New York 36, New York. Subscription $2.00 a year. Single copy 10 cents.

THE STARS ARE SHINING

THE present chore becomes one of real pleasure for the writer. I have just returned from a two-week trip to the Hollywood studios. During previous visits over the past few years, I sensed an aura of uncertainty and indecision. But, happily, this has all been changed. That pit-of-the-stomach attitude of inertia and lethargy disappeared when the studios realized that technological improvements in production could create a realism that would excite and draw audiences to the theatre and, in some instances, even create a feeling in the pits of our patrons' stomachs. Not even during the boom war years did I find the enthusiastic and confident spirit that now prevails on the coast.

The new stars that are shining . . . CinemaScope,

(See Page 5)



LEADERSHIP

HOLLYWOOD!

In the capitol of the film world M-G-M for the second successive year has been accorded more Academy Awards than any other company. Among M-G-M's Awards, there were 6 just for "THE BAD AND THE BEAUTIFUL." Exhibitors are putting this ticket-selling fact into the newspaper ads of this great attraction. M-G-M has also added it to the trailer.

Tops In Shorts Too!

M-G-M leadership in the Short Subject field is proven again with the selection of the Tom and Jerry Technicolor cartoon "Johann Mouse" as the Oscar winner for The Best Cartoon. This is M-G-M's 8th Academy Award for Technicolor Cartoons.

BROADWAY!

In the capitol of show business the M-G-M trade-mark is more importantly on theatre marquees than that of any other company, as we go to press:

STATE — Now: M-G-M's "THE NAKED SPUR" *(Tech.)*
Coming: M-G-M's "I LOVE MELVIN" *(Tech.)*

MAYFAIR — Just completed 9-week-engagement:
M-G-M's "ABOVE AND BEYOND" • Now: M-G-M's "JEOPARDY"

CAPITOL — Next: M-G-M's "BATTLE CIRCUS"

MUSIC HALL — Just completed: M-G-M's "STORY OF THREE LOVES" *(Tech.)*

TRANS-LUX 52nd St. — Record-breaking extended run: M-G-M's "LILI" *(Tech.)*

★

25th Annual Awards

Technicolor Congratulates

Academy Award Winners 1952

• *Best Motion Picture*
"THE GREATEST SHOW ON EARTH"
CECIL B. DeMILLE-PARAMOUNT
(Color by TECHNICOLOR)

• *Irving G. Thalberg Memorial Award*
CECIL B. DeMILLE
PRODUCER OF "THE GREATEST SHOW ON EARTH"
(Color by TECHNICOLOR)

• *Best Direction*
JOHN FORD
"THE QUIET MAN"
ARGOSY-*REPUBLIC*
(Color by TECHNICOLOR)

• *Best Cinematography—Color*
"THE QUIET MAN"
ARGOSY-*REPUBLIC*
WINTON C. HOCH AND ARCHIE STOUT
(Color by TECHNICOLOR)

• *Best Original Film Story*
"THE GREATEST SHOW ON EARTH"
CECIL B. DeMILLE-PARAMOUNT
FREDRIC M. FRANK, THEODORE ST. JOHN, FRANK CAVETT
(Color by TECHNICOLOR)

• *Best Scoring of a Musical Picture*
"WITH A SONG IN MY HEART"
20TH CENTURY-FOX
ALFRED NEWMAN
(Color by TECHNICOLOR)

• *Best Art Direction—Color*
"MOULIN ROUGE"
ROMULUS FILMS-UNITED ARTISTS
PAUL SHERIFF
(Color by TECHNICOLOR)

• *Best Set Direction—Color*
"MOULIN ROUGE"
ROMULUS FILMS-UNITED ARTISTS
MARCEL VERTES
(Color by TECHNICOLOR)

• *Best Costume Designing—Color*
"MOULIN ROUGE"
ROMULUS FILMS-UNITED ARTISTS
MARCEL VERTES
(Color by TECHNICOLOR)

• *Best Special Effects*
"PLYMOUTH ADVENTURE"
METRO-GOLDWYN-MAYER
A. ARNOLD GILLESPIE, DEP'T HEAD
(Color by TECHNICOLOR)

• *Best Short Subject—One-Reel*
"LIGHT IN THE WINDOW"
ART FILMS PRODUCTIONS-20TH CENTURY-FOX
BORIS VERMONT, PRODUCER
(Color by TECHNICOLOR)

• *Best Short Subject—Two-Reel*
"WATER BIRDS"
WALT DISNEY-RKO
(Print by TECHNICOLOR)

• *Best Short Subject—Cartoon*
"JOHANN MOUSE"
METRO-GOLDWYN-MAYER
FRED QUIMBY, PRODUCER
(Color by TECHNICOLOR)

• *Best Documentary—Feature*
"THE SEA AROUND US"
RKO
IRWIN ALLEN, PRODUCER
(Print by TECHNICOLOR)

TECHNICOLOR

IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

BIG?

It's

TITANIC

TITANIC
IN EMOTION!
TITANIC
IN SPECTACLE!
TITANIC
IN CAST!
TITANIC
IN CLIMAX!

COMING YOUR WAY IN MAY!...

Date it now! Get in on 300-theatre day-and-date saturation May 13th . . . pre-sold by tremendous news-making "Operation Titanic" showmanship promotion April 11-12 at Norfolk Naval Base . . . and triple TV barrage via Ed Sullivan's "Toast of the Town" April 19, May 3, May 10!

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS



20th Century-Fox presents **"TITANIC"** starring Clifton WEBB • Barbara STANWYCK • co-starring ROBERT WAGNER • AUDREY DALTON • THELMA RITTER with Brian Aherne, Richard Basehart, Allyn Joslyn, James Todd, Frances Bergen, William Johnstone. Produced by CHARLES BRACKETT. Directed by JEAN NEGULESCO. Written by CHARLES BRACKETT, WALTER REISCH, RICHARD BREEN

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

Vol. 31 No. 6
April 4, 1953

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Cinerama, Todd A-O process, WarnerPhonic, and the other extra-dimensional stereophonic sound and projection systems . . . herald the dawn of a new day for motion picture theatres. Technological progress has lifted our horizons and the future is virtually unlimited.

I witnessed the demonstration of CinemaScope at the 20th-Fox studio and want to report that it is an exhibitor's dream come true. I was thrilled by this new and wonderful experience which adds vitally and permanently to the advancement of the screen. With its ready acceptance and application to important pictures by seasoned producers like Darryl F. Zanuck and Dore Schary, the boxoffice potential is already assured.

Besides economy in production, CinemaScope offers a practical system for adoption to current projection standards in theatres. Every exhibitor interested in new vistas for this business should make it a "must" to see Eidophor, 20th-Fox's large screen theatre television system, and then ponder its applicability to CinemaScope, which should shortly be unveiled in various exchange centers.

I must emphasize that subsequent CinemaScope demonstrations have answered a question of extreme importance to a great number of theatre operators. *CinemaScope can be utilized effectively in smaller-sized theatres.*

At Warners, I viewed several sequences from "The House of Wax," a third-dimensional picture with stereophonic sound requiring the use of glasses. The exhibitor audience was completely enraptured, as I was, by this exciting presentation. There is no question in my mind that despite the false start made by third-dimension in the presentation of two weak programs, there will be a strong market for this type of product.

At Columbia, I saw "Fort Ti," in third dimension without stereophonic sound. Members of our party became so absorbed in the film that we ducked from the arrows and knives as the objects seemed to leap from the screen into the audience. It was done well enough to draw muffled screams from the women in the audience. How much more realistic can we get?

An all-purpose large scope screen was shown to us at the Paramount studio "proving ground" and the picture was enthusiastically received by the visiting contingent of exhibitors.

Of course there will be some confusion before standardization is achieved. It will take a little time and experience for this situation to straighten itself out. In the meantime, the product that is being released is far better than it has been in recent years and should, in itself, be a good carry-over until our theatres are equipped.

I want to congratulate Spyros Skouras, Al Lichtman, Jack Warner, Ben Kalmenson, Harry and Jack Cohn, Frank Freeman and Al Schwalberg for the thrilling demonstrations they put on. To my fellow exhibitors in America, I say, "Hop to it." There are new stars shining for your boxoffice but they will only do you some good if you take advantage of them. In my 40 years of exhibition, I have never been more optimistic about the future of our business. I definitely predict that the best years of our business lives is ahead of us . . . not behind us.

While out on the coast, I attended the Academy Award presentations at the Pantages. The televising of this show created more customers for motion picture theatres than any other activity of recent years and served to emphasize the fact that television can be a healthy adjunct to our business. It would be criminal if this event is not industry-sponsored next year with COMPO taking an active role. The use of television to exploit our boxoffice is still in its infancy . . . but we are growing up.

I would also suggest that every exhibitor in the nation write to his Congressman to attend the admission tax hearings before the House Ways and Means Committee. Schary has prepared an effective 22-minute film for tax repeal and your representative should see and hear the industry's case and make his views known to the Committee.



THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Hearing On Tax Repeal Bills Set; Treasury Opposes Cuts

WASHINGTON.—The Treasury Department struck a blow at the prospects for early repeal or reduction of the federal admission tax on motion picture theatres by telling Congress that it is flatly opposed to any kind of a tax cut "until we know what the budget situation is."

On the optimistic side, however, Rep. Daniel A. Reed (R., N.Y.), chairman of the House Ways and Means Committee, called for a one-day hearing Apr. 20 on the flock of measures now before the House to repeal the tax.

Another favorable augury was sounded by Drew Pearson, newscaster and columnist, who predicted over his ABC radio appearance last week that the industry would be successful in its fight to kill the 20 percent excise.

Case Strengthened

Meanwhile, the industry's case against the tax was strengthened with the completion of a 22-minute film, produced by Dore Schary, M-G-M vice-president, at the request of COMPO. The short will be presented as "Exhibit A" during the congressional hearings on the tax repeal measures.

Written by Herman Hoffman, Schary's production aide, the film is based on actual facts provided by COMPO which reveal the distress cases of theatres across the country.

The bill introduced by Rep. Noah M. Mason (R., Illinois) has been adopted by the COMPO tax committee as the official industry-endorsed measure, and Mason has been in the forefront of the fight to obtain consideration of the measure by the Ways and Means group.

Scheduling of the hearings is considered an important step forward by film industry leaders and by the COMPO tax committee in the long fight to gain the opportunity to explain the urgent need for tax relief.

The holding of hearings by the committee, however, does not alone guarantee enactment of the repeal measure this session, but is merely the first step in the legislative procedure following introduction of a bill.

Report Scheduled

Following the hearings, the committee must then report the measure favorably, after which the House Rules Committee will consider it. Favorable Rules Committee action will send it to the House floor. If passed by the House, it must then go to the Senate Finance Committee for consideration, and then to the Senate for passage.

Treasury Undersecretary Marion B. Folsom, testifying before the House Ways and Means Committee on a proposal to cut the excise rate on economy brand cigarettes, said: "We do not want at this time to get less revenue from excises."

Folsom is in charge of Treasury policy-making on taxes.

Basis of the Department's opposition to the bill under consideration, he explained, is not the principle involved, but purely and simply the potential revenue loss. And, he added under questioning, the same reasoning applies to other proposals for immediate tax reductions.

In another aspect of the campaign, Brooklyn Congressman Louis B. Heller (D.) added his name to the list of admission tax repeal sponsors, declaring that "the tax on admissions is having a disastrous effect on motion picture theatres throughout the country."

Heller said also that "there is no longer any justification" for maintaining a war-time measure which was to have been automatically repealed six months after the conclusion of World War II.

Meanwhile, Rep. Emmanuel Celler (D., N.Y.) inserted into the Congressional Record a list of closed theatres supplied to him by Harry Brandt, president of the Independent Theatre Owners Association.

Brandt's letter, transmitting the list of 24 New Jersey and 37 New York houses which went out of business in 1952, was also included in the Record.

Theatres Listed

Brandt said: "since I last wrote to you and received your pledge of support, conditions have steadily worsened and many theatres have closed.

"Our industry can no longer afford the equivalent of a 20 percent gross sales tax and remain in business," Brandt pointed out.

Establishment by Congress of a commission to study Federal-State activities, including conflicts over taxation, was also recommended this week by President Eisenhower.

The American Municipal Association, among others, has asked the Federal Government to withdraw from the admissions tax field, on the plea that this is a suitable source of revenue for States and localities.

The president told Congress that "the Federal Government has entered fields which, under our Constitution, are the primary responsibilities of state and local governments . . . it is time to relieve the people of the need to pay taxes on taxes."

Admission Tax Collections Continue Decline

Washington.—Admission tax collections continued to run behind those of a year ago in February, according to the Treasury Department's monthly report.

February collections, reflecting January box office, totaled $20,636,600, as against $23,891,495 in February, 1952, and $21,974,853 in January of this year the report disclosed.

Survey Discloses Flow Of Old Pix Swells Over TV

The number of feature films originally released for theatrical exhibition to find video outlet in the Greater New York area continued on the upswing during the period beginning November 16, 1952, and ending March 15, 1953, according to latest compilations made by THE INDEPENDENT.

During the November-March period, theatrical films shown free and for the first time over the seven television channels in the area totaled 216, an average of 54 per month. This figure represents an increase over the 129 total registered during the previous period from August 16 to November 15, 1952, which averaged only 43 per month.

Records from the files of THE INDEPENDENT also disclose that in the course of the November-March period, a total of 2,990 run-offs on these same channels was given of films which once were exhibited to paying audiences in motion picture theatres, or an average of approximately 25 per day.

The previous August-November quarter registered a total of 2,091 run-offs, or an average of approximately 23 per day, slightly less than the average for the latest period.

Quality Unchanged

It was felt that a growing reluctance of advertisers to assume the mounting high costs of live video shows was primarily responsible for the continuously increasing number of celluloid showings over TV, since there has been little, if any, change in the quality of features released to the channels.

During the November-March period, a larger number of Republic westerns found video outlet than in the previous quarter, but the major portion of video film time was occupied by British programmers.

Additional use in the New York area of feature films formerly played off in theatres was assured this week in an announcement heralding the acquisition by WCBS-TV of a package of 26 features produced during 1951-52 by Robert L. Lippert. These films will receive their national TV debuts in New York. Among them are "Rocketship X-M," "Man Bait," "Stolen Face" and "Lost Continent."

Further "TV debuts" were made by independently produced films originally released through such companies as United Artists, 20th-Fox and RKO. Rights on these films have reverted either to the independent producers, banking firms or re-release outfits.

Public Accepts Glasses: Warner

BURBANK, CALIF. — Vigorously defending the use of polaroid glasses in conjunction with stereoscopic three-dimensional films, Jack L. Warner strongly criticised "self-elected spokesmen who make decisions for the public."

"The most important fact . . .," said Warner, "is that polaroid viewers are a comfortable part of viewing properly photographed three-dimensional motion pictures. . . . We have proved to our own satisfaction that there is no inconvenience of any kind in wearing polaroid viewers. We are convinced that the public will wear such viewers as effortlessly as they wear wrist watches or carry fountain pens," added the executive.

In replying to comments that the public will not accept the viewers, Warner said that the public often "disagrees with the so-called experts and makes up its own mind."

Summing up, Warner said "We at Warner Bros. believe as strongly as we believe in the motion picture industry that the public will patronize quality entertainment, that the public wants entertainment as exciting as three dimensions and WarnerPhonic sound can make it. . . . This is a buyers' market and the buyer knows what he wants. He doesn't want any substitutes."

Bidding Assailed As Probe Of Exhib Complaints Opens

LOS ANGELES.—The Senate Small Business Committee probe into complaints by independent exhibitors of alleged discriminatory distribution practices broke into the open this week with three days of public hearings in Los Angeles conducted by the committee's monopoly subcommittee, headed by Sen. Andrew F. Schoeppel (R., Kans.).

Hearings began with a blast by independent exhibitors here against alleged distributor abuses regarding film selling. Competitive bidding was particularly hit.

Blast Sales Policies

According to Wayne Hanson, general manager of a circuit of six houses owned by his father in Los Angeles, trade practices forced the closing of 49 theatres in the area and caused financial losses for 75 percent of the members of Southern California Theatre Owners Association last year.

Albert Hanson, Wayne's father, pointed out that local conditions are at the lowest ebb. He suggested that zoning, availability and clearance should be made orderly, uniform and predicated in part upon fixed admission prices by exhibition.

Hanson suggested the prohibition of bidding, or its allowance only in competitive situations and under specific rules and regulations.

The second day of hearings was highlighted by the delivery of a 21-page report of the Trade Relations Committee of SCTOA. Cecil Vinnicof gave the report.

Resume in Washington

Schoeppel said hearings will resume in Washington on April 13. He estimated this phase of the hearings will run approximately one week. The hearings were set up in order to give complaining exhibitors an opportunity to detail their problems in full.

Outlining the objectives of the hearings, Schoeppel stated:

"In launching this inquiry we have no preconceived notions as to the ultimate facts to be established by the hearing. Our sole purpose will be to attempt to resolve problems confronting motion picture exhibitors, most of whom are small, independent businessmen. . . . We are particularly anxious to receive the views of distributors and spokesmen for the agencies of the Government having responsibilities in the motion picture field."

Charge Musicians' Film Contracts "TV Blockade"

Assailing provisions in musicians' union contracts with film companies which prohibit the televising of any film in which the services of live musicians are used, Richard P. Doherty, vice-president of the National Association of Radio and Television Broadcasters, told the House Labor Committee that, since music is in virtually every film, "the result is an effectively tight blockade."

Doherty asked the House group to make such provisions that bar the televising of motion pictures illegal.

CinemaScope Adaptable For Use In Small Houses, Drive-Ins

The adaptability of CinemaScope, 20th-Fox's curved screen process, to theatres of all sizes was demonstrated last week in Hollywood with showings on a 7 x 11-foot screen before top industry executives. Previous CinemaScope demonstrations were projected on the giant 65-foot screen.

The showings, which consisted of color footage from "The Robe" and "How To Marry a Millionaire," was reportedly arranged for exhibition figures interested in the facility of CinemaScope "for adaptation to any size screen of any size theatre in the country."

After the showing, Bob O'Donnell, of the Interstate Circuit, said "this is ultimate proof that CinemaScope is effective for any size theatre."

Small Screen Used

Joining in the appraisal, John Balaban, of B&K, declared, "CinemaScope is the answer: This was proven today when we watched it in a small projection room.

"The spectacular element was just as intense on the comparatively minute screen as it is on a screen that covers the entire wall of a giant sound stage," Balaban added.

Proof of CinemaScope's adapatability for drive-in theatres was demonstrated through the placing this week of orders for 19 installations by the drive-in circuit of Claude Ezell and Associates.

Meanwhile, Al Lichtman, distribution director for 20th-Fox, disclosed that exhibitors can obtain application forms for CinemaScope installation from all the company's exchanges. The applications are being distributed in order to gain accurate knowledge of the national demand for CinemaScope, Lichtman said.

Lichtman also announced that 20th-Fox hopes to equip 750 to 1,000 theatres with CinemaScope by the end of 1953 and 500 each month beginning in 1954.

National Theatres, he revealed, has placed an initial order for 217 CinemaScope installations. Brandt Theatres and Stanley-Warner circuits are also negotiating for CinemaScope, Lichtman added. Lichtman noted that the total of orders already placed exceeds 1,500.

National Theatres orders will be allocated to the following territorial divisions of the circuit:

Other Orders Placed

Milwaukee, 18; Kansas City, 64; Denver, 30; New York, Philadelphia and Detroit, one each. Included in these cities are the following theatres: Roxy, N. Y.; Detroit, Fox; Chinese, Los Angeles; Philadelphia, Fox; San Francisco, Fox; Paramount and Coliseum, Seattle; Milwaukee, Palace, Uptown and Tower, K.C., and Esquire, Denver.

Walter Reade Theatres placed orders for 11 houses in New York and New Jersey. Other circuits to order, and number of installations requested, were: Walter Morris, two in Knoxville; Ralph N. Goldberg, six in Nebraska; Savar Corp., New Jersey, 12; George M. Schwartz, Deleware, three; C. Heyward Morgan, Greenville, S. C., three, and Harry J. Schad, Reading, Pa., two.

Also, Jack H. Skirball, Ohio, three; Max Laemmle, Hollywood, three; an indeterminate number from John Harris, Pittsburgh; Martin B. Ellis, Philadelphia; Mike Naify, United California Theatres, San Francisco; Stanley Sumner, University Theatres, Cambridge, Mass.; James J. Mirras, Canadaigua, N. Y., and Lloyd J. Wineland, Wineland Theatres, Washington, D. C.

Theatres included in the additional 69 houses are: Palace and Stuart, Newport News; Wythe, Hampton;

(*Continued on page* 15)

Schenck-Todd Plans Roadshow Policy For Latest Wide-Gauge 3-D Process

Latest entry into the third-dimensional sweepstakes, boasting a new curved screen process, is the Magna Theatre Corp. whose formation was disclosed last week by Joseph M. Schenck and Michael Todd, board chairman and member of the board respectively of the new company.

A second organization, known as the Todd-AO Corp., was formed to distribute and lease special equipment necessary for the company's projection system. Equipment will be manufactured by the instrument division of the American Optical Co.

Unusual Films Slated

Called the "Todd-AO" process, the new system was declared adaptable for motion picture theatres "throughout the world" and reportedly can be used "without the necessity for extensive theatre alterations."

Magna, which will produce and distribute its own films, is to operate on a "road show" policy and make films of an "unusual" nature only, according to Schenck. Magna expects to be showing its first film by February of next year, probably at the Broadway Rivoli, he said. The picture will then be taken on the road in 65mm. versions to 20 or 30 houses across the country, Schenck reported.

Richard Rodgers and Oscar Hammerstein II, producers of Broadway musicals, are on the board of Magna, and will supervise the production of the company's first film, slated for initial shooting in July.

Schenck and Todd reported that all shooting would be in both 65mm. and 35mm. versions, but that 35mm. versions would be held until after the larger spools had saturated the market. Todd stated his belief that the 65mm. film would eventually replace the 35 as the dominant industry-used film size.

"Participation" Given

In discussing the new system, Todd said that it gave a sense of "audience participation" and was not "merely a magnification of the image." "If you see a man riding a horse, you think you're on that horse," said Todd.

The Todd-AO process requires a continuous concave, high intensity screen. The prototype screen, said Todd, to be used for the first installation, will be 52 feet long and slightly over 24 feet high. Smaller sizes with the same ratio of height to length would be feasible, Todd said, and would be used in theatres too small for the 52-foot size.

System, employing only one strip of film

(*Continued on page* 15)

New All-Purpose, Extra-Dimensional Screens Loom Into 3-D Prominence

All-purpose motion picture screens loomed prominently into view this week with announcements from four companies that the product is now available to exhibitors or on the way.

A combination "3-D-2-D" projection screen was demonstrated at a private showing by the Trans-Lux Corp. The company reported that for overall brilliance of the projected image in 3-D, the screen appeared to be outstanding, and, with its wide viewing angle and absence of glare, may be placed in a unique position for both 3-D and 2-D projection in theatres.

Trans-Lux, which has been in the screen manufacturing business for more than 20 years, revealed that manufacturing costs for the combination screen are higher, but savings in operational costs should more than offset this difference, said the company.

Curve on Screen

One "practical" and "demonstrable" process has been developed by Universal-International studios, according to a statement this week by William Goetz, U-I studio head.

Utilizing a screen with a three-foot curve, the studio head said that any type of product —standard 2-D, 3-D or wide-angle photographed—could be projected via the new process. Glare is claimed to be eliminated.

Sole equipment needed is a new screen, a new aperture slate and a wide-angle projection lens which, Goetz pointed out, is easily obtainable. According to U-I executives, economy is the keynote of the new process. Glare is claimed to be eliminated.

The process can be used to project pictures shot via wide-angle lens and in 3-D at the same time, Goetz disclosed.

No Production Slated

All equipment needed for theatres will be marketed "pretty soon," according to Milton J. Rackmil, company president. But it was not indicated who would manufacture the screen or serve as distributor.

Goetz noted that no production has as yet been slated for wide-angle to accommodate the new screen. Special footage was utilized when the process was tested last week at the studio.

A new theatre screen with a silvered surface designed to meet both curved screen and stereo 3-D requirements was announced by the theatre equipment section, Victor Division of RCA. Company also recommends the screen for standard presentations in houses using high intensity carbon arc light sources.

Silvered Surface Featured

A screen that reportedly will meet all requirements of all forseeable projection developments has been acquired for U. S. distribution by Sol Lesser Productions.

Made by Stableford Screens of London, it can be reproduced in any size as a result of a perfected method of concealing the seams, the company said, and can be used for stereo, curved screen, television, drive-in and standard projection.

The screen was recently approved by the Society of Motion Picture and Television Engineers, and has been used by Lesser during recent showings of Stereo-Technique films in the U. S., Lesser disclosed.

CinemaScope Lensing, Release Schedule Set For 20 Big Pictures

Twenty multi-million-dollar CinemaScope spectacles will be released by 20th Century-Fox starting in October and continuing through 1954, according to a joint statement this week by Spyros P. Skouras, president, Darryl F. Zanuck, vice-president in charge of production and Al Lichtman, director of distribution.

In October, November and December, one CinemaScope picture will be released each month. They are:

October: "The Robe" adapted from Lloyd C. Douglas' novel, produced by Frank Ross, directed by Henry Koster, script by Philip Dunne, and starring Richard Burton, Jean Simmons, Victor Mature and Michael Rennie.

"Reef" Date Set

November: "How To Marry A Millionaire" with Betty Grable, Marilyn Monroe, Lauren Bacall, William Powell, Rory Calhoun, David Wayne and Alex D'Arcy; directed by Jean Negulesco, and produced by Nunnally Johnson, who also prepared the script.

December: "Twelve Mile Reef," based on a story by A. I. Bezzerides, produced by Raymond Klune and Robert Bassler, directed by Robert Webb, with Terry Moore, Robert Wagner and Gilbert Roland. "Reef" will be photographed off Key West in Florida and Nassau in the Bahamas, with underwater scenes shot for the first time in CinemaScope. Production starts Apr. 6.

Starting in January 1954, one CinemaScope picture will be released every three weeks. First on the list is "Prince Valiant," produced by Robert Jacks, to start production May 11.

Releases Listed

"King of the Khyber Rifles," produced by Frank P. Rosenberg, starts June 1; "There's No Business Like Show Business," produced by Sol C. Siegel, to start June 22; "The Egyptian," produced by Zanuck, and "Hell and High Water," produced by Raymond Klune, to start June 22.

Also, "The Queen of Sheba," produced by Samuel G. Engel; "Desiree," produced by Julian Blaustein; "Three Coins in the Fountain," produced by Seigel; "Sir Walter Raleigh," produced by Leonard Goldstein; "The Racer," produced by Blaustein, and "Prince of Players," produced by Seigel.

Also, "Story of Demetrius," produced by Ross; "The Wandering Jew," produced by Nunnally Johnson; "Jewel of India," produced by Charles Brackett; "The Gun and the Cross," produced by Brackett; "The Cannibals," produced by Johnson, and "The Story of Jezebel," produced by Philip Dunne.

3-D HIGHLIGHTS

Cinerama's first week's grosses in Detroit hit $30,000, reported Joseph Kaufman, exhibition director for the company, who said that every showing except the Wednesday, Thursday and Friday matinees were complete sell-outs. With a $12,000 advance sale, Kaufman expects the Detroit gross to top $1,000,000 for a run of about a year.

John Wayne's next picture for Warner Bros., a Wayne-Fellows production titled "Hondo," will be filmed in WarnerColor with the company's studio-developed three-dimension camera.

Curved screen, stereo 3-D and stereophonic sound heads are featured on the program of technical papers and demonstrations to be presented at the convention of the Society of Motion Picture and Television Engineers, starting April 27 in Los Angeles.

Mitchell Wolfson, leading theatre owner, will give the engineers an experienced exhibitor's eye-view of 3-D systems, as guest speaker at the opening luncheon.

Danny Kaye's next picture, a Technicolor musical, "Knock On Wood," to be released by Paramount, will be filmed in the combination 3-D and wide-screen process the company is now perfecting.

An expected $1,000,000 in box office receipts is contemplated by United Artists for the 3-D fight film of the Marciano-Walcott title bout, to be released across the nation on Apr. 13. The film, being produced by Nathan L. Halpern, will be shot with seven Stereo-Cine cameras trained on the ring.

"Wings of the Hawk," a Universal-International Technicolor production, will be filmed in 3-D with stereophonic sound, the company disclosed. This is the second U-I picture to be filmed in 3-D. The first was "It Came from Outer Space."

Drive-in Theatre owners were advised to "proceed with caution" in adopting any 3-D system by Herbert Barnett, president of the Society of Motion Picture and Television Engineers. Barnett spoke at the National Drive-in Theatre Convention which was held last week in Milwaukee.

The first 3-D Technicolor picture to be photographed on location outside this country will be Columbia's Rita Hayworth starrer, "Miss Sadie Thompson." Decision to shoot the film in 3-D was made by Harry Cohn, Columbia president, following a series of meetings with top exhibitors.

Latest among the 12 houses to start installation of equipment for 3-D projection and WarnerPhonic sound to exhibit Warner Bros.' "House of Wax," is the Mastbaum, Philadelphia. The other 11 are the Paramount, New York; Warner, Washington; Stanley, Pittsburgh; Palace, Fort Worth; Texas, San Antonio; Majestic, Houston; Majestic, Dallas; Paramount, Los Angeles; Paramount, Hollywood; Balaban & Katz Chicago, Chicago; and Fox, St. Louis.

EVERY RECORD SHATTERED IN EVERY ENGAGEMENT!!

YOUR BIGGEST MONEY-MAKER OF THE YEAR!

MOULIN ROUGE

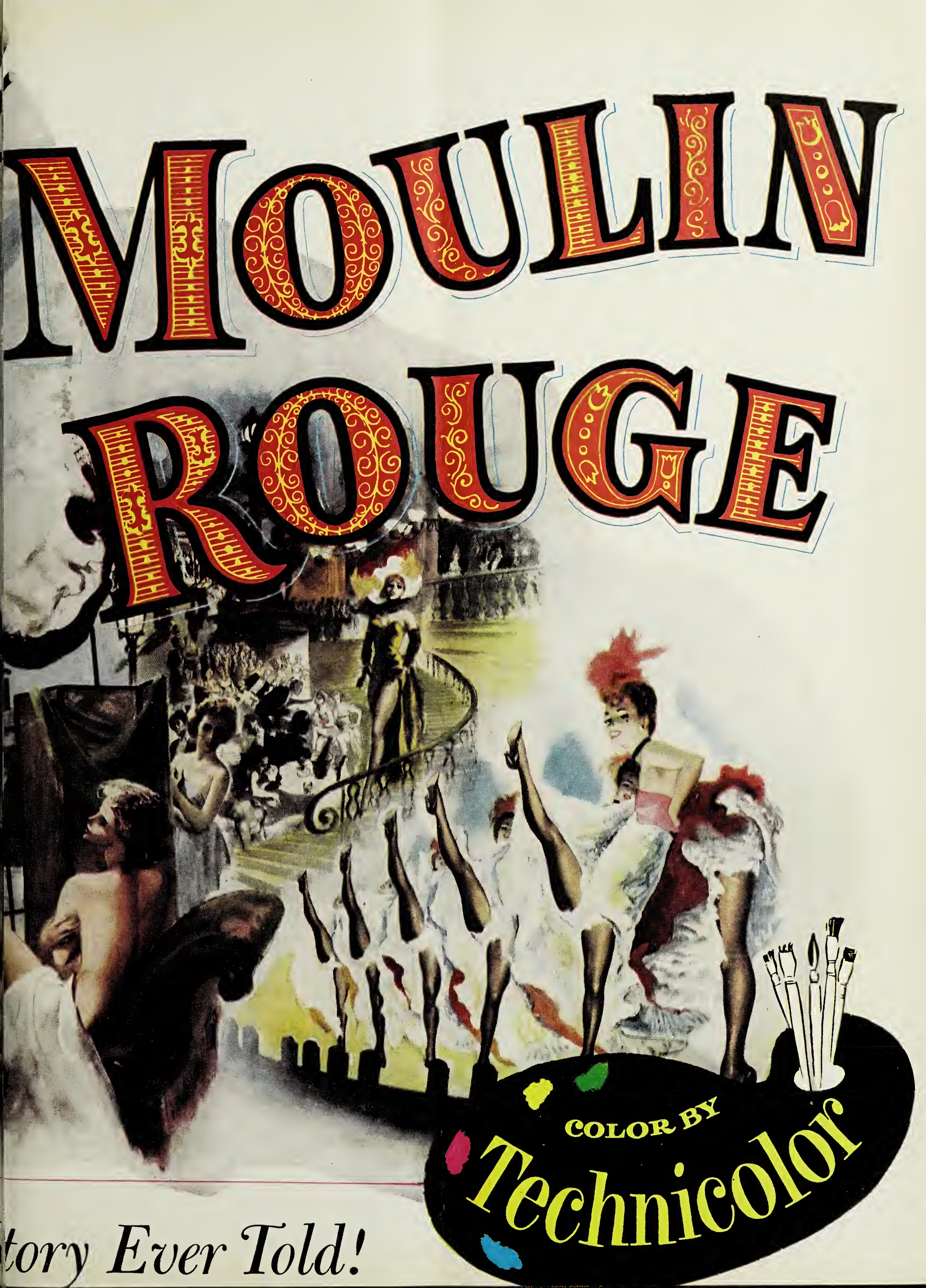


thru UA



The Most Startling And Daring Lov

MOULIN ROUGE



tory Ever Told!

Reviews that mean
TREMENDOUS BOXOFFICE!

"A very great picture!" —*Louella Parsons*

"One of the best!" —*Time Magazine*

"High spot of the year! Film making at brilliant best!" —*Film Daily*

"Exceptional! Starts the new movie year off in rousing fashion!" —*Los Angeles Mirror*

"There is no picture with which this can be compared!" —*Los Angeles Times*

"Nabs Academy spotlight!"
—*Los Angeles Herald Express*

"Strong contender for an Academy Award!" —*Showmen's Trade Review*

"Should prove a bonanza!" —*Boxoffice*

"Must rank as one of the memorable pictures of many a season!"
—*Motion Picture Herald*

"The kind of film that few will want to miss!" —*Exhibitor*

"Huston's direction, Ferrer's portrayal tops!" —*Hollywood Reporter*

"Strong commercial values in title, subject matter and locale!" —*Daily Variety*

"This is a picture which is among the best of the year! Electrifies the screen!"
—*M. P. Daily*

"Standout all the way!" —*Variety*



with
ZSA ZSA GABOR · SUZANNE FLON
and introducing
COLETTE MARCHAND

A ROMULUS PRODUCTION • Directed by JOHN HUSTON
From the novel "MOULIN ROUGE" by PIERRE LA MURE
Screenplay by Anthony Veiller and John Huston

A GREAT BIG ONE thru UA

Pre-Release Policies Hit By Allied Leaders At Wisconsin Drive-In Meet

MILWAUKEE.—Pre-releases, admission tax repeal and 3-D figured high on the agenda of subjects discussed at the Wisconsin Allied-National Drive-in convention, held last week at the Schroeder Hotel.

Principal speakers included Sig Goldberg, Wisconsin Allied prexy; Ben Marcus, past-president of Wisconsin, and Wilbur Snaper, president of Allied States.

Goldberg, vigorously assailing the system of pre-releases, said that distribution will succeed in driving small exhibitors out of business unless a solution is found for the present situation. "Wisconsin Allied is wholeheartedly behind National Allied's stand against pre-releases," said Goldberg.

No National Policy

Stressing that distribution has no national drive-in policy, Ben Marcus said that one of the biggest problems for drive-ins is that they can no longer get the same availability as conventional theatres.

If an operator can prove he qualifies for a certain run, he should get a picture on fair terms and at the right time, said Marcus, whether he operates a drive-in or an indoor theatre.

Commenting on the future of drive-ins, Marcus added "We are going into an era of drive-ins that is very bright with 3-D."

Wilbur Snaper strongly attacked the distributor policy of high rental pictures and what it is doing to the smaller exhibitors. Snaper expressed his hope that exhibitors would give ample vent to their complaints at the meeting to be held in Washington.

A suprise speaker at the convention was Benjamin Berger, who joined in the attack on high percentages and pre-release policy. Asking what was behind pre-releasing, Berger said "90 per cent of the exhibitors would be out of business if it wasn't for popcorn and peanuts."

"Put On Fighting Togs"

Berger added that he was going to have a columnist in a Minneapolis paper tell about "Peter Pan." "Put on your fighting togs and take action to prevent them from putting us out of business. Every community is entitled to every picture," Berger said.

Abram F. Myers spoke at the banquet closing the convention. The biggest problem for all theatres, both drive-in and indoor, said Myers, is film. Myers added that it was up to indoor and outdoor situations to work together.

Re-elected officers of Wisconsin Allied were: Goldberg, president; Russell Leddy, vice-president; Edward E. Johnson, secretary; Oliver Trampe, treasurer. New on the board of directors were Johnson, Fred Miner and Lucille Fowler.

Other board members elected were: A. Provinzano, F. J. McWilliams, John P. Adler, Floyd Albert, John O'Connor, C. L. Baldwin and Jerry Goderski. Marcus was re-elected national director.

UPT Quarter Net Rises; Goldenson Hits Multiple Runs As Lower BO Factor

For the first time in over three years of operation, profits in a current quarter—the fourth—exceeded those for the same quarter of the previous year, announced Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., in the annual financial report on United Paramount Theatres operations for 1952.

UPT operating earnings for the fourth quarter of 1952 of $1,644,000, or 50 cents per share, compared with earnings for the fourth quarter of the previous year of $1,056,000 or 32 cents per share.

Company's net profit for the year was $6,961,113, which equals $2.11 per share, as compared with earnings in 1951 of $10,705,001, or $3.24 per share.

Earnings Reduced

Operating earnings were reduced because of increased film rentals, particularly for pre-release rentals, the report disclosed.

UPT during the year disposed of its interests in 159 theatres, leaving it with a whole or partial interest in 708 theatres at the year end. The company is permitted to retain a maximum of 651 theatres under the Consent Judgment.

Commenting on the effect of the present system of runs and clearances on theatre attendance, Goldenson said, "Sooner or later the industry will realize that improved revenues for both exhibitors and producers will result when a . . . method . . . based upon proper and lawful runs and clearances, is substituted for the present practice of multiple runs."

$4,747,587 Net For 20th-Fox

Net earnings of 20th-Fox and subsidiaries for 1952 amounted to $4,747,587, including $1,491,715 in domestic theatre subsidiary earnings for the 39 weeks prior to divorcement, which occured last Sept., according to the company's annual financial report.

This figure compares to $4,308,431 in earnings for 1951, including $2,180,192 from domestic theatre subsidiaries.

Earnings per share for 1952 amounted to $1.71 on the 2,759,486, shares of common stock outstanding at the close of the year, as compared to earnings for the previous year of $1.47 per share.

The company reported that since 1942, when the present management took office, it has earned more than $126,000,000 and has paid out $68,000,000 in cash dividends to its stockholders, which amounts to $24.25 per share of common stock.

RKO Theatres '52 Net Profit Hits $1,025,900

RKO Theatres Corp., in the second annual financial report of the company, has reported a net profit for 1952 after income taxes of $1,025,000, as against $1,322,000 in 1951.

Based on the 3,914,913 shares outstanding, earnings for 1952 were equal to 26 cents a share, as compared to 34 cents a share for the previous year, the report disclosed.

The company cited home television, the high cost of living and the increase in taxes as responsible for a decline of eight percent in box office receipts.

It was also noted by RKO Theatres that box office receipts for the first two months of 1953 have shown an improvement over the same months of 1952. This improvement is due largely to better pictures, the company said.

Columbia Half-Year Net

For the 26 weeks ended last Dec. 27, Columbia Pictures Corp. has reported a net profit of $247,000, less estimated Federal taxes, as against a profit for the corresponding 1951 period of $437,000. Earnings per share during the 1952 period equalled 17 cents. For the 1951 period, earnings per share equalled 45 cents.

Allied Artists Sets International Sales Conclave As Profits Mount

The first international sales convention to be held by Allied Artists, scheduled for May 18, 19 and 20 in Miami, will be attended by more than 150 sales representatives from all over the world.

The meeting will mark the first time any film company has brought its entire British sales force to this country, revealed Steve Broidy, AA president.

An increase of $74,189 for the 26 weeks ended December 27, 1952, in net profit before Federal income taxes, was reported by the company. Total net profit before taxes was $309,771, as compared with $235,582 for the corresponding period in the previous year, the studio disclosed.

In the 26 week period, which covers the first six months of the company's current fiscal year, a reserve was set up for taxes of $88,000. Net profit after taxes for this period amounted to $221,771, as compared to $235,582 for the corresponding period the previous year when no reserve tax provision was required, said the company.

Allied Artists has scheduled 23 films, of which 12 are in color, for production in the next six months. Four of the color films will be in Technicolor; one is slated for three-dimensional shooting.

For April are: "The Maze," 3-D; "Fighter Attack," color; "Murder Without Tears" and "Northern Patrol." For May, "The Queen's African Rifles," color; "The Deserter," color; "Mexican Quest," "Vigilante Rebellion" and "Massacre at Deer Creek." For June, "Slade," color; "Clipped Wings," "West of Texas" and "The Great Southwest."

Summer starting dates are planned for "The Black Knight," Technicolor; "Annapolis '53," Technicolor; "Wichita," Technicolor; and "Hajji Baba," Technicolor; "The Forty-Niners," color; "Pride of The Blue Grass," color; "The Green Hills of Idaho," color; "John Brown's Raiders," color, and "Bitter Creek."

One Third Of RKO Production Slated For 3-Dimension

Production of quality films—whatever the system employed—is the main concern of RKO, said company president James R. Grainger, who revealed last week that the studio has six three-dimensional pictures slated for production in the schedule of 18 for the coming year.

These productions will be supplemented by a backlog of 22 films, said the RKO chief. The six 3-D films, which also will be shot in standard versions, are "Second Chance," "Arizona Outpost," "Son of Sinbad," "White Swamp," "French Line" and "Thunder in the North," Grainger disclosed.

In outlining company policy, Grainger said that RKO has given "no thought" to the sale of company films to television and what is more, does not contemplate discussing the matter.

Letters Answer Complaints

As regards exhibitor complaints aimed at the sales policy on Walt Disney's "Peter Pan" and Samuel Goldwyn's "Hans Christian Andersen," both released by RKO, Grainger pointed out that the studio has nothing to do with the rental policy of Disney and Goldwyn productions, but acts solely as a distributing agent at a nominal fee.

Grainger reported that he had forwarded this statement to Wilbur Snaper, president of National Allied, and Jack Kirsch, chief of Illinois Allied, in letters answering criticisms of the sales policies on the films. Not much resistance to the two films has been registered by exhibitors, said Grainger.

It was meanwhile announced that the balance of the operations of RKO Radio's advertising department will be transferred to Hollywood, completing the shift of all major advertising functions to the Coast.

Automobile Sun Visors, Tinted Windshields Pose Threats To Drive-Ins

The threat that tinted windshields and non-adjustable sun visors on automobiles present to drive-in theatres have been summarized in surveys conducted by Paul Short, National Screen Service executive, for the International Drive-In Theatre Owners Association.

The sun visors, which cut off up to 75 percent of the screen to drive-in patrons, and the tinted windshields, which distort the picture, are due to appear on an increasingly large number of cars in the coming year, Short's survey disclosed.

As regards the visors, it was disclosed that only two of the seven major manufacturers make them adjustable, but IDITOA would not encounter too much difficulty in persuading the five to change their equipment so that the visors will be adjustable, said Short.

This project will be included by Claude Ezell, founder of IDITOA, in his keynote address before the Texas convention of drive-in owners, Apr. 14-15.

In regard to tinted windshields, Short believes that the auto industry will co-operate with a plan to discontinue them and substitute instead a flexible type of material that is adjustable.

NEW APPOINTMENTS

D. C. Collins, who has been a vice-president of Westrex Corp. and a director of that organization since 1941, became vice-president of Altec Service Corp. following his retirement from Westrex and the Western Electric Co. Collins has had more than 25 years experience in the motion picture field in association with such companies as Altec Lansing Corp., Modern Talking Pictures, Universal Pictures Co. and World Broadcasting.

Milton Mohr has been named assistant publicity manager for RKO. Mohr was formerly New York newspaper representative for Paramount.

Cliff Parker, formerly northern division sales manager, was appointed to the new post of general sales manager for the Alexander Film Co. Cy Martin, formerly assistant northern division manager, succeeded Parker.

Bob Bachman, a member of the Alliance Theatre Corp. for the last 15 years, was promoted to associate film buyer for the company. Bachman has been serving in the capacity of supervisor for the firm's northern district during the last three years.

Milton A. Gordon has been named financial consultant for United Artists. Gordon will serve UA on a part-time basis, continuing management of his investment company, Gordon Enterprises, Inc.

Ted Hirsch was promoted to superintendent of the 35mm. division of Consolidated Laboratories, a Republic subsidiary. Sam Cohen was made superintendent of the 16mm. division.

Herman Kass was promoted to supervise and coordinate the activities of the field exploitation representatives of Universal Pictures' advertising and publicity department.

Harry Stone, of the Motion Picture Export Association's international department, has been assigned to a post in Rio de Janeiro. Stone has been with MPEA since 1949.

E. F. Johansen was appointed manager of Allied Artists of Japan, Inc., a subsidiary formed last April. Johansen was previously with M-G-M for 16 years, serving as its manager in Japan during much of that time.

George J. Waldman was appointed metropolitan sales manager for Polalite glasses, distributed for the New York exchange area by Bonded Film Distributors, Inc., affiliate of National Film Service. Waldman was formerly sales manager of the New York exchange of United Artists.

Don Mersereau has been appointed associate publisher and general manager of "Boxoffice." Mersereau was fromerly with "The Film Daily," where he held a similar post for many years.

Sam Bekeris was named supervisor for all Latin-American countries for United Artists and will transfer his headquarters from Buenos Aires to Mexico City.

Alfred Katz, formerly Caribbean supervisor for UA, was promoted to the home office executive staff.

George Kallman succeeded Paul Wir as UA manager in Panama. Kallman was formerly the company's special representative in Mexico.

Eric Pleskow, formerly South African manager for UA, was named special representative in Germany, succeeding Herbert Horn.

Leonard Pearlman, formerly manager in Trinidad, succeeded Pleskow in South Africa.

Ted Rysfeld, previously with RKO, replaced Pearlman in Trinidad.

Daniel Frankel was appointed UA manager for Belgium, succeeding Albert Steinhardt. Frankel was at one time foreign sales head for Pathe and later vice-president of Four Continents Films.

Judiciary Group Seeks Five Year Trust Limit

Washington.—A bill to establish a nationally uniform five-year statute of limitations on anti-trust suits has been reported to the House Judiciary Committee. The film industry long has urged enactment of such a measure, but favors a shorter period than five years.

At present, the length of time after the causing of alleged damages in which a suit may be brought is determined by state law, which varies greatly with individnal states.

3-D Novelty Will Wear Off In Year—Goldwyn

The novelty of three-dimensional pictures is expected to wear off in about a year, producer Samuel Goldwyn said this week at a luncheon in the Sherry Netherlands Hotel. Indicating that he didn't think screen processes requiring the use of polaroid viewers would be accepted permanently by the public, Goldwyn said that the future would bring a new type of screen which will add an illusion of greater depth.

The best pictures will continue to be those with the best stories and best casts, added Goldwyn, and any new system of producing and exhibiting films can serve only to enhance them in a technical sense.

Variety Combats Epilepsy

Establishment of the Amusement Industry Fund-Raising Committee of the Variety Club Foundation to Combat Epilepsy under the aegis of New York Tent #35 was announced last week by William J. German, board chairman of the Foundation.

Members of the committee include Leon S. Bamberger, Robert S. Benjamin, Alfred E. Daff, Emil Friedlander, Leonard H. Goldenson, Sidney Kramer, Jack Mara, Burt Robbins and Max E. Youngstein.

Watch These Dates!

April 7-8: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Wallick Hotel.

April 14-15: Louisville — Kentucky Ass'n of Theatre Owners convention and trade show—Seelbach Hotel.

Apr. 14-15: Dallas—Texas Drive-In Theatre Owners Assn. convention—Adolphus Hotel.

Apr. 27-29: Detroit — Allied Theatre of Michigan convention—Hotel Tuller.

Apr. 27-May 1: Los Angeles — Society of Motion Picture and Television Engineers' 73rd Convention—Hotel Statler.

Apr. 28-29: Kansas City — Allied Theatre Owners of Kansas-Missouri convention—Phillips Hotel.

May 4-5: Pittsburgh — Allied MPTO of Western Pennsylvania convention—William Penn Hotel.

May 4-5: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 5-6: Little Rock—Independent Theatre Owners of Arkansas convention — Marion Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention. Hotel Chamberlin.

May 11-12: Oklahoma City—Theatre Owners of Oklahoma convention.

May 12-13: Des Moines — Allied Theatre Owners of Iowa and Nebraska convention.

May 18-23: Mexico City—Variety Clubs, International convention.

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

Sept. 28-30: Dallas—Texas COMPO Conference—Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Early FCC Okay Unlikely For Compatible Color TV

WASHINGTON.—Pointing out that the television industry's new "compatible" color TV method has not yet been shown to be all that its proponents claim, FCC chairman Paul A. Walker told Congress this week that it is too early to approve the system.

When field tests are completed and FCC has all the data, hearings would be given that might be completed in two monts after the proposal is submitted to the Commission, said Walker, provided the TV industry unites in support of the new method.

CinemaScope Can Fit Small Houses, Outdoor Theatres

(*Continued from page 7*)

Lea and North, Danville, Va.; Opera House, Frederick, Md.; Cooper Foundation situations in Oklahoma City, Lincoln, Colorado Springs, Peublo, Grand Junction, and Greeley; Tower Theatre, Denver; Oriental, Chicago; Roanoke, Roanoke; and 10 theatres in the Korman Theatres Circuit, Michigan.

Also, the Colonial and Capitol, Augusta; Rialto, Hallowell, Me.; Strand and Albert, Berlin, New Hampshire; Cumberland and Pastime, Brunswick, Me.; Flynn and Majestic, Burlington, Vt.; Capitol, Concord, New Hampshire; Fitchburg, Fitchburg, Mass.; Opera House, Gardiner, Me.; Empire, Strand and Priscilla, Lewistown, Me.

Also, Auburn, Auburn, Me.; Capitol, Montpelier, Vt.; Colonial, Portsmouth, N. H.; Strand, Rumford, Me.; Dreamland, Livermore Falls, Me.; Rex, Norway, Me.; Strand, South Paris, Me.; Wilton, Wilton, Me.; and the Rialto, Albion, New York.

More Theatres Sign

Also, the Marshall Square and Illington, Chicago; Roosevelt, Grand Coulee, Wash.; Lido, Mt. Vernon, Wash.; Paramount, Salem, Mass.; Capitola, Capitela, Calif.; Oscales, Soquel, Calif.; Ridgeway, Stamford, Conn.; Star, Upper Sandusky, Ohio; Byrd, Richmond, Century, Petersburg; Jefferson, Charlottesville; State, Falls Church, Va.; State, Richmond; and the Capitol, Richmond.

Also, the Pulaski, Pulaski, Va.; State, Farmville, Va.; Cameo, Bristol, Va.; and the Langley, Hampton, Va.

In distributing CinemaScope, the company's problem, Lichtman said, was how "to apportion equipment as it comes out from the manufacturers." A method which may be followed would be "to equip town for town instead of theatre for theatre," he said.

Another announcement by 20th-Fox indicated that new shipments of CinemaScope lenses from France makes possible a series of key-city showings within a short time of CinemaScope for exhibitors unable to be at the Los Angeles demonstrations.

Schenck-Todd Roadshow Wide-Guage 3-D System Via New Magna Outfit

(*Continued from page 7*)

and one projector, requires specially manufactured cameras and projectors for exhibition of the 65mm. versions. Installations of a special lens on standard projectors would suffice for exhibiting the 35mm. versions, reported Todd. A six-channel stereophonic sound equipment system will be utilized along with the Todd-AO process, the showman said.

The new projection system was developed by Dr. Brian O'Brien, director of the Institute of Optics at the University of Rochester and vice-president in charge of research for American Optical Co.

In addition to Schenck, Todd, Rodgers and Hammerstein, the board of directors of Magna will include George P. Skouras, president; Arthur Hornblow, Jr., vice-president in charge of production; Lee Shubert, Edward Small, Charles Seligson and Judge James M. Landis.

The board of the Todd-AO Corp. is comprised of Walter A. Stewart, Henry S. Woodbridge, Dr. Brian O'Brien, Frederick M. Warburg, partner Kuhn Loeb & Co., Skouras, Schenck, Shubert and Todd.

London News

The British film quota weakens theatremen in their fight against falling attendance in the opinion of C. W. Davies, CEA's newly elected and self-styled "first three-dimensional president." Davies, who said the policy of CEA is to support British production, noted that another exhibitor headache, the Eady levy, is unlikely in its present form to help British production improve. This is evident from Davies' disclosure that under the present setup British pictures of poor quality can play thousands of houses and still lose money for almost every showman booking them.

* * *

Regarding 3-D, Davies noted that whether the new device proves to be more than a passing fancy or not, exhibitors can be relied upon to welcome any technial development which still further improves the drawing power of the present medium. Davies approved the statement of Republic President Herbert J. Yates that too many people were talking too much about 3-D, of which they knew too little

* * *

The 1,000,000-pound wage increase granted to all grades of cinema staffs is effecting exhibitors' costs. The new pact will run for less than a year. . . . Theatremen have anxiously been watching the trend of ice cream sales since the end of rationing on confections. At first, sales dropped, but the warm weather will once again see a return to ice cream purchases, according to general outlooks. The big circuits are likely to run sales-boosting contests, also.

* * *

A noticeable lack of excitement over 3-D is in evidence among producers and exhibitors. However, production still is moving forward in the new medium. "The Owl and the Pussy Cat," first 3-D cartoon film for general showing, is in preparation for May completion, utilizing a polaroid glasses technique for audiences. Also for spectacle viewing will be "Animal Farm," Britain's first full-length feature in cartoons, based on George Orwell's book.

Machine For Sterilizing 3-D Spectacles Developed

The search for an effective method of sterilizing polarized eyeglasses supplied by theatres for use and re-use by patrons in viewing 3-D pictures has been successful with the development of a machine which exposes the glasses to high concentrations of ozone, a form of oxygen, according to a disclosure by Paul Raibourn, Paramount vice-president.

The machine, developed by Dr. Leon J. Warshaw, Paramount medical director, successfully treats even the paper frame glasses in 30 minutes. It was developed, said Raibourn and Warshaw, because the only solution to the problem of the shortage of viewers and relatively high cost of those available lay in re-using the same ones. Paramount has no investment or control over distribution of the machine, it was claimed.

Staff Reviews

"By The Light of The Silvery Moon"

(Warner Bros.) Technicolor 102 Min.

Cast: Doris Day, Gordon MacRae, Leon Ames, Rosemary DeCamp, Maria Palmer, Billy Gray, Mary Wickes.

Credits: Produced by William Jacobs; Directed by David Butler; Screen play by Robert O'Brien and Irving Elinson; Suggested by "Penrod" stories by Booth Tarkington.

This is one of those nice, pleasant entries that please family audiences tremendously with its nostalgia, tuneful melodies, amusing situations and light, practically carefree plot, cute production numbers, good characterizations and direction and production that fall into the better category. It is the kind of film that audiences have almost automatically come to expect of Doris Day and Gordon MacRae and, as usual, they will be pleased by the overall result. The story is a light one that earries the gags and homey bits of situation along in fine fashion. There is just enough music to bounee the whole thing along in lively style. The east is eomposed of veterans who take to their parts well, with the entry eo-ordinated up and down the line so that good, solid entertainment emerges. It should make a pleasing impression box office-wise and should rate high with family audiences.

STORY: After World War I, Gordon MacRae, a vet, plans marriage to Doris Day, first desiring to earn money. Doris wants an immediate wedding and a quarrel results. When Leon Ames, Doris' father, keeps a business date with Maria Palmer, an actress, the results are misinterpreted by Ames' family circle for an "affair." Doris and Billy Gray, her young brother, set about to straighten out the situation. Meanwhile, the cause of the trouble, a "love note," is spotted by MacRae, who thinks a rival has written it to Doris. Then Billy, in trying to straighten out MacRae, spreads the news of Ames' philandering all over town. All snub Ames. It is not until Maria departs that Ames is able to clear up the situation and thereby bring happiness to all.

●

"Never Let Me Go"

(M-G-M) 94 Min.

Cast: Clark Gable, Gene Tierney, Bernard Miles, Richard Haydn, Belita, Kenneth More, Karel Stepanek, Theodore Bikel, Anna Valentina, Frederick Valk, Peter Illing, Robert Henderson, Stanley Maxted, Meinhart Maur, Alexis Chesnakov.

Credits: Produced by Clarence Brown; Directed by Delmer Daves; Screen play by Ronald Millar and George Froeschel; Adapted from the novel, "Came the Dawn," by Roger Bax.

Clark Gable rides high again with adventure, intrigue, romance and some peeks behind the "iron curtain." Filmed for the most part in Britain, this latest Gable release has a number of angles which could make it a potent factor at the box office. There are to be found here an interest-holding story of an American newspaperman who falls in love with and marries a Russian ballet dancer, the situations that arise out of this union, and the complications which ensue when he tries to get her out of the country. There's a goodly amount of suspense and action which are finely coupled with newsreel shots taken behind the "iron curtain"; there are good performances, good direction and production. All of this, when tied together, emerges as an attraction that could be sold and, if properly handled, sold for better box office results.

STORY: Clark Gable, an American newspaper man in Moscow on V-E day, falls in love with and marries Gene Tierney, a Russian ballerina. But Russian authorities request Gable's transfer and prevent him from taking Gene with him. Deciding to rescue Gene, he sails to a Russian coastal town where she is dancing. Gable swims to shore, and, assisted by his knowledge of Russian and some coincidences, manages to contact Gene and spirit her away. Following a chase by Russian secret police, Gene and Gable outwit their pursuers, swim to the ship and to freedom.

●

"Man On A Tightrope"

(20th-Fox) 105 Min.

Cast: Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell, Adolphe Menjou, Robert Beatty, Alex D'Arcy, Richard Boone, Pat Henning, Paul Hartman, John Dehner.

Credits: Produced by Robert L. Jacks; Directed by Elia Kazan; Screen play by Robert E. Sherwood; Based on a story by Neil Paterson.

This is a tightly-knit suspense melodrama, possessing valid performances, fascinating locales and a highly topical theme about escape from a communist-controlled European nation. Story, though deeply engrossing, is definitely downbeat, presenting the film with a selling problem best licked by exploitation of the eseape-from communism theme. Aiding greatly in pushing the story forward at a consistent pace is the circus setting. This gives ample opportunity for clown and animal acts, each helping to advance the action of the plot. Detraeting from a general smoothness of the narrative is the eutting, which ereates some gaps in the aetion. Good name value is present with Fredric March, Terry Moore and Gloria Grahame, who won the Best Supporting Actress' "Oscar." Although picture concludes with the death of the main character, a feeling of exaltation is generated for the audience since the surviving characters sueceed in fleeing communist-controlled lands. Aiding the film's credibility are the locations, all photographed in western Europe.

STORY: Fredrie March, manager of a small circus in Czechoslovakia, grows resentful of the restrictions placed on his art and on his troupe by the Communist government. He decides to move the troupe secretly across the border into a non-Communist country. Confiding his decision to seleet members of the troupe, March soon formulates a plan for escape. The troupe begins to move toward the border. Some trouble is experienced when Richard Boone, for long a trusted circus worker, reveals himself as a Communist opposed to the escape. But Boone is subdued. At the border, a diversionary tactie is utilized to throw the Czech guards off balance. But during the fracas March dies, a victim of a shot fired by Boone, who had eseaped his captors. The troupe successfully crosses the border with a minimum of lives lost. Although stunned by March's death, all quickly recover and begin a performance in the new land.

●

"Law and Order"

(Univ.-Int'l.) Technicolor 80 Min.

Cast: Ronald Reagan, Dorothy Malone, Alex Nicol, Preston Foster, Russell Johnson, Barry Kelly, Ruth Hampton, Chubby Johnson.

Credits: Produced by John W. Rogers; Directed by Nathan Juran; Screen play by John and Owen Bagni and D. D. Beauchamp; Based on the story, "Saint Johnson," by W. R. Burnett.

Cut several notches above the average western in the realms of action, plot and beautiful women, "Law and Order" comes across as exciting Technicolor oater fare. Picture should do well in the action market. Story deals with a marshall who unsuccessfully tries to leave his job for less dangerous pursuits. Cast in the lead role is Ronald Reagan, who delivers a creditable performance. His name should carry marquee weight. Capable support is given by members of a large cast, with Dorothy Malone and Ruth Hampton handling the romantie chores.

STORY: Marshall Ronald Reagan gives up his job on the advice of Dorothy Malone, his fiancee, who wants to see Reagan settled down. Taking along Alex Nicol and Russell Johnson, his brothers, Reagan moves to a ranch and starts to build it up. But Preston Foster, his neighbor, proves to be an old enemy who resents Reagan's presence. The townsfolk turn to Reagan for protection against the outrages of Foster, who runs the town. But Reagan refuses to become marshall. Nicol takes the badge, and soon is killed by Foster's men. Nicol's death causes Reagan to wear the badge again. Meanwhile, Johnson kills the man who shot Nicol and Reagan is forced to imprison him. Foster lures Johnson into breaking jail for the purpose of discrediting Reagan, whom the townsfolk believe let his brother go free. But Reagan after settling a score with Foster, who dies, trails and recaptures Johnson, thereby regaining the town's respect. Reagan then gives up his badge and clinches with Dorothy.

●

"Down Among The Sheltering Palms"

(20th-Fox) Technicolor 87 Min.

Cast: William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne, Gloria DeHaven, Gene Lockhart, Jack Paar, Alvin Greenman, Billy Gilbert, Henry Kulky, Lyle Talbot, Ray Montgomery, George Nader.

Credits: Produced by Fred Kohlmar; Directed by Edmund Goulding; Story by Edward Hope.

This musical, set in the South Paeific, has a number of attractions which could be sold. It has a good "name" cast, a load of musie, a light plot, some amusing situations, revealing Technicolor, okay performances and suitable direetion and production. It should be entertaining enough for most family audiences and it should make a pleasant part of the program. The story is the weakest link here but it's all in fun and, with the stars to help, it should wind up okay.

STORY: At the close of World War II, captain William Lundigan and his company are assigned to oceupy a tiny South Sea Island inhabited by natives whose chief is Billy Gilbert. The girls are extremely friendly. The soldiers are restrained, however, by a non-fraternization order. Lundigan finds himself falling in love with Jane Greer, niece of missionary Gene Lockhart, after being given a wife, Mitzi Gaynor, by chief Gilbert, whieh he cannot refuse but whom he has to live with in a separate hut. Wealthy, spoiled newspaper columnist, Gloria DeHaven, shows up on a tour of the islands and when she makes a play for Lundigan is replused. She charges him with fraternizing with Gaynor while his men are restricted. An investigation clears him, Gaynor goes back to her people, DeHaven is sorry and Greer forgives him and they are planning their future together when news arrives that all are to go home.

●

"Kansas Pacific"

(Allied Artists) Cinecolor 73 Min.

Cast: Sterling Hayden, Eve Miller, Barton MacLane, Harry Shannon, Tom Fadden, Reed Hadley, Douglas Fowley, Bob Keys, Irving Bacon.

Credits: A Walter Wanger Production; Produced by Wanger; Directed by Ray Nazarro; Screen play by Dan Ullman.

This Walter Wanger production is one of the strongest entries to eome out under the Allied Artists banner. It should do good business. A story of the building of the Kansas Pacific rail-

road in the period just prior to the Civil War, the film is a top writing credit as well as a fine job of production. Picture has a strong cast with Sterling Hayden turning in one of his best performances and Eve Miller showing promise of becoming a stellar performer in the femme lead ranks. There's plenty of action and conflict in this one along with some fine color photography.

STORY: Army engineer Sterling Hayden is sent to help with the construction of the Kansas Pacific railroad, which is being hampered by the efforts of Southern sympathizers. Working with Barton MacLane, Hayden ramrods the job along, despite the fact that MacLane's daughter, Eve Miller, thinks that Hayden is out to oust her father from his job. Reed Hadley, Douglas Fowley and their crew use all means available to sabotage the building with Hayden and his men pushing the job along, finally defeating the villains and gaining their goal. Eve ends up with a promise of seeing Hayden in the future now that she knows that he is an okay guy.

●

"Lone Hand"

(Univ.-Int'l.) Technicolor 79½ Min.

Cast: Joel McCrea, Barbara Hale, Alex Nicol, Charlie Drake, Jimmy Hunt, Jim Arness, Wesley Morgan, Roy Roberts.

Credits: Produced by Howard Christie; Directed by George Sherman; Screen play by Joseph Hoffman.

This is a leisurely paced western with noteworthy pictorial qualities, in Technicolor, about a young boy's dilemna when he thinks that his father has become an outlaw. Though slanted to please the younger set, plot contains an element of romance that should interest the adult audience as well. Script injects frequent excitement through scenes depicting fights between outlaws and citizens, and a surprise ending is generated when the boy's father is revealed as a secret agent for a detective firm. Joel McCrea is the star allure in this film.

STORY: Joel McCrea and his son, Jimmy Hunt, move to a farm in a western town terrorized by outlaws. McCrea is asked to join a citizens' organization to hunt the lawbreakers, but he refuses. Later, Jimmy sees him conferring with some evil-looking men, and upon following them, watches McCrea participate in a stagecoach robbery. Meanwhile, McCrea meets Barbara Hale. They marry. When McCrea goes out on another robbery, Barbara becomes suspicious and leaves him. Jimmy is captured by the outlaws, who have discovered that McCrea is a detective. Laying a trap for McCrea, they are foiled by Barbara who, also discovering McCrea's identity, sends the citizens after him. Following a gunfight in which the bandits are subdued, McCrea and Barbara embrace. Jimmy's faith in his father is restored.

●

"The Lady Wants Mink"

(Republic) Trucolor 92 Min.

Cast: Dennis O'Keefe, Ruth Hussey, Eve Arden, William Demarest, Gene Lockhart, Hope Emerson, Hillary Brooke, Tommy Rettig, Earl Robie, Mary Field, Isabel Randolph, Thomas Browne Henry, Brad Johnson, Mara Corday.

Credits: Associate producer, William A. Seiter; Directed by Seiter; Screen play by Dane Lussier and Richard Alan Simmons; Story by Leonard Neubauer and Lou Schor.

This domestic comedy has all the makings for a more laugh-filled fun-fest than it is. Based on the gimmick that women love mink and will go to any extreme to get a coat of that fur, even raising the minks for one, the idea has tremendous possibilities but only a portion of them are put to work in "The Lady Wants Mink." Done in fine Trucolor, the film has a top cast containing such names as Dennis O'Keefe, Ruth Hussey, Eve Arden and William Demarest, all of whom will help the film's box office pull. The laughs don't come too fast or too furious in the picture's unspooling, but Hope Emerson does manage to get a lot out of some of the material given her. O'Keefe, Miss Hussey, Miss Arden and Demarest all do the best they can with some pretty familiar comedy situations and it is this effort that will help the film net about average returns.

STORY: Ruth Hussey, yearning for a fur coat after seeing Eve Arden's mink, knows that her husband, Dennis O'Keefe can't afford to buy her one so she decides to raise her mink. She procures the little animals from dealer Hope Emerson and sets up shop in her own backyard. The landlady tells the family to hit the road. Ruth finds a ramshackle home in the sticks for the brood and they move in, after O'Keefe has lost his job by talking back to his boss, Gene Lockhart. O'Keefe fights living in the country and raising minks, but later finds that he likes both the mink raising and the open country and decides not to go back to the city.

●

"Jack McCall, Desperado"

(Columbia) Technicolor 76 Min.

Cast: George Montgomery, Angela Stevens, Douglas Kennedy, James Seay, Eugene Iglesias, William Tannen, Jay Silverheels.

Credits: Produced by San Katzman; Directed by Sidney Salkow; Screen play by John O'Dea; Based on a story by David Chandler.

"Jack McCall, Desperado" is an effective action film that will do okay with the outdoor fans, who will find plenty of chases, fights and shooting. Tale concerns a man who becomes a desperado due to the fact that he has been "framed" and convicted on only circumstantial evidence. Technicolor adds greatly to the film and George Montgomery delivers a solid performance as the lead character. The scripter has come up with a good yarn which holds interest throughout.

STORY: George Montgomery, a Southerner in the Northern army, is accused of being a spy when he mistakenly directs two Southern soldiers dressed in Northern uniforms to the Union lines. He is tried, found guilty and sentenced to death. Once free, he soon learns that his former sergeant Douglas Kennedy and his cousin, James Seay, have murdered his parents and taken over his lands. He meets Angela Stevens in his quest to clear his name and prove himself innocent of his crime. Kennedy and Seay are planning to steal some Sioux land, when Montgomery returns and shoots it out with them, killing them both. His innocence is also proven and he is acquitted in a trial for killing Kennedy and Seay.

●

"Woman They Almost Lynched"

(Republic) 90 Min.

Cast: John Lund, Brian Donlevy, Audrey Totter, Joan Leslie, Ben Cooper, James Brown, Nina Varela, Ellen Corby, Fern Hall, Minerva Urecal, Jim Davis, Reed Hadley.

Credits: A Herbert J. Yates presentation; Directed by Allan Dwan; Screen play by Steve Fisher; Based on a "Saturday Evening Post Story" by Michael Fessier.

"Woman They Almost Lynched" will do okay business in the general market. Telling the story of Border City, a town half Union and half Confederate, the film also encompasses Jesse James, who, along with Cole and Jim Younger, was a member of Quantrill's band of guerillas. It also introduces to the screen Kate Quantrill, the ravager's gun-toting wife. Loaded with action, the film maintains interest throughout. Strongest asset is the cast, all of whom turn in top performances. Brian Donlevy, John Lund and Joan Leslie are fine, while Audrey Totter is exceptionally good as Kate. Ben Cooper is very good as the beardless, but deadly young Jesse James. There are plenty of exploitation factors in this one, especially the title and the fact that it deals with Quantrill, Jesse James, the Younger Brothers: all proven marquee lure.

STORY: Joan Leslie, coming to Border City meets Audrey Totter, when Brian Donlevy's raiders attack the coach and kill its Union escort. Escorted to Border City by Donlevy's band, Joan meets her brother, Reed Hadley, who has been carrying the torch for Audrey, who was kidnapped by Donlevy when she was engaged to Hadley. Inflamed by jealousy over Audrey's marriage to Donlevy, Hadley gets drunk, starts shooting and is killed by John Lund in a gunfight. Joan has inherited the saloon, which Hadley owned, and she runs it. One night, she is forced into a fight with Audrey and emerges victorious. The next day, Ben Cooper brings word that Audrey is gunning for Joan. Cooper gives Joan one of his guns and in a fight, Joan shoots Audrey in the hand, but doesn't finish her off. The Union army comes into town and Quantrill and his band escapes, leaving Audrey. Joan hides Audrey. Then, in order to give Lund a chance to reach Confederate lines, Joan pretends that she is a spy and subject to Border City's lynch law. All is well when Lund gets to his lines and Joan is saved by Audrey.

●

"Penny Princess"

(Univ.-Int'l.) Technicolor 91 Min.

Cast: Yolande Donlan, Dirk Bogarde, Edwin Styles, Reginald Beckwith, A. E. Mathews.

Credits: A. J. Arthur Rank Organization presentation; Produced, directed and written by Val Guest.

A scattering of laugh-provoking incidents are present in this slow-moving British import about an American girl who inherits a bankrupt European duchy. Best angle for art house runs will be exploiting of the picture's plot gimmick: the marketing of a new type of cheese that makes the eater slightly drunk. Otherwise, "Penny Princess" has little to recommend it in the way of comedy. Production values, including the Technicolor, are first rate.

STORY: Yolande Donlan, department store sales girl in New York, inherits a European duchy. She arrives there, however, to find the duchy in bankruptcy. Soon she hits upon the idea to market a native product, "schneese," on a world-wide scale. "Schneese" is a mixture of schnapps and cheese which makes the eater tipsy. Helping her in the campaign is Dirk Bogarde, a British cheese salesman. They fall in love. When neighboring countries protest sales of the product, Yolande decides to smuggle "schneeses" past their borders. Sales are successful and the duchy is enriched. Yolande and Bogarde then marry.

●

"On Top Of Old Smoky"

(Columbia) 59 Min.

Cast: Gene Autry, Smiley Burnette, Gail Davis, Grandon Rhodes, Sheila Ryan, Kenne Duncan, Robert Bice, Zon Murray, Fred S. Martin, Jerry Scoggins, Bert Dodson, Champion, Cass County Boys.

Credits: A Gene Autry Production Produced by Arnand Schaefer; Directed by George Archainbaud; Story and screen play by Gerald Geraghty.

"On Top Of Old Smoky" is a good musical western that has enough action to keep sagebrush fans happy. Although the plot line is thin, there are enough good performances to

(*Continued on page* 20)

ON MAY 25TH...

from U-I!

All the boxoffice power
of today's most sensational
kind of picture-
doubled in
impact by the
plus-thrills
of 3-D!



Starring

RICHARD CARLSON · BARBARA RUSH
RUSSELL JOHNSON · KATHLEEN HUGHES

Universal International

"IT CAME FROM OUTER SPACE"

in 3-DIMENSION

Filmed in scientifically perfected eye-resting **FULL-SEPIA** *Mono-Color!*



Also...

...AVAILABLE FOR RELEASE WEEK of MAY 25th

The FIRST **3-D** MUSICAL SHORT SUBJECT FROM A MAJOR STUDIO.



starring **NAT "KING" COLE**

RUSS MORGAN'S ORCH.

A UNIVERSAL-INTERNATIONAL FEATURETTE



CHARLES DRAKE

OSEPH SAWYER

WILLIAM ALLAND ... A UNIVERSAL-INTERNATIONAL PICTURE

Staff Reviews

(Continued from page 17)

keep the proceedings interesting. Gene Autry is in fine voice and handles his riding, shooting and fighting chores in customary western fashion. Also in the music department, the Cass County Boys help with their vocalizing. Smiley Burnette comes through with some solid comedy and singing.

STORY: Western singer Gene Autry, star of a singing act with the Cass County Boys called "The Texas Rangers," recovers the payroll of the place where the act is appearing when he captures Sheila Ryan, who absconded with the money. En route with Smiley Burnette, a stage driver, to Mountain City to get another booking for his act, Autry meets Gail Davis, who runs a toll house and toll bridge and who is having difficulties with the ore refinery and the freight company, which uses her roads. In town, Autry, due to his phoney badge, is tabbed as a real ranger. About to make a peaceful settlement of the proceedings due to his "ranger" activities, Autry is exposed by Sheila, who arrives in town. Autry, despite this, gets the goods on ore company head Robert Bice, gambler Kenne Duncan and eye doctor Grandon Rhodes, who are behind all the trouble, and turns them over to the real Texas Rangers.

●

"Fort Vengeance"

(Allied Artists) Cinecolor 75 Min.

Cast: James Craig, Rita Moreno, Keith Larsen, Reginald Denny, Charles Irwin, Morris Ankrum, Guy Kingsford, Michael Granger, Patrick Whyte, Paul Marion.

Credits: A Walter Wanger Production; Produced by Wanger; Directed by Lesley Selander; Written by Dan Ullman.

"Fort Vengeance" is a good outdoor film, lensed in excellent Cinecolor. A tale of the Northwest Mounted Police, it has the name draw of James Craig plus a good script. Walter Wanger has given the film top production values and the cast turns in commendable performances. Story has a fresh angle in Sitting Bull's efforts, in Canada, to get Chief Crowfoot of the Canadian Blackfoot tribe to join his band. The picture has some fine action sequences and, of course, exploitation angles in its Northwest Mounted Police theme.

STORY: James Craig and his brother, Keith Larsen, flee to Canada after Larsen gets into a gambling scrape. Larsen shoots and kills a peaceful Blackfoot and is seen by Peter Coe, the Indian's brother. When Craig and Larsen join the Canadian Royal Mounted Police, Coe tells his father, Chief Morris Ankrum, about Larsen. As his guest, Ankrum has Chief Michael Granger, who wants Ankrum to join him in killing the white men. Ankrum refuses so Granger sends some of his men out to massacre settlers. One of his men, Peter Mamakos, is caught, given a trial and hanged. Larsen makes a deal with a thieving trapper to steal Indian furs and when he is about to be exposed kills the trapper, Paul Marion. Ankrum's son is arrested for the crime. Marion is saved by Craig and Coe after Coe kills Larsen to save Craig's life during a big fight.

●

"One Girl's Confession"

(Columbia) 73 Min.

Cast: Cleo Moore, Hugo Haas, Glenn Langan, Ellen Stansbury, Anthony Jochim, Burt Mustin, Leonid Snegoff, Jim Nusser, Russ Conway, Mara Lea, Gayne Whitman, Leo Mastovoy, Martha Wentworth.

Credits: Produced, directed and written by Hugo Haas.

"One Girl's Confession" is an exploitation feature with numerous ballyhoo inredients. The most exploitable ingredient is sexy, blonde Cleo Moore, who has plenty of personal magnetism. When she acquires more acting polish she will be a young lady to be reckoned with. Camera work does a good job of playing up Miss Moore's charms, but it is Hugo Haas' acting that stauds out in this feature. Haas is one of the most versatile players on the screen today. Glenn Langan turns in a good performance as Miss Moore's boy friend. Strong selling will help this film in the general market with it's title serving as box office hypo.

STORY: Cleo Moore, a waitress, steals $25,000 from her employer and willingly goes to jail for the crime, knowing that she can reclaim the money she has hidden upon her release. On probation, she decides to wait before digging up her loot and becomes a waitress at Hugo Haas' restaurant and bar. Here she meets fisherman Glenn Langan. When Haas, a gambler, loses everything at cards, she agrees to loan him some money if he will go get her loot. Haas agrees, but cannot find it. When Cleo later discovers that Haas is living high, she suspects a double cross and crowns him with a bottle. Thinking Haas dead, she looks for the loot, finds it and gives it to an orphanage. She learns that Haas is alive and with Haas' blessing goes off with Langan.

●

"The Homesteaders"

(Allied Artists) Sepiatone 62 Min.

Cast: "Wild Bill" Elliott, Robert Lowery, Emmett Lynn, George Wallace, Buzz Henry, Stanley Price, Rick Vallin, William Fawcett.

Credits: A Vincent M. Fennelly Production; Produced by Fennelly; Directed by Lewis D. Collins; Screen play by Sid Theil and Milton Raison.

"The Homesteaders" is an average western that doesn't contain enough action ingredients to keep the oater fans happy throughout. Paced slowly, the picture has a routine plot that continually serves as a bridle on the action audiences expect from "Wild Bill" Elliott. It will get by as a programmer but it is below the par set by Elliott and Fennelly in their other efforts.

STORY: "Wild Bill Elliott" and Robert Lowery go to pick up some dynamite at an Army post to haul back to Oregon to clear land for their fellow settlers. Before they leave, James Seay, who wants all the homestead land, makes a deal with Lowery to hijack the dynamite. When they get the TNT, Elliott and Lowery learn that it is faulty dynamite-rejects, but they decide to buy it anyway. They hire a crew of Army discharges, all out of the brig, to help them transport the explosives home. Dissension breaks out but Elliott quells it, then learns of Lowery's double cross. Before Lowery can leave, the heavies arrive and there is a fight with Elliott and his crew victorious. Elliott decides to remain partners with Lowery, who has shown himself to be a courageous character.

●

"Problem Girls"

(Columbia) 70 Min.

Cast: Helen Walker, Ross Elliott, Susan Morrow, Anthony Jochim, James Seay, Marjorie Stapp, Roy Regnier, Eileene Stevens, Tom Charlesworth, Beverly Garland, Joyce Jameson, Nan Leslie, Joyce Jarvis, Mara Corday, Tandra Quinn, Norma Eberhardt, Eric Colmar, Merritt Stone, Walter Bonn, John Oger, Gladys Kingston, Juney Ellis.

Credits: An Aubrey Wisberg- Jack Pollexfen Production; Produced by Wisberg and Pollexfen; Directed by E. A. Dupont; Screen play by Wisberg and Pollexfen.

"Problem Girls" is a down-beat programmer, that really taxes the imagination with a far-fetched story about a girls' school that houses a wide variety of neurotic but wealthy young ladies. Picture uses its femmes to illustrate a wide variety of mental disturbances such as pyromania, homicidal mania, kleptomania, et al. The school's staff consists of another group of characters, including a wife-murderer, a brutish athletic instructor, a sadistic femme instructor and others. E. A. Dupont's direction holds the fantastic story together and good performances by the leads give the picture an assist. Production mounting is good.

STORY: Ross Elliott, a medical student, joins the staff of a girls' school. As psychology instructor he is put in charge of Susan Morrow by Helen Walker, partner in the school. When he discovers that the girl is not the wife of an instructor, James Seay, as he has been told, and that she is being used as a dupe so that Helen and Seay can inherit a fortune by passing her off as an already dead heiress, he is fired by Helen. Smitten by Susan, Elliott persistently works to expose the culprits and succeeds ending up with Susan.

●

"Son of the Renegade"

(United Artists) 57 Min.

Cast: John Carpenter, Lori Irving, Joan McKellen, Valley Keene, Jack Ingram, Verne Teters, Bill Goonz, Ted Smile.

Credits: A Jack Schwarz presentation; Produced by John Carpenter; Directed by Reg Brown; Written by Carpenter.

Pounding along the well-worn trail of the traditional western, "Son of the Renegade" generates enough movement to satisfy regular oater and action fans. Screen play, which is loaded with fist fights, recounts a man's struggle to clear his name of his father's bad reputation. Film sacrifices plot and character in favor of gunplay, but the occasional ineptness in story should not bother the Saturday matinee set.

STORY: John Carpenter comes home to reclaim a ranch his outlaw father deserted. Sheriff Verne Teters warns him to get out of town. Meanwhile, Bill Ward performs a series of robberies, blaming them on Carpenter. The latter sets out to clear himself in the sheriff's eyes, and in a final blazing duel against Ward's mob convinces Teters of his innocence.

Foreign Films

"Justice Is Done"

(Joseph Burstyn) FRENCH 96 Min.

Cast: Claude Nollier, Michel Auclair, Balpetre, Jacques Castelot, Marcel Peres, Valentine Tessier, Jean-Pierre Grenier, Raymond Bussieres.

Credits: Produced by Robert Dorfmann; Directed by Andre Cayatte; Original story by Cayatte and Charles Spaak; Dialogue by Spaak.

Art house audiences will find this French-language drama of a murder trial, involving a female doctor and raising the social issue of "mercy killing," a gripping and unusual entertainment piece. Picture attempts to show how experiences in the lives of individual jurors affect their decision on whether the doctor is guilty of first degree murder. Film is well put together, performances are able and the English titles satisfactory.

STORY: Claude Nollier, a woman doctor, is brought to trial for the murder of her former lover, also a doctor, who was dying of cancer. Claude pleads euthanasia, supported by a letter from her late lover, but complications set in when it is revealed that she has a second lover, Michel Auclair. While the trial develops, the lives of the jurors are seen, together with how their own experiences in love influence their decisions, leaving the question of whether "justice is done" in the trial up to the audience.

SPRINGTIME IS ALWAYS KETTLE TIME!



HOW YOU GONNA KEEP 'EM DOWN ON THE FARM . . . AFTER THEY'VE BEEN DOIN' WHAT THEY'RE DOIN' NOW?



THEY'RE HAVING THE HAPPIEST TIME OF THEIR LIVES...



They spin a spy-ring in circles...



The Can-Can girls can't resist Pa!
A French wolf rhumbas with Ma!



Ma and Pa KETTLE ON VACATION





BRAND NEW ...GRAND FUN!

Starring Marjorie MAIN Percy KILBRIDE

Universal International

with RAY COLLINS · BODIL MILLER DIRECTED BY CHARLES LAMONT · WRITTEN BY JACK HENLEY · PRODUCED BY LEONARD GOLDSTEIN · A UNIVERSAL-INTERNATIONAL PICTURE

U-I makes the Money Makers!

Playing Cards Deal "Gambler" Ace

Hartford.—Hitting on a novel utilization of the film's theme, management of Loew's Poli Theatre dealt out Ace of Hearts playing cards to patrons as a promotional booster for the run of "The Mississippi Gambler," a Universal-International release.

The cards, 6x4½ inches in size, carried a plug on the film, playdate credit and star names. They could be folded to look like real cards, with conventional playing card designs on the back.

Star Tour Lifts "Express" Drive

A cross-country stars' tour in an airliner rechristened "The Modern Pony Express" will highlight an off-the-beaten-path publicity campaign launched in connection with Paramount's release of "Pony Express."

The tour will trace the route of the first pony express. In each city along the way, "Pony Express" openings will be held in conjunction with personal appearances of film stars Charlton Heston, Rhonda Fleming, Jan Sterling and Forrest Tucker, all traveling by way of a North American luxury liner.

St. Joseph, Mo., will be the first stop. Where the film will have its world premiere Apr. 22 at the Missouri Theatre. The flight will then proceed along the original "express" route to Kansas City, Des Moines, Omaha, Denver, Salt Lake City, Sacramento and San Francisco.

Advertising Helps

Tour will be aided by national and local advertising, which will include half-page, full-color cartoon strip ads in a Sunday supplement comic section. Ads will present highlight scenes from the picture.

Additionally, 19 of the country's leading national magazines, with a total paid circulation of almost 34,000,000 copies, will carry full-four-color back-cover Camel Cigarette advertisements plugging Heston and "Pony Express." This outsized schedule carries through until the June issues of the monthlies.

A newspaper schedule is also being finalized for a thousand of the country's leading newspapers to carry the promotion directly to the local level.

Also, the full Camel radio and television schedule is being lined up. Already set are "Pony Express" plugs over the full CBS coast-to-coast network on both the Vaughn Monroe and Bob Hawks radio shows; and on television, there will be plugs on the Show of Shows over NBC and the Ralph Bellamy show over CBS.

'Jury' Talent Hunt Begun

A nation-wide talent hunt for the man who comes closest to fulfilling all the qualities of the Mickey Spillane hero, "Mike Hammer," has been launched by United Artists as part of a promotional campaign for its release of "I, The Jury," first of the Mickey Spillane mystery novels to reach the screen. Contest, according to UA, will penetrate to the local level. Winner will be the "hardest hard-guy" they can find, UA disclosed.

Pre-Selling:

Food, Video Set, Soap Companies Aid "Peter Pan"

Joining in the merchandise promotion campaign currently backing up the RKO-Walt Disney release, "Peter Pan," are a TV set manufacturer, two food companies, and a soap concern. In another aspect of the campaign, a unique educational brochure was prepared by the Disney organization outlining suggestions for teachers in connection with "Pan."

Brochure, distributed to schools throughout the country, lists contents of the film, details of the production and a discussion of other Disney pictures.

The Disney organization, in another promotional feature, had Roy Williams, one of the studio's animators, appear in several large cities where "Pan" was being premiered.

Williams illustrated the picture's animation process for high school year book editors, school organizations and various department stores.

"Pan" Themes Used

The Admiral Corp., which has set aside $2,000,000 for the campaign, is running ads with "Pan" themes in national publications.

The firm distributed TV display units with banners and cut-outs of Disney characters among Admiral outlets. A set of similar units was issued in connection with the company's kitchen products.

Also launched by Admiral was a newspaper campaign employing a "Pan" theme in 70 to 80 of the country's larger dailies. This received additional support through local ads arranged on a co-op basis by Admiral dealers and the parent company.

The Colgate-Palmolive-Peet Co., in a tie-up with the Disney organization, is merchandising a special "Peter Pan" soap. Display material kits featuring "Pan" characters were sent to retail outlets over the country. Local managers are launching campaigns plugging the soap coincident with playdates of the film.

Maps Distributed

Featured in the Colgate promotion is a Disney "Never Land" adventure map, 18x24 inches and illustrated in color. Dealers are offering it to children as a premium.

In another tie-up, the all-cartoon picture receives credit on cereal boxes distributed by Post Cereals. Characters from the film are pictured on the boxes.

"Pan" plugs are featured on the Post "Captain Video" TV program, and in Post comic book ads.

In addition, the Post company is printing a series of "Peter Pan" short comic books for enclosure in boxes of cereal.

Derby Foods, Inc., with more than 50,000 retail outlets, has a peanut butter merchandising campaign in connection with "Pan." Company uses 32 different "Pan" characters and scenes from the film to decorate the tops of peanut butter jars.

Special Derby promotions aimed at super markets feature an attendant in "Peter Pan" costume in addition to regular merchandise and display material.

Pre-Arranged Promotions

Three special exhibits of props from "Desert Legion," have been assembled by Universal-International for use in key cities in connection with advance promotion on the picture. The exhibits were shipped to Dallas, Buffalo and Minneapolis for use along with the pre-release openings of the picture as part of department store tie-ups. Ray Jones, chief portrait photographer at Universal-International, has been touring the pre-release areas as part of the advance promotion campaign.

Paramount's "Off Limits" was promoted in conjunction with a U. S. Army recruiting program on Bob Hope's television show. Army brass appeared with Hope to discuss the recruiting drive and the Military Police background of the film.

RKO Pictures' press books have been redesigned. First campaign manual to be turned out since the shift is "The Hitch-Hiker," which offers a special radio and television section plus an exploitation chapter that includes ideas submitted by a panel of west coast showmen.

A special four-page brochure containing endorsements by members of the Mystery Writers of America, Inc. of Warner Bros.' "I Confess" has been issued by the studio. The brochure was given distribution to colleges, public libraries, civic and community groups. A recording by Perry Como, inspired by "I Confess" and with the same title, has been issued by RCA Victor. General distribution was timed to coincide with the film's release by Warner Bros.

The score from 20th Century-Fox's "Call Me Madam" has been set to receive a complete promotional and merchandising campaign timed to the film's Easter release by the Irving Berlin Music Publishing Co.

Columbia's Stanley Kramer production, "The 5,000 Fingers of Dr. T.," figured prominently in the displays of this year's Toy Fair held at the McAlpin Hotel. More than a dozen manufacturers, as the result of a tie-up with Columbia, showed new toys inspired by the musical instruments and motif of the film.

Letter Contest Plugs "Confess" Run

New York.—All good samaritans boasting a "good deed" story were invited to overcome their modesty and confess the tale in a contest sponsored by the Paramount Theatre for the opening of "I Confess," a Warner Bros. film.

Writers of the 10 most interesting, previously unrevealed good deeds were each awarded a pair of guest tickets to the Paramount.

REGIONEWS

ALBANY

The Legislature adjourned without passing any bills specifically affecting motion picture theatres. . . . Philip Rapp, mgr. of Fabian's State, Schenectady, has been appointed supervisor of the Mohawk and Saratoga drive-ins. During Phil's absence from the State, his brother Lou, who manages the Erie there, will also direct the State. . . . John Free suffered a screen blow-down at the Riverside, Ogdensburg, shortly before the scheduled 1953 opening. . . . "House of Wax" will play the Strand here for two weeks at $1 top. . . . The Restaurant Dealers Ass'n has been cooperating with Variety Tent 9 and presented a $1,000 check to Charles A. Smakwitz, chairman of the Heart Fund, and Jules Perlmutter, chief barker.

ATLANTA

Civil tax penalties amounting to $23,000 and an additional $1,000 fine for violation of the tax law were assessed against Waller & Thomas Amusements, operators of Trail Drive-In at Sarasota, Fla. for failure to report and turn over admission taxes collected over a 7-month period. Company officers, Mose L. Waller, Jr. and Hugh Thomas, Jr., cooperated willingly and revealed that "economic pressures" had caused the trouble. . . . Kent Theatre, Ft. Myers, Fla., undergoing a big remodeling and renovation job. . . . 20th Century Drive-In at Tampa, Fla. is being enlarged to capacity of 783 cars. Large auditorium for walk-in patrons is being air-conditioned. . . . The Victory, Louisville, Ala., installed a new Cycloramic screen.

George A. Black is new owner of the Starlight Drive-In at Oakland Park, Fla. . . . Carl Floyd, pres. of Floyd Theatres in Fla., has taken over the Silver Moon Drive-In at Lakeland. . . . A. A. Hendrixson acquired the Lone Star Drive-In at Manchester, Tenn. from Mr. & Mrs. J. C. Jarrell. . . . The new San Marco Drive-In at St. Augustine, Fla., of which W. R. Shafer is pres., opened with Robert L. Fielder as mgr. . . . George Wilby, former theatre owner in Atlanta and later in Miami, Fla., with his partner Frank Harris, opened a kiddyland playland there. . . . A Halo screen has been installed in the Center Theatre, Miami Springs, Fla. . . . A face-lifting program has been completed at the Clearwater Theatre, Clearwater, Fla. . . . Nat Bernstern is new owner of the Beach Drive-In, Riviera Beach, Fla., taken over from John L. Damm.

The County Board of High Springs, Fla. granted a zoning change for a drive-in near here and has request for another in the same locality. Ozoners will be built by MCM Theatres and J. B. Young. . . . David Flexer started work on his new Union Drive-In at Louisville, Ala. for opening May 15. . . . Foley Theatre, Foley, Ala., installed a Simplex-Four-star stand; also added seats. . . . Roosevelt Theatre Co. started on its second drive-in for Negroes in Jacksonville, Fla. . . . The Starlite Drive-In, Murfreesboro, Tenn., owned by W. B. Hamaker, Jr., opened to the public. . . . A new drive-in on the Bonita Beach road, Ft. Myers, Fla., is under construction by Park Pigott.

Sunday movies are a burning question at Athens, Tenn., with the second arrest of mgr. John L. Smith of Martin Theatres on charge of violating the blue laws. Meanwhile, Senator Ernest Guffey has introduced a bill to legalize Sunday showing of movies. . . . F. B. Pierce started his new 300-car ozoner at Louisville, Ga., to be ready in about two months. . . . Roger Langton, local pub. chief for Florida State Theatres, resigned to join WMBR-TV in Jacksonville, and is succeeded by Al Hildreth. . . . Max Stepping, M-G-M booker in Jacksonville, has a new daughter named Shiela Kay. The stork also visited the homes of Wm. Douglas of Benton Film Express and Wm. Appleson of Universal. . . . Increased costs resulted in upping of admission prices at the Tivoli Theatre, Chattanooga, Tenn., for the first time in 32 years. . . . The Sundown Drive-In, Tampa, owned by J. B. Shipley, W. T. Robinson, Jr. and Bill N. Pooley, Jr., has opened. . . . Groceries valued at $100 were awarded patrons of the Crenshaw Drive-In at Luverne, Ala., which also features a "Jolopy Night," and gives away an old car. . . . Robert Case is new mgr. of the Edgewood Theatre, Jacksonville, Fla.

BOSTON

Philip D. Bloomberg, exhibitor for 33 years, closed his Plaza Theatre in Salem and Orpheum in Danvers, blaming "competitive bidding as it exists today and the 20% Government admission tax." In 1949 Bloomberg spent $55,000 on new equipment and furnishings. . . . Final total of $375,624.59 for the 1952 Jimmy Fund Drive was announced by Arthur Lockwood, gen. chairman, and Variety Club of New England. . . . Florio Simo, Columbia booker, transferred to the RKO booking dept., handling Vt., Maine and N. H. territories. He replaces Stan Davis, who was upped to salesman. . . . Ernie Warren, who operates the Warren, Whitman, signed a lease on the Strand, Canton, formerly under management of Eleanor Scibeck.

Capitol Theatre Supply is installing 3-D equipment at the Elms, Millbury, for Dominic Turturro. . . . Mass. Thea. Equip. Co. installing 3-D equipment in two new drive-ins now under construction—at Woodsville, N. H. for Andrew Tegu and Skowhegan for Lockwood & Gordon. . . . When Lucien Decouteux bought new Century equipment for his Rex, Manchester, N. H., he displayed the projectors complete with 3-D accessories in the lobby before they were transferred to the booth. . . . In a bulletin issued by Drive-In Theatre Assn. of New Eng., and signed by exec. dir. Ray Feeley, it was suggested that all drive-in owners attend the hearing of Legislative Document #1314 in Augusta, Me., involving drive-in and summer stock theatre construction. . . . The Manley Co., which signed a 10-year lease for larger quarters at 40 Church St., has brought on Lyman O. Seley from the Seattle, Wash. office to take over the post of dist. mgr. vacated by Sam Horenstein, who will act in an advisory capacity for the company.

Charles E. Kurtzman, northeastern div. mgr. for Loew's Theatres, has been named gen. chairman of the Mental Health Week Fund for Mass., May 3-9. . . . Robert Sternburg, dist. mgr. for New Eng. Theas., has again been named production mgr. for the fourth annual "Celebrities Night" show at the Garden, April 26, for benefit of the Jewish Memorial Hospital's building fund. . . . The Paramount, Needham, and surrounding stores have been sold by the Murdock estate to Charles Levenson, realtor, and negotiations are under way for leasing of the theatre. . . . Variety Club is hosting a testimonial luncheon at the Hotel Bradford on April 7 to Wm. H. "Larry" Gardiner, RKO sales mgr., who is retiring.

BUFFALO

The Buffalo plant of American Optical Co. announced completion of a single camera and one projector method for wide angle 3-D motion pictures, adaptable to all movie theatres. . . . A seven-week run of "The Four Poster" was longest in the history of the Cinema Theatre, according to mgr. Philip Cohen, who also announced appointment of James Teple as his asst. . . . The University of Buffalo is now using the Cinema and facilities on Saturday morning for its drama and theatrical education courses and lectures. . . . Charles B. Taylor, associate gen. mgr. of Buffalo Paramount Corp., has been awarded $500 first prize in the nationwide contest sponsored by the American Weekly and 20th-Fox in connection



Ethel Merman, star of 20th-Fox's Technicolor production, "Call Me Madam," made a special visit to Miami, Fla., for festive openings of the film at Wometco's Carib and Miracle theatres. Miss Merman is shown here (l to r) with Wometco officials Mitchell Wolfson, Sonny Meyers, Sonny Shepherd.

BUFFALO (cont'd.)

with publicity on "The Snows of Kilimanjaro." . . . Nat Marcus comes from Warner's Milwaukee exchange to succeed Clayton Eastman at the company's branch here.

Wm. P. Rosenow of Theatre Service reports nine Buffalo area drive-in openings for April 4, which include the Lake Shore and Niagara Skys, Delaware, Sheridan, Broadway, Buffalo, Aero, Star in Blasdell and Park in Ebenezer. The Courier Express rotogravure section devoted two pages of pictures and story on behind-the-scenes activity for the forthcoming openings. Marvin Jacobs, theatre div. chairman of the Children's Hospital Medical Center Bldg. Fund, advises these ozoners promised to donate one night's receipts each year for five years. . . . Philip Todaro, house mgr. at the Mercury, has succeeded James Michaels as gen. mgr. Michaels is enroute to India, where he will resume work as foreign correspondent. Because of interest in the approaching Coronation, the theatre is showing "The Mudlark." . . . A Hollywood type of fanfare will feature the opening of "Salome" at Basil's Lafayette the first week in April. . . . The Paramount will have a one-day stage show April 23, with all seats reserved.

CHICAGO

Antony Steuer is retiring from the managerial staff of the Oriental Theatre after 17 years. . . . An extra operator is required by the Operators Union for all theatres running 3-D films. . . . Capitol Film Exchange reports that 17 theatres in this territory will play the TriOpticon film day and date, starting April 4. . . . Lester Stepner, long-time exec of Jones-Linick-Schaefer circuit, is retiring to engage in the plastic business here. . . . Leo Brown named mgr. of B&K's Uptown Theatre. . . . Teitel Film Exchange will handle Chicago distribution of "Savage Triangle" and "One Summer of Happiness," and will act as midwest distributor for "Leonardo da Vinci" and "Forbidden Games." . . . R. A. Bachman has been named asst. film buyer for Alliance Circuit, succeeding Jack Springer, resigned. . . . Regina Bartlett joined the booking staff of Manta & Rose.

Illinois Drive-In Theatre case against major film companies was settled out of court for an undisclosed amount. . . . Jovan's Monroe Theatre continues its first-run loop policy with booking of "Sombrero," to start April 7. . . . Gus Constan won the first down state showing of "Hans Christian Andersen" for his Avon Theatre, Decatur, starting April 4, for two weeks. . . . Bob Weiner, named publicity mgr. for Columbia, comes from the Boston exchange. . . . Ross Herman joined the Warner country sales staff. . . . Henry Strickler and Clarence Leider, mgrs. of the Strand, have dropped admission to 20¢ for adults and 9¢ for kiddies, same as prevailed when house opened 30 years ago. . . . D. S. Chesrow and I. B. Padoor have taken over management of the Byrd Theatre. Wm. H. Koch remains as house mgr.

BECAUSE WE KNOW IT'S SO

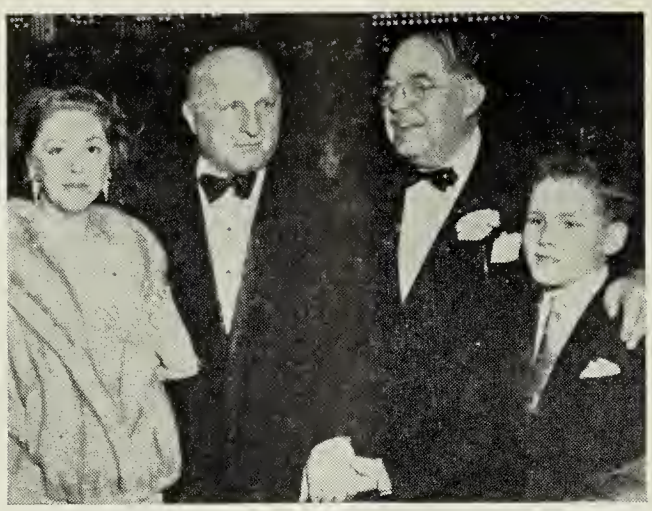
WE KEEP ON SAYING . . .

FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

FILMACK TRAILERS

1327 S. WABASH AVE. CHICAGO

630 NINTH AVENUE, NEW YORK





Thousands of New Yorkers strained at police lines to catch a glimpse of the celebrities who turned out to hail Columbia's "Salome" premiere at the Rivoli Theatre. Shown here (l to r): Mrs. Barney Balaban; Barney Balaban, Paramount Pictures prexy; Columbia's exec. v.p. Jack Cohn and his grandson; Harold Rinzler, Randforce Theatres' exec., and Mrs. Rinzler.

Filmack Trailer Co. has taken over the entire Filmack Bldg. . . . The FCC discissed petition of Zenith Radio protesting its award of a license to B&K's TV station, WBKB and permission to assign the license to CBS, following the ABC-UPT merger. . . . B&K sold its 50% interest in the loop McVickers to Jones, Linick & Schaefer, owners of the other 50%, completing disposal of B&K theatres in the Paramount decree. . . . Van Nomikos was elected v.p. and Benj. Banowitz, secy-treas. at the 23rd annual meeting of Allied of Ill. Jack Kirsch was re-elected pres. in 1952 for a three-year term. . . . Reported that Warners will reopen the Stratford about April 24.

McCullom and Nelson Kaye and Clintonia Theatres of Clinton, Ill. have been eliminated as defendants in the Clinton Drive-In injunction and improved-run case. . . . Alliance's State Theatre, Roseland, has been equipped with 3-D from the Motiograph Co. thru the Bob Gardner Theatre Supply Co. . . . Mrs. Jen Hoffman named mgr. of Hinsdale Theatre, Hinsdale, Ill. . . . Mrs. Wayne Conley reopened the Star, Fremont, Ind., after modernization. . . . Apollo Theatre, Peoria, has a new marquee, and the Palace a new porcelain front and modernistic boxoffice. . . . Carl Farberis took over the Normal Theatre from Steve Toth. . . . Edward Samitt is taking over the Princess, Cullom, Ill. from R. L. Farber. . . . Saul Goldman, owner of the Cort Theatre, and Mrs. Goldman celebrating their 25th wedding anniversary.

Barger Theatres moved headquarters from Rialto Theatre bldg. to 600 S. Michigan Ave. . . . B&K managerial changes include transfer of Lee Brown to the 4,000-seat Uptown, Ralph Ermillo to the Riviera, H. Swan to the Belpark, James Salice to the Biltmore and James Thompson to the United Artist. Jack Schaffer becomes co-mgr. of the State Lake. . . . Jack Flex named dist. mgr. Indiana Illinois Theatres with headquarters at Elkhart, Ind., succeeding H. P. Tompkins, who joined the Anderson Drive-In Theatres.

CINCINNATI

Herbert Gillis, formerly sales mgr. at Paramount's Philadelphia branch, has been named branch mgr. of the exchange here. Wm. A. Meier will act as sales mgr. . . . Gerald Shea, pres. of Shea Circuit, announced that the first of a series of regional meetings with company managers will be held in Zanesville on April 21. . . . The Hyde Park Theatre here reopens April 4 as the Hyde Park Art Theatre after a thorough renovation job. Vance Schwartz leased the 750-seat house from Hyde Park Amuse. Co. . . . Colosseum of M.P. Salesmen will hold its annual installation dinner April 13 at the Hotel Netherland Plaza. Pete Niland, UA's W. Va. salesman, is the new pres. . . . Jimmy Christian, U-I head booker, took on additional duties of office mgr. following resignation of Howard Roudebush. . . . O. J. Minnix, former operator of the Southland Theatre, London, Ky., which was destroyed by fire, has been appointed to an important post in Washington, D. C.

Don Reda's new Reda Drive-In, under construction at London, Ky., is expected to open within 60 days. . . . Tom McCleaster, Fox div. mgr., upon his return from the 3-D demonstrations on the coast, called a meeting of branch and sales mgrs. in Cleveland. Exhibitor representatives who viewed the demonstrations were Phil Chakeres of Springfield; Ronald Coleman, Kearse Theatre, Charleston, W. Va., and John W. Keiler II of Paducah, Ky. . . . Theatres recently equipped with 3-D by Mid-West Theatre Supply are the Regent, Springfield, O., and Capitol, Frankfort, Ky., both owned by Chakeres; Mayflower, Troy, O., operated by Christian Pfister, and Wayne, Greenville, O., owned by Sante Macci. . . . Ralph H. Dunbar, Warner branch mgr., has been transferred to the Milwaukee exchange and is succeeded here by James S. Abrose. . . . Jim Levendusky, M-G-M booker, became a father with the arrival of a baby girl.

DALLAS

The South Main Drive-In followed the Shepherd D-I in Houston with all-night movies on Saturdays. Both ozoners ran five features continuously until dawn at 60¢ admission. Snack bars remained open. . . . The Trail, independent ozoner, joined the trend to week-end late shows, with special offering of three "sensation" pictures starting Friday nights at 11:45 P.M. . . . Eddie Reyna is new mgr. of the Victoria Theatre in Victoria. . . . O. O. Dickinson and O. J. Whitefield sold the Mustang and Plaza theatres at Madisonville to Mrs. C. W. Matson. . . . Baytown, the E. Harris County neighbor of Houston, is to have 3-D equipment at the Bay Theatre. Owner H. E. Brunson of E. Texas Theas., announced he will spend between $10,000 and $30,000. . . . Earl DeVane, mgr. of the Winkler, Houston, has a new daughter.

(*Continued on page* 26)

your JACK and the Beanstalk



That's where your "JACK" is going!...Up-Up-UP...on the beanstalk of rising *living costs*...and Up-Up-UP...in the cost of *operating your theatre*. The Bureau of Labor Statistics records an increase of 90.8% in *basic living costs* since 1939 . . . and Exhibitors Digest shows an average increase of 98.9% in the *cost of theatre equipment and supplies* since 1940.

We've been hit the same way, so we know how you feel about it...BUT...just for the record . . . Compare these costs with the negligible increase, IF ANY, you've given NSS during these years of soaring prices . . . and observe the real "break" *your* "JACK" has received from the Prize Baby!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

DENVER

(*Continued from page* 24)

"Come Back Little Sheba," showing at the Denham at the time of the Academy Awards, holding over for at least a third week. The Paramount made use of its wide screen TV to show the awards to its patrons. . . . P. Anthony Ranicar, with Warner for 14 years in England, Australia and lately in Canada, was named to the newly-created post of publicist for the Denver area. . . . C. E. Bradshaw, owner of the Inland, Martin, S. D., his son, Russell, and Wm. Wells bought the Starlite Drive-In, Rock Springs, Wyo. . . . Merf Evans, owner of the Lake at Johnstown, Colo., has been appointed tax assessor. . . . Fredercik E. Wade, drive-in mgr. at Newcastle, Wyo., became mgr. of the Dogie there. . . . James Auten, city mgr. for Fox-Intermountain at Longmont, Colo., was named "Citizen of the Year" there. . . . Floyd Brethour quit Paramount to return to his former post of asst. booker for UA. . . . The Victory is installing 3-D equipment.

Ted Knox, head of Service Theatre & Supply, bought the 493-seat Durango at Durango, Colo., where he also operates the Basin Drive-In. Knox also took over the Groy Drive-In, Salida. . . . George Dowdle purchased the Copper Drive-In at Silver City, N. M. from Herbert Johnson. . . . Dick Ivy, booker and office mgr. at Intermountain Film Exchange, bought the outfit from Don Hammer. The exchange has franchises from several independents. . . . Robert Kehr is building a 350-car ozoner at Ogallala, Neb., with room for expansion, and is aiming for a June 1 opening. . . . Marvin Skinner, city mgr. for F-I, has a new daughter named Rickie Alan. . . . George A. Hodge, mgr. of the Gothic, Englewood, Colo., announces arrival of a son, named George Edward. . . . Mr. & Mrs. Geo. McCormick, Canon City theatre owners, went to Hawaii on a goodwill flight sponsored by the Colo. Chamber of Commerce.

DES MOINES

Conversion of the Carroll Theatre, Carroll, Ia., to 3-D, as announced by Pioneer Theatre Corp., will mark one of the first changeovers in Iowa. . . . Pioneer is also going forward with work on the new 500-car drive-in, to be located east of Carroll on Hyway 30. It will be one of the largest outdoor theatres in the area. . . . Work on the interior of the new Marcus Theatre will be completed soon. . . . Dick Justice, mgr. of the Hubbard Theatre, plans to reopen his house after several months of inactivity. . . . M. A. Fauver, 85, former owner of the Strand at Victor, Ia. and active in the business for 37 years, passed away.

The Montezuma Theatre, badly damaged by fire a few weeks ago, has been rebuilt and reopened. . . . Harold Field, owner and pres. of Pioneer Theatre Corp., is recovering from a heart attack in Miami, Fla. . . . The King in Belle Plaine is being completely remodeled and redecorated. . . . Allen Gardner ,owner of the Logan Theatre, has appointed Stanley Moyle as mgr. Gardner accepted a post with Universal in Des Moines and will return to Logan week-ends. . . . John Wise is new mgr. of the Majestic in DeWitt, replacing Mrs. Ruth Beard, resigned.

Bob Davis, mgr. of the Iowa Theatre in Emmetsburg, announced that Emmetsburg Amuse. Co. will erect an $85,000 ozoner northwest of the city limits this year. . . . Horace Spencer is new mgr. of Central States' Grand in Estherville, succeeding Don Loftus who has taken a job with Estherville Daily News. . . . After much controversy, Central States definitely will build a drive-in near Boone, according to Clinton Smestad, mgr. of the Rialto and Princess in Boone. . . . Sol Yeager, resigned as RKO salesman to go into business for himself. . . . Entire receipts for two nights' showing of "O'Henrys' Full House" at the Fonda Theatre were turned over to the March of Dimes drive.

DETROIT

Opening of "This is Cinerama" at the Music Hall was the big exhibition news here. George H. Santer, mgr. of the Berkley Theatre in the suburb of Berkley, joined the Music Hall staff as asst. to Frank Upton. . . . Mrs. Rose Bollacker, wife of Frank Bollacker, mgr. of the Irving, is managing the Iris Theatre herself, succeeding Fred Walton, who joins ex-Detroit circuit owner Alex Schreiber in Los Angeles. . . . Alvah W. Keith moved from the Plaza to the Lakewood as mgr., with Danny MacFarland replacing him at the Plaza. . . . Mac Krim of Highland Park attended the CinemaScope demonstration on the Coast as representative of Carl Buermele, head of the General Theatre Service. M. F. Gowthorpe and H. Edward Stuckey of Butterfield also attended. . . . Hester Christiansen, who has handled special office and exploitation services for exhibitors for many years, is convalescing from major surgery and expected back on the job soon.

Irving Katcher, former owner of the Willis Theatre, is now in real estate, specializing in remodeled theatres. . . . E. B. Dudley, who recently leased the closed Rogers to a church, is dickering for another theatre venture. . . . Jim Sharkey reports "The Stooge" broke all records at the Jewel in Mt. Clemens. . . . Sy Schechter, former mgr. of the Little Carnegie in N. Y. is the new mgr. of the Alhambra for Bernard L. Kilbride, succeeding Paul Field. . . . Edward DeLorme, formerly at the Oakman Theatre, has moved to the Rosedale. . . . Homer Cox, operator of the Quincy Theatre in Quincy, has taken over the Strand in Union City. . . . Arthur Herzog, who was pub chief of the Detroit Metropolitan Committee, handled a similar chore for the Earl Hudson testimonial dinner.



Alex Schreiber (far right), owner of the Paradise Theatre in Los Angeles and pres. of Associated Theatres, Detroit, Mich., poses with some friends and star Sterling Hayden on the set of Warner's "So Big." L to R: Charles Aller, Mrs. Aller, Hayden, Mrs. Ben Gottloeb, Gottloeb and Schreiber.

INDIANAPOLIS

Mrs. Miriam Hultquist succeeds Mrs. Ann Craft as secretary of Allied Theatre Owners of Indiana. . . . "Hiawatha," showing at the Jefferson, Ft. Wayne, broke all former house records. . . . United Film Booking Service, operated by Ted Mendelssohn, will buy and book for Hillcrest, Sunset, and E. Thirty drive-ins at Ft. Wayne and the Skyline and Shelby at Shelbyville. . . . Bert Rayborn opened his Ben Hur Drive-In at Crawfordsville. . . . Henry Lemons, just released from the Marine serivce, is student booker at U-I. . . . Thomas Goodman resigned from Allied Artists to become city salesman for Columbia. . . . W. R. Norton acquired the Isis Theatre at Winamac. . . . Kenneth Hibler, operator of the Eastern Theatre, Ft. Wayne, is bedded with the flu.

Clarksville Drive-In, Clarksville, has reverted to owner M. J. Atkins. Vernon Powell is mgr. and Pete Dawson will buy and book. . . . Dr. M. Sandorf of the Twin Drive-In here will buy and book for the Air-Line at Winchester. . . . Baker Booking Service will service the Pendleton Drive-In, Penndleton. . . . Raymond Schmitt openned his Family Drive-In at Jasper. . . . Earl Bell, operator of the Bell here, has taken over the Maywood Drive-In, Maywod, and changed name to Bel-Air Drive-In. . . . UA took out a $10,000 policy on the radioactivity devices and other equipment now on display in the Lyric Theatre lobby, promoting a timely ticin with its movie, "The Magnetic Monster," and civil defense.

LOS ANGELES

Latest to join the ranks of distribs is Filmakers Releasing Org., which is setting up 29 key exchanges. Company, headed by Ida Lupino and Collier Young, has appointed Irving Levin as pres. and gen. sales mgr. Levin is at present franchise holder of the Realart office here, which will handle distribution and sales of Filmakers releases. . . . Jimmy James reopened his Cherry Pass Drive-In, Beaumont. . . . Milton Lefton, who manages the Vista and Campus theatres, has assumed operation of the Oriental, Hollywood. . . . Joseph Kaufman of Cinerama Productions is in town planning conversion of the Warner Hollywood for West Coast premiere of "This Is Cinerama." . . . Lou Largy, who resigned from the RKO booking dept., is attending night school and also assisting Floyd Bernard of the Midway Theas. . . . Buck Stoner, asst. to Herman Wobber, 20th-Fox div. mgr., is confined to a Palm Springs hospital following heart attack.

(*Continued on page* 28)



VARIETY CLUBS INTERNATIONAL

17th Annual Convention

MEXICO CITY

MAY 18-19-20-21 1953

All Mexico Invites the Showmen of the World
to Variety's Most Colorful Convention!

Come Early and Stay Late!

✿ ✿ ✿

REGISTRATION: Barkers $40.00 dollars
Ladies $25.00 dollars

✿ ✿ ✿

MAKE RESERVATIONS NOW

LUIS MONTES
General Chairman

GEORGE HOOVER
International Chairman

MAX GOMEZ
Executive Director

MILWAUKEE

(*Continued from page 26*)

The first outdoor theatre in Ozaukee County is being constructed by Port Outdoor Theatre, Inc. on Hyway 57, two miles north of Grafton, with 575-car capacity, and is expected to be ready for operation by May 15. The new company is headed by Erwin L. Nowak, W. Allis; Gordon and Margaret Gromme, Wauwatosa, and Martha Gromme, Fond du Lac. . . . Ben Marcus will build enclosed additions to his drive-ins at Appleton, Oshkosh and LaCrosse, to cost some $50,000 each, which will allow for extended operation of the ozoners.

Nat Marcus, Warner branch mgr., has been transferred to the Buffalo exchange and is succeeded here by Ralph H. Dunbar, formerly branch mgr. in Cincinnati. . . . Col. Wh. McCraw, in addressing the National Drive-In and Allied convention, congratulated Variety Tent 14 on its work for the Heart Clinic at Marquette University. Variety recently presented the Clinic with a check for $10,000, bringing total contributions to $60,000. . . . Bluemound Drive-In on Bluemound Rd. here opens the first week in April, to be followed by the Victory and Twin #41 the second week. . . . Mrs. Bergtold's son-in-law, Robert Drew, is helping her manage her Welcome Theatre in Cashton and the Westby in Westby.

MINNEAPOLIS

In an ad in the Mpls. Star and Tribune, North Central Allied appealed to the public to help defeat the policy of advanced admissions on "pre-release" engagements and the longer wait for films to reach the nabes and suburban houses. Ad was aimed at "Peter Pan," showing at the Orpheum, though no specific film was mentioned. . . . Children's admissions have been hiked from 12 to 20¢ at most independent and circuit neighborhood houses. . . . The Mounds, St. Paul nabe, is now showing art films two days a week. . . . Jack Bradley, Independent Film Service, has been named distributor for Depix and Polalite polaroid glasses. . . . "Moulin Rouge" has been set for the Century, opening April 17. . . . Ben Friedman, pres. of Albert Lea Amuse. Co. is confined to Mt. Sinai Hospital. . . . Harold Field, pres., Pioneer Theatres, is still ill in Florida.

A theatre for 3-D films will be included in the Miracle Mile shopping center to be built at Rochester, Minn. Construction begins late this year. . . . A protest against theatrical presentations at the U. of Minn., in competition with private enterprise, was made in the House of Representatives by Rep. George Murk of Mpls. Murk is also pres. and business mgr. of the Mpls. musicians union of AFL. . . . Minn. Amuse. Co. has made a complete circuit deal for "A Day in the Country," 3-D short which Don Swartz of Lippert is distributing.

NEW HAVEN

Markoff Theatres of Colchester announced plans for its first drive-in, to be erected this spring on the Glastonbury Rd. at Four Corners in Portland, Conn. It will accommodate 500 cars and feature a baby bottle warmer service and children's playground. . . . Perakos installed a new Walker High Intensity Screen and booth equipment at its Eastwood, E. Hartford. . . . Wm. Daugherty has been shifted from the Avon Cinema, Providence, to mgr. of the Torrington (Conn.) Drive-In by Lockwood & Gordon. Other L&G drive-in assignments are Wm. Hayes, Norwalk D-I, and Jack O'Sullivan, Danbury, D-I. . . . Shulman Theatres started a new ladies' sliverplate giveaway on Tuesdays and Wednesdays at the Rivoli, Hartford. . . . Bill Sabol reopened the Starlite Drive-In, Stamford.

Russell D. Ordway, mgr. of L&G's Webb Playhouse in suburban Wethersfield, has been upped to dist. mgr. in Mass. and R. I., succeeding Richard Darby, resigned. Wm. Daugherty, mgr. of the Torrington Drive-In, succeeds Ordway at the Webb. . . . An 800-car drive-in is planned for inclusion in a massive shopping center to be built at Plainville, Conn. by Joseph E. Tinty, owner of the Plainville Stadium. . . . Ted DiLorenzo, son of the late Tony DiLorenzo, pioneer Hartford exhibitor, has become associated with P. R. Ierardi in the practice of law in Hartford.



Harry and Jack Warner host a studio luncheon and demonstration of the "House of Wax," 3-D production utilizing WarnerColor and WarnerPhonic sound, to RCA board chairman David Sarnoff and pres. Frank Folsom as well as 16 RCA and NBC toppers. L to R (front): Bill Orr, H. R. Maag, John Q. Cannon, E. B. Gorin, Vincent Goubeau, Frank Cahill, Edward F. McGrady, Ed DePatie; (center): Orrin E. Dunlap, Manie Sachs, C. M. Odorizzi, Dr. Charles B. Joliffe, Jack M. Warner, John K. West; (top): Jack L. Warner, Gano Dunn, Folsom, Sarnoff, Harry M. Warner, and William Mueller (WB sound dept.).

NEW ORLEANS

The new 400-car Frontier Drive-In at Sulphur, La. will have its formal opening around April 20 for all year operation with 5-6 changes weekly. Owners Guidry and Duplisses will also open their 900-car Surf Drive-In, Lake Charles, around April 15, for year-round operation and 3 to 6 changes weekly. . . . J. C. Yeager closed the Star Theatre, Biloxi, Miss., for good. Also permanently closed are the Delhi, Delhi, La.; the Gibsland, Gibsland, La. . . . Joy Theatre, Monroe, La., changed ownership and is now called the Jim Theatre.

L. W. Stevens opened his 225-car Legion Drive-In, Coushatta, La. on March 21. . . . Recent drive-in reopenings include the Fern, Woodville, Miss., owner A. M. Randall; Star, Monroe, La., owner H. G. Prophit; Co-Piah, Hazelhurst, Miss., owner L. Head; Marion, Marion, La., owner John Doles; H&H, Newton, Miss., owner L. D. Harris. . . . Aubrey E. Chadick, exec. v.p. of Motion Picture Adv. Service Co., was among those killed in the rail collision at Conneaut, O. . . . A gunman caught in a stolen cab was identified by Margaret Heting, cashier at the Escorial Theatre, who had been forced to hand over to him receipts amounting to $51.

A Mrs. J. R. Jensen, who has relatives still living in Denmark, won the trip to that country sponsored by the Item, Capitol Stores, Samuel Goldwyn and RKO Orpheum in the "Hans Christian Andersen contest. . . . The Jet Drive-In at Cutoff, La., capacity 250 cars, opened for business. Owners R. Guidry and Lester Cherimie expect to operate it on an all year basis, with 4 changes weekly. . . . R. Mann opens his Hub Drive-In, Monroeville, Ala., April 2. . . . Charles Mann opens the Bay Drive-In at Bay Minette, Ala. April 4. . . . The Foley Theatre, Foley, Ala., has installed Simplex-Four-Star sound, also added seats. . . . Benefit showing of "Sea Tiger" by owner Gravis Allen of the Gala Theatre, Butler, Ala., raised $264.65 for the March of Dimes.

NEW YORK

Joseph Sommers, mgr. of Walter Reade's Kingston Theatre, was elected pres. of the Uptown Businessmen's Assn. of Kingston, N. Y. . . . Alfred W. Schwalberg, pres. of Paramount Dist. Corp., was named chairman of the Presidents' Luncheon Committee of Cinema Lodge. Scheduled for April 8 at the Hotel Astor, the luncheon will honor retiring prexy Martin Levine and serve to induct Burton E. Robbins, newly-elected pres. . . . Anna D. Ellmer, secy of Loew's ad-pub dept. for nearly 40 years, retired last week and was tendered a testimonial luncheon. . . . Representatives of local theatres, distribution, newspapers, ad agencies and the Lambs Club tendered a testimonial dinner to Jos. Holland, amusements ad mgr. of the N. Y. Journal-American, on the occasion of his retirement after 20 years on the publication. Among the speakers were Wm. Randolph Hearst, Jr.; Paul Schoenstein, J-A city editor; Ernest Emerling. Loew's; Paul Lazarus, Jr., Columbia; Si Seadler, M-G-M, and Maurice Bergman of Universal.

Recent managerial changes in Loew's theatres include transfer of George Powell to the Broadway, Bklyn; Paul Swater to the Kameo; Mary Chambers and Dorothy Leavy relieving in Brooklyn theatres; Angelina Spinella returned to the Alpine, Bklyn; Marguerite Lovering and Mary Hughes relieving in Manhattan and Bklyn theatres. . . . Dick Dickson, Roxy exec, announces that the Roxy will be the first on Broadway, if not in the world, to be equipped with the mammouth CinemaScope screen. In addition, the Roxy has ordered, for immediate installation, all other essential equipment to handle any of the 3-D or wide screen films announced by other major producers.

The recently remodeled Bryant Theatre on Times Square will inaugurate a new first-run policy on April 4, with the original Italian version of "The Little World of Don Camillo," to be shown with English sub-titles. I.F.E. Releasing Corp., distributors, reports this to be the first time a film import has been exhibited here in two foreign-language versions. . . . "Never Wave

NEW YORK (cont'd.)

At A Wac" will have its N. Y. premiere at the Astor on April 16. . . . A motion picture industry committee of 55, to serve as part of the Cardinal's Committee in the 1953 Catholic Charities Drive here, which seeks to raise $2,500,000, is headed by John J. O'Connor, v.p. of Universal. George J. Schaefer is treas, and L. Douglas Netter, Jr. of Altec is v.p.

Starting April 13, the Broadway, 72nd St. and Newark houses of Embassy Theatres will show the first 3-D film of a sports event — the Marciano-Walcott hevyweight title bout to be held April 10 in the Chicago Stadium. . . . Plans have been completed for construction of a $150,000 drive-in at Shirley, L. I. . . . The Paramount has begun a round-the-clock program of activity with technicians taking over after the last show to prepare for the world premiere of "House of Wax," on April 10. . . . "Man in the Dark," Columbia's first 3-D feature film, will have its world premiere at the Globe on April 8.

PHILADELPHIA

The Imperial Theatre on S. 60th St. was purchased by James Toppi, who will convert it into a roller skating rink. Toppi bought the theatre for $40,000 from Mr. and Mrs. Donald Bean. . . . The Stanton Theatre is scheduled for a remodeling this summer. . . . Interdenominational Easter Sunrise Services will be held on April 5, at 6:30 A.M. at the Route 309 Drive-In Theatre, Spring House, Pa., with the Rev. Leslie Flynn, regional editor of Christian Life Magazine, as guest speaker.

PITTSBURGH

The drive-in season is in full swing, with 15 theatres already open and the Dependable, near the Greater Pitts. Airport, scheduled to open April 14. . . . The Camp Horne, brand new 600-car Associated Drive-In, will make its debut late in April. . . . Office girls of the Harris Circuit celebrate Easter Monday at Bill Green's. . . . The Golden Triangle Asso. is planning a festival in May which will feature top movie personalities. . . . Another sex hygiene picture passed the Penn. censors and is premiering at the Maple Drive-In. . . . Variety Club members are selling chances on a Cadillac convertible. Drawing will be on May 28 and proceeds go to the Heart Fund. . . . Attendance at the final regional meeting of AMPTO of W. Pa., held March 31 in Uniontown, Pa., exceeded expectations and many exhibitors expressed a desire to have them continued.

PORTLAND-SEATTLE

Jack Matlack, exec. asst. to Mrs. J. J. Parker of Parker Theas., resigned after eight years with the organization and is succeeded by Thomas J. Walsh, who has a background of 25 years in exhibition and distribution. . . . Jack Braxton, mgr. of Parker's United Artists Theatre, Portland, inaugurated a new feature called "Hobby Lobby," giving hobbyists an opportunity to show their wares on the mezzanine. First display features exotic flowers. . . . Some 30 drive-in operators will shortly announce a new association, covering ozoners in Oregon and Washington. . . . Mrs. Claude Jenson and Son are completing plans for a second drive-in near Yakima, Wash.

Mild weather marked the opening of numerous ozoners in Wash., including the Starlight, Sunnyside; Starlight and Fife, Tacoma; Duwamish, Aurora and Midway, Seattle; Highland at Kennewick; Pullman, Pullman. . . . Riverview Theatre Corp., Walla Walla, Wash., incorporated by James Levey, E. T. Churchman and Lewis Harris. . . . Corp. Wm. Zupon, formerly 45th Combat Div., has been named asst. mgr. of the State, Spokane. . . . Bumss Sutton, former mgr. of the Crest, Seattle, now managing Sterling's BelVue. Al Larpenteur, who managed the Palomar, takes over the Crest. . . . Phil Blake, formerly with Northwest Automatic Candy, now with Manley Corp., Seattle. . . . Oscar Chinquy, mgr. of Nat'l Theatre Supply, Seattle, supervising installation of 3-D screen at Paramount, Portland.

Ed Metzgar of Moscow, Ida., and Andy Walyear of Selah, Wash. are associates in the $520,000, 420-car ozoner under construction on the Vantage Hyway near Ellensburg, Wash., scheduled for a May 1 opening. . . . Clarence and James Farrell, operators of the Liberty at Ellenberg, will shortly open their new 500-car drive-in on the Kittitas cutoff. . . . Viewees from this area of the 3-D coast demonstrations included Mrs. J. J. Parker of Parker Theatres; Wm. Thedford, v.p., Evergreen; Chas. Powers, Sr., Fox mgr., Portland; Jess Jones, small chain operator; Roy Brown, booker; Walter Tebbetts, Art Adamson and Al Forman. . . . Frank L. Newman, pres. of Evergreen, announced an order for 13 sets of CinemaScope equipment, at an estimated cost of $50,000 each, and Mrs. J. J. Parker announced that 11 of her houses will be equipped with sterophonic sound and 3-D screens.

PROVIDENCE

Edward Gould will not return with his spring and summer stock series at The Playhouse, which may reopen as a second and third-run house. . . . 45 R. I. theatres collected a total of $14,374.84 for the March of Dimes. Maurice Druker, Loew's State mgr., topped all other theatres with $2,032.93 and Harold Lancaster, mgr. of the Strand in Pawtucket led the Blackstone Valley group with $506.10. . . . Newport and New Bedford houses are using spot announcement over WJAR-TV. . . . All nearby drive-ins, with the exception of E. M. Loew's Providence, are operating full time. . . . The Park Theatre inaugurated a series of Kiddies Matinees. . . . RKO Albee's "Special Late Shows" are proving popular. . . . Loew's State is now featuring Saturday openings.

ST. LOUIS

Thomas E. Bailey took over as mgr. of the local M-G-M branch, succeeding Herb Bennin, recently upped to mgr. of the Washington, D.C. branch. . . . Every major drive-in in this area opened the 1953 season on March 20 and enjoyed good attendance. Free gifts were the order of the night. . . . Seven St. L. County ozoners are following last year's schedule of regular advertising under one heading in the local press. . . . The Harry Londoff family is spending some $250,000 converting the old Palm Theatre building into a bowling alley. . . . Daylight saving time begins here April 26, to continue until Sept. 27. . . . Milton F. Napier, a v.p. and gen. counsel of Better Films Council, won the Republican nomination for St. L. Comptroller at the primary.

Altec Service will install Warner-Phonic sound in F&M's Fox Theatre here preparatory to opening of "House of Wax" on April 28. . . . The Centralia (Ill.) Drive-In has been sold for more than $100,000 to Lloyd Spurgeon, v.p. of Centralia Mutual Benefit Assn., by Elbert M. and Home Butler. . . . Moonlite Drive-In at Lebanon, Mo. was sold to W. T. Ash by Clifford H. Hough in a deal also involving the Lyric at Newburg, Mo. . . . A 400-car ozoner is being built near Columbia, Mo. by Kansas City interests. . . . Reports are that a new drive-in will be started around Rosiclare, Ill. soon. . . . Permits to operate in Mo. were granted to Commonwealth Excelsior Springs Drive-In Theatre Corp. and Vita Enterprises, Inc., Kansas City. . . . Bill Grant, mgr. at Taylorville, Ill. for Frisina, announced that "Bwana Devil" will be shown in that town.

Central Ill. Theatres, Inc. of Mattoon, Ill. has been granted an Ill. charter. Tom Falk, gen. mgr., advises it contemplates building a

(Continued on next page)

Films Televised March 21 to April 3

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Angel	Steve Brodie	
Colorado Kid	Bob Steele	Rep. 12-11-37
Desert Patrol	Bob Steele	Rep. 6-3-38
Everything In Life	Neil Hamilton	
Lady From Nowhere	Alice Day	Chesterfield 7-19-31
Man Of Conquest	Richard Dix	Rep. 4-10-39
Mercy Island	Ray Middleton	Rep. 10-9-41
Miraculous Journey	Rory Calhoun	Film Classics 8-5-46
Miss Mink	Jimmy Lydon	Sol. A. Wurtzel 3-1-49
Mountain Moonlight	John Archer	Rep. 7-18-41
Murder At Dawn	Mischa Auer	Big Four Pic. 7-28-34
Murder In The Museum	Harry Waltham	Progress Pic. 6-27-34
My Rival Is A Fiddle	Hans Conried	
New Orleans	Arturo de Cordova	UA 4-25-47
No Draw	Steven Chase	
Peril In The House	Marjorie Reynolds	
Range Defenders	Bob Livingston	Rep. 7-9-37
Riders Of The Whistling Skull	Bob Livingston	Rep. 8-6-37
Silent Service Strikes	Greta Nissen	
Soldiers Three	Michael Wilding	
Spies In The Air	Barry Barnes	Film Alliance 7-12-40
State Dept. File No. 649	William Lundigan	Film Classics 2-11-49
The Steel Key	Terrence Morgan	
Tails For Jeb Mulcahy	Bruce Cabot	
Trigger Smith	Jack Randall	Monog. 3-1-39
When The Devil Is Sick	Larry Blake	

ST. LOUIS (cont'd.)

number of ozoners throughout Central Ill. Officers are Jack Taylor, Wm. Zurheide Don Bouck, and A. P. Raywolf, board chairman. . . . The Benton, Ill. City Council ruled that the Park Drive-In near the city's water plant would not be allowed to open for the season until an audit of last season's records was presented. Project is operated under a lease with the city by Dr. Sam Stuart Marshall. . . . Victor H. and Hazel E. Recker, operators of the Illinois Theatre at Newman, Ill., filed suit against R. H. and Joyce J. Welsh, former owners, seeking to set aside deal of Oct. 1, 1951, whereby the theatre changed hands. . . . Mrs. Zelma Unger assumed duties as mgr. of Dickinson's Macon Theatre, Macon, Mo. . . . The 400-seat Ohio Theatre at Cave-in-Rock, Ill. will be closed 60 days for repairs and refunishing following recent fire. Damage was estimated at $20,000 by owners Tom Partain and Carl Humm. . . . The closed 351-seat State Theatre at Columbia, Ill., owned by Eddie Rudolph, was damaged by fire to the extent of some $30,000.

The Dave Forbes are reopening the 200-seat Rex at Freeburg, Mo., which was recently closed by former owners E. Leutkemeyer and Ed Poettgen. . . . MPTO of St. L., E. Mo., and S. Ill., set April 28-29 as tentative dates for its joint regional meeting with Kansas-Missouri Theatre Assn. at Bagnell Dam on the Lake of the Ozarks in Central Mo. . . . Kerasotes Theatres, owners of the Capital at Canton, Ill., recently purchased the New Garden there. . . . Nick O'Brien, former partner in Flo-Mar Productions, has rented desk space here at 3238A Olive St. . . . The 871-seat Bridge Theatre, owned by Clarence H. Kaimann, closed indefinitely.

Federal Judge Harper announced a decision for the F&M Ents. and other theatre and service companies in the $750,000 anti-trust suit filed against them by Martin W. D'Arcy, former operating lessee of the local Shubert Theatre. Judge Harper ruled there had been no monopoly or conspiracy and that D'Arcy's failure was due to his "mode of operation." . . . Recent tests of 3-D equipment at the Cape Girardeau, Mo., drive-in were quite satisfactory. The new Star Vue Drive-In between Cape Girardeau and Jackson, being completed by Howard Bates, is to have similar 3-D equipment. . . . More theatres adding 3-D here include the Star and New Comet, St. L.; Washington at Quincy, Ill., and the Miners at Collinsville, Ill. . . . Turner-Farrar is pushing construction of its 400-car ozoner near Vienna, Ill., for opening in June or early July.

SALT LAKE CITY

IFE Releasing Corp. has opened offices on film row and installed R. C. Fuller as mgr. Scheduled for release, besides "Anna," in the $150,000 co-op advertising in 400 key cities, are "O.K. Nero," "The Secret Conclave," "The Young Caruso," "Three Girls From Rome," Sub-title pix for art theatres are "Little World of Don Camillo," Magmani Bellissima," "Lives and Morals," and "Times Gone By." . . . Intermountain Theatres, who installed 3-D equipment at the Capitol, has installed an extra set at the Studio and move "Bwana Devil" over. . . . Universal will distribute its first show in the new medium in May, called "Man From Outer Space." . . . Butte Motor-Vue of Butte, Mont. leads the field of drive-ins in installation of 3-D equipment. . . . Drive-Ins under construction, which will be equipped for 3-D, are the Price, Utah, owner Joe Sante, 350 cars; Elko, Nev., owner Robt. Varmbrodt, 400 cars; Mt. Home, Idaho, owner Bill Devlin, 350 cars; Las Vegas, Nev., owner Howard Cahoon, 700 cars.

Highland Drive-In, Woodland and Autorium ozoners are now open. Set to open soon are Harris-Voeller, Burley, Idaho, owner Erv. Harris; Roxy, Brigham City, Utah, owner Mark Neilsen; Admiral, Clearfield, Utah. . . . Melton Stelter, Paramount booking clerk, is now in the Army. . . . New booker at RKO is R. G. Anderson. . . . Buildup for "Hans Christian Andersen" is a trip to Denmark contest by the Capitol Theatre, where it will show. . . . Intermountain Theatre Supply reports a new 400-car drive-in for Cedar City, Utah, being built by Yergenson Brothers. . . . Service Theatre Supply report the new 400-seat Swan Theatre at Swan Valley, Idaho, due to open soon. . . . Columbia branch mgr. Harold J. Green and Mrs. Green sporting wonderful tans from their Carribean trip, won in last year's drive.

SAN FRANCISCO

Blumenfeld theatre chain is taking over Sunny-Mount Theatres, which include the Campbell, Campbell; Sunnyvale, Sunnyvale; Los Gatos, Los Gatos, and the Mountain View in Mountain View. Blumenfeld closed the 325-seat Gate, Sausalito. . . . Irving Ackerman consummated a new lease with Coldwell-Banker which gives him the 393-seat Regal on Market St., now held by Goldberg Theas. . . . United-California reopened for the season the Lasson Auto Movie, Susanville, and Pine Breeze Drive-In, Paradise. . . . J. J. Perry will open his new ozoner at Carson City, Nev., May 1. Guy Meek plans to open his new San Mateo drive-in there April 19. . . . Ken Loomis, former owner of the Valley, Anderson, will take back the house from Lee B. Zwiebel.

Anthony Blanco reopening the long-closed Rio at Morgan Hill. . . . Walter Bell is equipping his Belaire Drive-In, Eureka, for 3-D. . . . Columbia's "Man in the Dark" has been booked into Blumenfeld's T&D, Oakland; Berkeley, Berkeley; Esquire, Towne and Del Paso, Sacramento, and the Esquire, Stockton. Already set for the picture are General Theatrical's El Rey, Salinas; Phil Zenovitch's State, Petaluma; Laurence Borg's Studio, and Fred Williams' Center, Watsonville. . . . Wm. Greenbaum has taken over operation of Film Booking Agency of No. Calif., with headquarters at 988 Market St. . . . Anne Swenson resigned as office mgr.-head booker of Republic. Booker Genevieve Sutton takes over additional duties of office mgr.

WASHINGTON

Orville Crouch, local Loew's-MGM representative, will help the White House Correspondents Ass'n stage their May 8 dinner for President Eisenhower. He will be assisted by Allan Zee and Jack Foxe. Top-notch stage, screen and radio personalities will be lined up for the occasion, the first newsmen's dinner to be attended by the President since his inauguration. . . . Syd Gates and Leonard Gordon, co-chairmen of the Virginia Motion Picture Theatre Assn's annual convention, scheduled for May 5-7 at the Hotel Chamberlin, Old Point Comfort, announce that Wilbur Snaper, pres. of Allied, will address the assemblage on May 6, and Alfred Starr, TOA prexy, on May 7.



Examining winning campaigns in 20th-Fox's national showmanship contest on "Something For The Birds" at the company's home offices are (l to r): Harry Goldberg, Warner ad-pub director; Rodney Bush, Fox exploitation mgr.; Harry Mandel, RKO national ad-pub director; Ernest Emerling, Loew's ad-pub director, and Abe Goddman, Fox ad mgr.

PERSONAL APPEARANCES

CHARLTON HESTON, in New Orleans, for 20th-Fox's "The President's Lady" premiere.

FARLEY GRANGER, in Philadelphia (6), Toronto (7, 8), Kansas City, Des Moines, Minneapolis, St. Paul, Salt Lake City, Davenport and Winnipeg (dates not yet set), for RKO-Goldwyn's "Hans Christian Andersen."

"MISS UNIVERSE" beauty contest winners, in Denver, Birmingham, Oklahoma City, Indianapolis and Memphis territories, plus other areas to be announced, for Universal-International's "Abbott and Costello Go to Mars."

SOCIETY KID HOGAN, real-life Damon Runyon character, in Des Moines (6), Indianapolis (7), Cleveland (8), Detroit (9), plus cities on an additional two-week itinerary, for Paramount's "Off Limits."

ANNA MAGNANI, Italy's first lady of films, in New York beginning Apr. 11 for 10 days, as guest of IFE.

RICARDO MONTALBAN, in San Antonio, then El Paso, for M-G-M's "Sombrero."

Helen Ainsworth, Hollywood Agent, Also Distribs Pix

As president of the Helen Ainsworth Corp., Miss Helen Ainsworth is probably the only woman engaged in distributing motion picture films and in addition conducting her own talent agency in Beverly Hills. First film to be distributed by the Ainsworth Corp. is "Stolen Identity," starring Donald Buka, Joan Camden and Francis Lederer, produced by Turhan Bey and directed by Gunther Fritsch.

Film was shot abroad and "Daphni," another film going out under her banner, was shot in Greece. It was produced by Hoyningen-Huene and Spiro Harocopos, with the English version written by Aldous Huxley. English narration is by Ethel Barrymore and Maurice Evans.

"I sit in Hollywood," is the way that Miss Ainsworth puts it, "and become international." Sam Nathanson is vice-president in charge of distribution for the Ainsworth Corp.

Product Sought

"I am looking for product," Miss Ainsworth explained "I would be glad to hear from anyone who has a picture with taste. We have 10 main distributors now and this gives us national coverage."

"The Ainsworth Corp. would like to go into production in the future. Miss Ainsworth is going to be an associate producer on a film that will be made in Spain. The corporation is now dickering for other features and will release six a year. Being an agent, Miss Ainsworth knows how to provide special handling for product.

"On certain product we can get advances," Miss Ainsworth stated. "Stars aren't too important; the play is the thing again today." The Ainsworth Corp. is interested in getting a product completed and on the market she said.

Miss Ainsworth has developed such personalities as Marilyn Monroe, Byron Palmer, Howard Keel and Guy Madison. She has potential stars in Theodora Thurman, Madelyn Goddard and Joan Diener, who is being tested by Victor Saville for the femme lead in "I, The Jury," the film version of Mickey Spillane's novel.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

M-G-M producer Arthur Freed was presented with one of France's highest awards, the Legion of Honor, for "his many contributions to making French culture better known to the American and international public." The Legion of Honor rewards distinguished service in military and civil life. . . . Lana Turner left for Europe where she will star in M-G-M's "The Flame and the Flesh," to be filmed in Italy. This will be Miss Turner's first work abroad. . . . Cathy Downs signed for the femme lead opposite Rocky Lane in "Constable of Carson City" which Harry Keller is directing for associate producer Rudy Ralston at Republic. . . . Steve Broidy, president of Allied Artists, announced that plans have been completed for the company's first International Sales Convention to be held May 18, 19 and 20 at the Roney Plaza Hotel in Miami.

* * *

Herman Cohen signed a distribution deal with Robert Lippert of Lippert Pictures to distribute ''Ghost Ship'' in the U. S. with a national release date set for June. Cohen, president of Abtcon Pictures, recently purchased the western hemisphere rights to the new Anglo-Amalgamated picture, which stars Hazel Court and Dermot Walsh, in a deal negotiated with Nat Cohen, president of the English company. Also negotiated by Herman Cohen was a co-production feature to be made with Anglo-Amalgamated Films in London in July. Story and cast will be announced at a later date.

* * *

First three-dimensional Technicolor motion picture to be photographed on location outside this country will be Columbia's Rita Hayworth starrer, "Miss Sadie Thompson," picturization of Somerset Maugham's South Seas classic, which will start shooting on the island of Kauai, Apr. 14, with Aldo Ray as the Marine sergeant, O'Hara. Curtis Bernhardt directs and Jerry Wald produces, under the banner of the Beckworth Corp.

* * *

Preparations for Shirley Booth's next vehicle, the Hal Wallis production of Vina Delmar's ''About Mrs. Leslie,'' went into high gear with the arrival of Director Daniel Mann for script conferences with screen writer Ketti Frings and Wallis at Paramount. Academy Award winner Shirley Booth's play, ''Time of the Cuckoo,'' ends in June on Broadway and it is planned to start ''About Mrs. Leslie'' in late summer or early fall. . . . Evelyn Keyes has been signed by Sam Spiegel to star in Horizon's ''Love-Nothing,'' a comedy based on a magazine story by Walter Elliott, which is scheduled to go before the cameras in Hollywood next autumn. The star last appeared under the Horizon banner in ''The Prowler,'' in release by United Artists. Miss Keyes is currently starring in ''Crosstown,'' an Edward Small UA production.

* * *

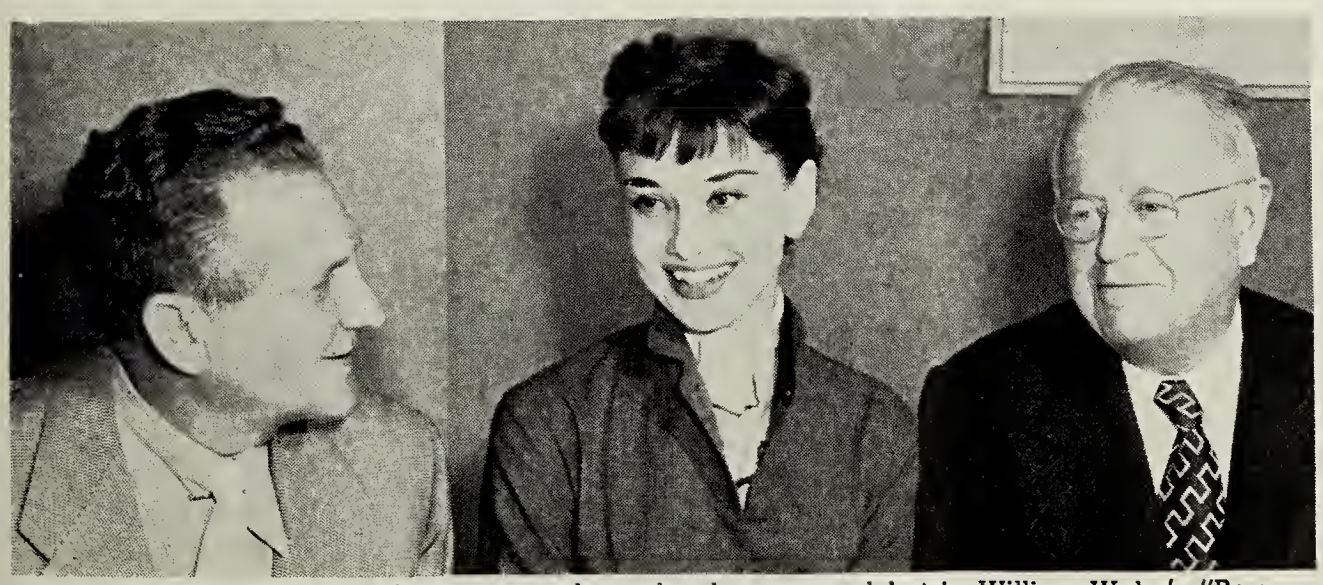
Truman Capote has been signed by Santana Productions to do a final revise on the screen play of Humphrey Bogart's "Beat the Devil" now in production. Capote is making his debut as a screen writer. The writer is a noted author of short stories. John Huston and Peter Viertel did the original screen play. . . . Maurice Evans will produce the Broadway presentation of "The Tea House of August Moon," which M-G-M will film after the Broadway run. John Forsythe will star in the play. . . . Barry Sullivan has been signed by Columbia to co-star with Edmond O'Brien in "China Venture." This is the story of a U. S. Naval expedition into Chinese territory during World War II, which Anson Bond will produce with Don Siegel directing.

* * *

U-I announced that its Technicolor production, ''Wings of the Hawk,'' starring Van Heflin, Julia Adams and Abee Lane, will be filmed in a 3-dimensional process with stereophonic sound. This will be U-I's second production to be filmed in 3-D. The first, now in its final phase of production, is "It Came From Outer Space,'' a science-fiction film. . . . Peggy Lee's next Warner Bros. film will be ''Everybody Comes To Rick's,'' in which she will again co-star with Danny Thomas. . . . Jose Ferrer will star in and John Huston will direct Shakespeare's ''Richard the Third'' for Romulus Productions in England in January. "The Shrike,'' which Ferrer will produce independently and direct and star in, is next on the schedule. It has an early summer starting date. . . . Ronald Reagan announced that he has taken an option on ''Battle Mountain'' by James Warner Bellah, and will prepare the property as as a starring vehicle for himself. ''Battle Mountain'' is based on a Bellah original which ran in the ''Saturday Evening Post'' under the title of ''The Apache.'' This would mark Reagan's second consecutive film in the saddle. He recently completed ''Law and Order'' at Universal-International. Bellah is now completing a screen play, which Reagan will make available to the majors.

(Continued on next page)

NEW STAR WELCOMED TO HOLLYWOOD



Audrey Hepburn, Paramount's new star who makes her screen debut in William Wyler's "Roman Holiday" opposite Gregory Peck, is welcomed to Hollywood and motion pictures at a luncheon attended by Paramount executives. Here she is flanked by (left) Don Hartman, supervisor of production, and Y. Frank Freeman, studio vice-president.

Extra Dimensions Encourage Better Techniques, Stories: L. J. Rachmil

By Richard Bernstein

"Columbia is making an effort to see that a steady flow of product of high quality, novelty and entertainment reaches the exhibitors and the public," producer Lewis J. Rachmil explained in his studio office. The company, he added, "is keeping abreast of all technical developments."

Rachmil is very enthusiastic about Columbia and its plans. He pointed out that Columbia has a policy of purchasing top quality plays and novels, which are the finest screen material available.

In regard to 3-D, the producer stated: "Its start in the industry is merely a reflecting of the same feeling as when sound came in. With or without glasses, it will find the correct system which will be standardized throughout the industry. It will open up new vistas for better presentation of new stories to the public."

Father An Exhibitor

The producer is very mindful of the exhibitor's problems. His father, Hyman Rachmil, is a nationally-known exhibitor and an honorary life member of the Independent Theatre Owners Association.

A graduate of New York University and the Yale University, School of Fine Arts, Lewis Rachmil started as art director of Paramount Long Island Studios. He came West later and worked for Jefferson and King, then from here became art director of Harry Sherman, Sol Lesser enterprises.

His next step was associate producer for Harry Sherman Productions, where he made the Hopalong Cassidy films along with "Tombstone," "Parson of Panamint," "American Empire."

In 1944-45, he produced and directed Navy training films for the U. S. Signal Corps. In 1948, he produced five films for United Artists; from here, he went to RKO, where he was responsible for, among others, "Blackbeard the Pirate," "Bunco Squad," and "Secrets of the French Police." Then from RKO to Columbia.

Producer Rachmil has a 3-D film on his agenda: "Strongarm," an original prize fight story by Roy Higgins. It will star Broderick Crawford and one of Columbia's brightest new screen prospects, Roberta Haynes, will make her studio debut in the film with camera work slated to start in April.

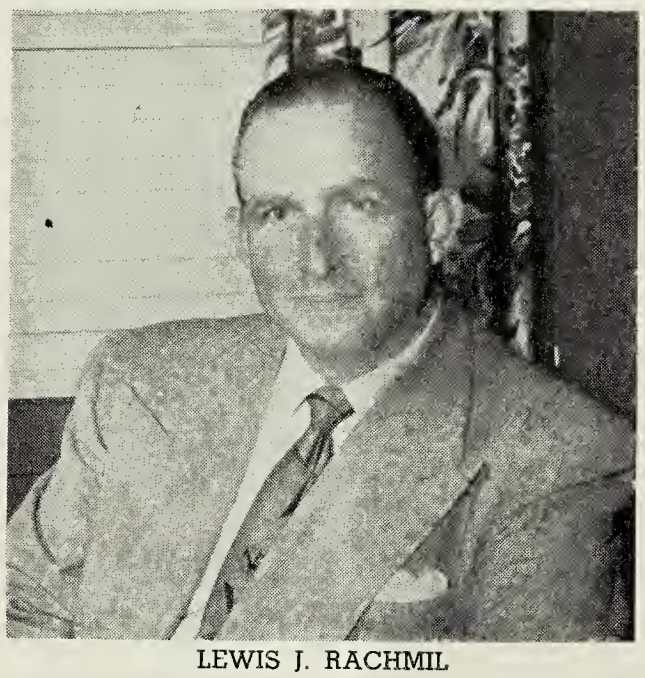
Other Films Scheduled

According to executive producer Jerry Wald, the three-dimensional shots of action in the prizefight ring exceed anything previously photographed so far as 'audience participation' is concerned, the action apparently taking place right in the viewer's lap.

"The impact," says Wald, "is fantastic. You're sure the blows are meant for you."

As an example of the far-seeing program of Harry Cohn and the supervision of Jerry Wald at Columbia, is the producer's schedule. This boasts a variety of entertainment-filled features, all with terrific audience appeal.

"Rough Company," which takes place in Tangier, has three lead roles, two men and a woman. It is the story of a lost love. A soldier who was in Italy fell in love with an Italian girl. Losing contact with her, he searched for her for years.



LEWIS J. RACHMIL

He finally finds her in Tangier, married. He also finds out that her husband needs his help. His problem is whether to help her husband and lose the girl again or not to help him.

Also on Rachmil's schedule is "The Human Beast," which has been scripted by Maxwell Shane. The famous Emile Zola novel has been modernized and transferred from its French location to the U. S.

It still has its famous and exciting railroad background. The title, "The Human Beast," was derived from Zola's belief that life in general is a 'human beast.' People not strong enough to stand the pressure of everyday life were the victims of the 'human beast.'

The story is a tale of man's struggle to rise above his surroundings. The film will have a top male star in the lead.

Another entry on the producer's schedule at Columbia is the popular novel by K. R. G. Grainger, "Ten Against Caesar." A western novel, it tells of ten relentless men sworn to kill a notorious outlaw, Caesar. Each has his reason to hate the man.

HOLLYWOOD

(*Continued from preceding page*)

Andre Hakim, who recently established New York and Paris offices as a special production representative, announced that he has acquired the exclusive U. S. distribution and sales rights to the current British hit, "Appointment in London," which stars Dirk Bogarde and Ian Hunter and was produced by British Lion Films. He also acquired the world-wide motion picture rights to two French properties, and will discuss ideas with studio and agency toppers in Hollywood. . . . Virginia Mayo will be the lone femme star in Edmund Grainger's "Arizona Outpost." She will be co-starred in the RKO film with Dale Robertson, Arthur Hunnicutt and Stephen McNally under the direction of Alfred Werker. The first film to dramatize the story of America's notorious penitentiary, "Arizona Outpost" is being filmed in RKO's own 3-D process and in Eastman color. . . . "A Stretch on the River," a novel by Richard Bissell which has been converted to a three-act play by Noel Houston, has been purchased by Columbia Pictures and placed on the 1953-54 schedule. A story of the diesel towboats of the Mississippi, the tale presents a background hitherto untouched by motion pictures.

* * *

John Brahm signed a deal with the Triscope Corp., the Howard Anderson-Edward Alperson combination, to film his forthcoming independent picture, "Barcelona," in the 3-D process, Depth-O-Vision. Brahm is negotiating with Richard Basehart and Valentina Cortese for the starring roles in this melodrama with a medieval background. . . . Dore Schary announced that M-G-M is preparing a story based on the "Magna Carta," the immortal document signed at Runnymede in 121.6. It will be brought to the screen with an all-star cast. Story is laid in the same period as "Ivanhoe." . . . Robert L. Lippert, Jr., will film "The Great Jesse James Raid" in AnscoColor as an independent production for Lippert Pictures release. Reginald LeBorg will direct from a Richard Landau screen play based on a little known raid by the outlaw in Colorado in the 1880's. Lippert, Jr. has opened production offices at KTTV studios for the "Jesse James" feature and subsequent productions.

George Pal Sees Robot-Made Pix As A Reality

HOLLYWOOD.—Producer George Pal predicted in a talk sponsored by the U.C.L.A. science department that "the element of human judgment may be virtually eliminated from the making of motion pictures well within another generation. Already, during just the past few years, the technical strides in our business have been tremendous."

Pal pointed out, as one example of this trend toward robot-made movies, the light meter now used by all cameramen. This instrument registers, via a delicate needle, the intensity of the light falling on any scene. The cameraman looks at the meter and then adjusts his lens apertures, lights, and other elements to correspond.

"One more step," Pal said, will see what engineers calls a 'feed-back' system or 'servomechanism' installed in the camera to automatically adjust to any light register.

The light meter, common as it is today, has mechanically taken over a function which used to call for the experienced eye of a veteran cameraman.

Title Change

R.K.O.: **"She Had To Say Yes"** is the final title for "Beautiful But Dangerous." (Stars Jean Simmons, Robert Mitchum and Arthur Hunnicutt; Directed by Lloyd Bacon).

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Aug. 10th	5221	Yukon Gold	62	Kirby Grant
Aug. 17th	5253	Montana Incident	54	Whip Wilson
Aug. 24th	5204	Rose Bowl Story (Cinecolor)	73	Marshall Thompson, Vera Miles
Sept. 7th	5226	Fargo	69	Wild Bill Elliott, Phyllis Coates
Sept. 21st	5213	Feudin' Fools	63	Leo Gorcey, Huntz Hall
Oct. 5th	5216	Army Bound	61	Stanley Clements, Karen Sharpe
Oct. 12th	5225	Canyon Ambush	53	Johnny Mack Brown, Phyllis Coates
Oct. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
Oct. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Allbright
Oct. 26th	AA22	Battle Zone	81	John Hodiak, Stephen McNally, Linda Christian
Nov. 9th	5254	Wyoming Roundup	53	Whip Wilson, Phyllis Coates
Nov. 23rd	5214	No Holds Barred	65	Leo Gorcey, Bowery Boys
Nov. 30th	5201	Flat Top (Cinecolor)	85	Sterling Hayden, Richard Carlson
Dec. 7th	5208	Jungle Girl	70	Johnny Sheffield, Karen Sharpe
Dec. 14th	5322	Maverick	71	Wild Bill Elliott, Phyllis Coates
Dec. 28th	5202	Hiawatha (Cinecolor)	80	Vincent Edwards, Yvette Dugay
Jan. 11th	5332	The Star of Texas	68	Wayne Morris, Rick Vallin
Jan. 18th	5222	Fangs of the Arctic	62	Kirby Grant
Jan. 25th	5308	Torpedo Alley	84	Mark Stevens, Dorothy Malone
Feb. 8th	5316	Tangier Incident	77	George Brent
Feb. 15th	5318	Jalopy	62	Leo Gorcey, Huntz Hall, David Garcey
Feb. 22nd	5302	Kansas Pacific (Cinecolor)	73	Sterling Hayden, Eve Miller
Mar. 8th	5326	White Lighting	61	Stanley Clements, Barbara Bestar
Mar. 22nd	5323	The Homesteaders	62	Wild Bill Elliott, Robert Lowrey, J. Seay
Mar. 29th	5303	Fort Vengeance (Cinecolor)	75	James Craig, Rita Moreno
Apr. 12th	5233	The Markman	61	Wayne Morris, Elena Verduge
Apr. 19th	5329	Trail Blazers	.....	Alan Hale, Jr.
Apr. 26th	5310	Cow Country	82	Edmond O'Brien, Helen Westcott

COLUMBIA

Aug.	502	Captain Pirate (Technicolor)	85	Louis Hayward, Patricia Medina, John Sutton
Aug.	504	Last Train From Bombay	72	Jon Hall, Christine Larson
Aug.	509	Clouded Yellow	89	Jean Simmons, Trevor Howard
Sept.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
Sept.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
Sept.		The Mine With The Iron Door (Re-issue)	66	Richard Arlen, Cecelia Parker
Oct.	507	Assignment—Paris	85	Dana Andrews, Marta Toren
Oct.	508	The Golden Hawk (Technicolor)	83	Rhonda Fleming, Sterling Hayden
Nov.	518	Voodo Tiger	67	Johnny Weismuller, Jean Burkhardt
Nov.	512	Hangmen's Knot (Tech.)	81	Randolph Scott, Claude Jarman, Jr.
Dec.	505	Strange Fascination	80	Hugo Haas, Mona Barrie
Dec.	515	Eight Iron Men	80	Bonar Colleano, Arthur Franz
Dec.	513	Invasion U.S.A.	74	Gerald Mohr, Peggie Castle
Dec.	506	The Happy Time	94	Charles Boyer, Louis Jourdan, Marsha Hunt
Jan.	519	The Four Poster	103	Rex Harrison, Lilli Palmer
Jan.	516	The Pathfinder (Technicolor)	78	George Montgomery, Helena Carter
Feb.	511	Last of the Comanches (Technicolor)	85	Broderick Crawford, Barbara Hale
Feb.	517	Target Hong Kong	66	Richard Denning, Nancy Gates
Mar.	521	The Member of the Wedding	91	Ethel Waters, Julie Harris, Brandon DeWilde
Mar.	524	Prince of Pirates (Tech.)	80	John Derek, Barbara Rush
Mar.	534	All Ashore (Tech.)	80	Mickey Rooney, Peggy Ryan
Mar.	539	Savage Mutiny	73	Johnny Weismuller, Angela Stevens
Mar.	543	Five Angles on Murder	88	Jean Kent, Dick Bogarde
Apr.	541	The Glass Wall	80	Vittorio Gassman, Gloria Grahame
Apr.	537	Jack McCall, Desperado Tech.)	76	George Montgomery, Angela Stevens
Apr.	528	One Girl's Confession	74	Cleo Moore, Hugo Haas, Glenn Langan
Apr.	525	Problem Girls	70	Helen Walker, Ross Elliott, Susan Morrow

Westerns

Aug.	481	Kid From Broken Gun	56	Charles Starrett, Smiley Burnette
Sept.	476	Wagon Team	61	Gene Autry, Gail Davis
Nov.	472	Blue Canadian Rockies	58	Gene Autry, Gail Davis
Jan.	571	Winning of the West	57	Gene Autry, Gail Davis, Smiley Burnette
Mar.	572	On Top of Old Smoky	59	Gene Autry, Gail Davis

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Aug. 1st	5112	The Jungle	74	Rod Cameron, Cesar Romero, Marie Windsor
Aug. 29th	5116	Secret People	88	Valentina Cortesa, Audrey Hepburn
Sept. 5th	5113	Hellgate	87	Sterling Hayden, Joan Leslie
Oct. 31st	5202	Scotland Yard Inspector	79	Cesar Romero, Lois Maxwell
Nov. 14th	5201	Tromba, The Tiger Man	63	Krone Circus
Nov. 28th	5203	Mr. Walkie Talkie	65	William Tracy, Joe Sawyer
Dec. 26th	5204	Gambler and the Lady	71	Dane Clark, Naomi Chance
Jan. 16th	5206	I'll Get You	79	George Raft, Sally Gray
Feb. 13th	5207	The Tall Texan	84	Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler
Mar. 13th	5220	A Day in the Country	15	3-Dimension Featurette
Mar. 20th	5214	Perils of the Jungle	63	Clyde Beatty
Mar. 27th	5224	White Goddess	.....	Jon Hall
Apr. 10th	5211	Bad Blonde	.....	Barbara Payton, Tony Wright
Apr. 17th	5213	Bachelor in Paris	—	Dennis Price, Anne Vernon, Mischa Auer
Apr. 24th	5215	Chu Chin Chow (Re-Release)	.....	Anna May Wong

METRO-GOLDWYN-MAYER

Aug.	240	You for Me	70	Jane Greer, Peter Lawford
	241	Fearless Fagan	78	Janet Leigh, Carleton Carpenter
Nov.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor, Joan Fontaine
		1952-53		
Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	91	Gene Kelly, Pier Angeli
	303	My Man and I	99	Shelly Winters, Ricardo Montalban
Oct.	304	Because You're Mine (Technicolor)	103	Mario Lanza, Doretta Morrow
	305	Apache War Smoke	67	Gilbert Roland, Glenda Farrell
	306	Everything I Have Is Yours (Technicolor)	92	Marge and Gower Champion, Dennis O'Keefe
Nov.	308	The Prisoner of Zenda (Technicolor)	100	Stewart Granger, Deborah Kerr
	309	The Hour of 13	80	Peter Lawford, Dawn Addams
	310	Plymouth Adventure (Technicolor)	104	Spencer Tracy, Gene Tierney, Van Johnson
Dec.	311	Sky Full of Moon	73	Carleton Carpenter, Jan Sterling
	312	Million Dollar Mermaid (Technicolor)	110	Esther Williams, Victor Mature
Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	71	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell
	316	The Clown	91	Red Skelton, Jane Greer
Feb.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor
	318	The Naked Spur (Technicolor)	94	James Stewart, Robert Ryan
	320	Rogue's March	83	Peter Lawford, Richard Greene
	317	Jeopardy	69	Barbara Stanwyck, Barry Sullivan
Mar.	323	I Love Melvin (Technicolor)	77	Donald O'Connor, Debbie Reynolds
	322	Confidentially Connie	71	Van Johnson, Janet Leigh
	321	Battle Circus	90	Humphrey Bogart, June Allyson
	328	The Girl Who Had Everything	69	Elizabeth Taylor, Fernando Lamas, William Powell
Apr.	324	Sombrero (Technicolor)	103	Ricardo Montalban, Pier Angeli
Apr.	325	Small Town Girl	93	Jane Powell, Farley Granger
Apr.	329	Code Two	69	Sally Forrest, Ralph Meeker, Keenan Wynn

PARAMOUNT

August	5123	Carrie	122	Laurence Olivier, Jennifer Jones, Eddie Albert, Miriam Hopkins
August	5124	Son Of Paleface (Technicolor)	97	Bob Hope, Jane Russell, Roy Rogers, Trigger
		1952-53		
September	5201	Just For You (Technicolor)	104	Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)	97	John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)	90	Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson
December	5207	The Blazing Forest (Technicolor)	90	John Payne, Susan Morrow
December	5208	Cleopatra	104	Claudette Colbert, Henry Wilcoxon
January	5209	Road to Bali (Technicolor)	91	Bing Crosby, Bob Hope, Dorothy Lamour
January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
March	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	99	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
April	5215	The Girls of Pleasure Island (Technicolor)	95	Don Taylor, Leo Genn, Elsa Lanchester
April	5216	Off Limits	89	Bob Hope, Mickey Rooney, Marilyn Maxwell
May	5217	Pony Express (Technicolor)	101	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5218	War of the Worlds (Technicolor)	85	Gene Barry, Ann Robinson
May		Sangaree (3-D & Conventional)		Fernando Lamas, Arlene Dahl, Patricia Medina
June		Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl

RKO-RADIO

Aug.	362	Sudden Fear		Joan Crawford
Aug.	301	One Minute To Zero	105	Robert Mitchum, Ann Blyth
Aug.	361	Big Sky	140	Kirk Douglas, Elizabeth Threatt
Aug.	364	Too Many Girls (Re-issue)	85	Lucille Ball, Richard Carlson
Aug.	363	Look Who's Laughing (Re-issue)	79	Lucille Ball, F. McGee, Edgar Bergen
Sept.	302	Beware, My Lovely	77	Ida Lupino, Robert Ryan
Sept.	365	Annie Oakley (Re-issue)	91	Barbara Stanwyck, Preston Foster
Sept.	366	Allegheny Uprising (Re-issue)	81	Claire Trevor, John Wayne
Oct.	304	The Lusty Men	113	Robert Mitchum, Susan Hayward, Arthur Kennedy
Oct.	305	Under the Red Sea	67	Dr. Hans Hass, Lottie Berl
Nov.	309	Face to Face	92	James Mason, Robert Preston
Nov.	308	Montana Belle (Tech.)	81	Jane Russell, George Brent, Scott Brady
Dec.	306	Captive Women	64	Robert Clarke, Margaret Field
Dec.	307	The Pirate Blackbeard) (Technicolor)	98	Robert Newton, Linda Darnell
Dec.		Hans Christian Andersen (Technicolor)	112	Danny Kaye, Jeanmaire, Farley Grainger
Jan.	368	Androcles and the Lion	98	Jean Simmons, Victor Mature
Jan.	371	Never Wave at a Wac	87	Rosalind Russell, Paul Douglas
Jan.	313	No Time for Flowers	83	Viveca Lindfors, Paul Christian
Feb.	392	Peter Pan (Tech.)	76	Special Pre-release
Feb.	312	Angel Face	93	Jean Simmons, Robert Mitchum
Feb.	315	Sword of Venus	73	Robert Clarke, Catherine McLeod
Mar.	314	The Hitch-Hiker	71	Edmond O'Brien, Frank Lovejoy
Mar.		Fort Apache (Re-issue)		John Wayne, Shirley Temple
Mar.		Blood on the Moon (Re-issue)		Robert Mitchum, Barbara Bel Gedde
April		Count the Hours	74	Teresa Wright, MacDonald Carey
April		Port Sinister	65	James Warren, Lynne Roberts
April		The Sea Around Us (Color)	61	Documentary
May		Sea Devils (Technicolor)		Yvonne DeCarlo, Rock Hudson
May		Below the Sahara (Technicolor)		Armand and Mickey Denis

REALART

Aug.		Maytime in Mayfair (Technicolor)	74	Michael Wilding, Anna Nagle
Aug.		Geisha Girl	67	Martha Hyer, Bill Andrews
Aug.		Kid Monk Baroni	80	Bruce Cabot, Mona Knox
Sept.		Wall of Death	82	Laurance Harvey, Susan Shaw, Maxwell Reed
Sept.		Summer Storm (Re-issue)	92	Linda Darnell, George Sanders
Sept.		Breakdown	76	Ann Richards, William Bishop Sheldon Leonard
Oct.		Bela Lugosi Meets A Brooklyn Gorilla	63	Bela Lugosi, Duke Mitchell, Sammy Petrillo
Oct.		House of Darkness	63	Laurance Harvey, Susan Shaw
Oct.		Cairo Road	85	Laurance Harvey, Eric Portman
Nov.		Fame & the Devil	80	Mischa Auer, Marilyn Bueford, Marcel Cerdan

Release Date	Release No.	Production	Time (min.)	Cast
Nov.		Battles of Chief Pontiac	75	Lex Barker, Helen Westcott, Lon Chaney
Nov.		Lucy Goes Wild (Re-issue)	90	Lucille Ball, George Brent
Nov.		Cuban Pete (Re-issue)	61	Desi Arnez, Ethel Smith
Dec.		Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.		Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.		My Death Is A Mockery	67	Donald Huston, Katherine Byron
Dec.		Wide Boy	66	Susan Shaw, Sidney Tafler
Jan.		The Vanishing Body (formerly The Black Cat) (Reissue)	65	Boris Karloff, Bela Lugosi
Jan.		Calling Mr. Death (Reissue)	63	Lon Chaney, J. Carrol Naish
Jan.		Missing Head (formerly Strange Confession) (Reissue)	62	Lon Chaney, Brenda Joyce
Feb.		Mr. Pip (Reissue)	101	Warren Hull, Phillips Holmes
Feb.		The House of the 7 Gables (Reissue)	97	George Sanders, Vincent Price, Margaret Lindsay
Feb.		Johnny Comes Marching Home (Reissue)	74	Donald O'Connor, Allan Jones
Feb.		Private Buckaroo (Reissue)	68	Harry James
Feb.		Admiral Was A Lady		Wanda Hendrix, Edmond O'Brien
Mar.		Dark Streets of Cairo (Re-issue)	59	Sigrid Gurie, George Zucco
		Chinatown Squad (Re-issue)	66	Valarie Hobson, Lyle Talbot
		Salome, Where She Danced (Re-issue) (Technicolor)	97	Yvonne DeCarlo, Rod Cameron
		In Society (Re-issue)	83	Bud Abbott, Lou Costello
April		Flying Saucer (Re-issue)	69	Mikel Conrad, Pat Garrison
		The Atomic Monster (Re-issue) (Formerly "The Man Made Monster")	65	Lon Chaney, Lionel Atwill
May		Tiger Island (Re-issue)	72	Charles Bickford, Elizabeth Young
		Strange Conquest (Re-issue)	64	Jane Wyatt, Julie Bishop

REPUBLIC

Sept. 5th	5107	Woman Of The North Country (Trucolor)	90	Ruth Hussey, Rod Cameron, John Agar, Gale Storm
Sept. 14th	5108	The Quiet Man (Tech.)	129	John Wayne, Maureen O'Hara, Barry Fitzgerald
Oct. 1st	5126	Tropical Heat Wave	74	Estelita, Robert Hutton, Grant Withers
Oct. 8th	5174	Desperadoes' Outpost	54	Allan "Rocky" Lane, Eddy Waller
Oct. 10th	5123	The Wac From Walla Walla	83	Judy Canova, Stephen Dunne, Grant Withers
Oct. 10th	5109	Toughest Man In Arizona (Trucolor)	90	Vaughn Monroe, Joan Leslie
Oct. 20th	5145	South Pacific Trail	60	Rex Allen, Koko, Estelita, Slim Pickens
Nov. 27th	5201	Thunderbirds	98	John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans
Jan. 1st	5202	Ride The Man Down (Trucolor)	90	Brian Donlevy, Forrest Tucker, Rod Cameron, Ella Raines
Feb. 1st	5241	Marshal of Cedar Rock	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Feb. 15th	5203	San Antone	90	Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado
Feb. 25th	5146	Old Overland Trail	60	Rex Allen, Roy Barcroft, Virginia Hall
Mar. 20th	5204	Woman They Almost Lynched	90	John Lund, Brian Donlevy, Audrey Totter, Joan Leslie
Mar. 30th	5205	The Lady Wants Mink (Trucolor)	92	Ruth Hussey, Dennis O'Keefe, Eve Arden
Apr. 5th	5206	A Perilous Journey	90	Vera Ralston, David Brian, Scott Brady
Apr. 28th	5207	Fair Wind To Java	92	Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen

TWENTIETH CENTURY-FOX

1952

Aug.	223	Dreamboat	83	Clifton Webb, Ginger Rogers
Aug.	224	Don't Bother to Knock	76	Richard Widmark, Marilyn Monroe
Aug.	225	Les Miserables	104	Michael Rennie, Debra Paget
Aug.	226	What Price Glory (Tech.)	111	James Cagney, Corinne Calvet, Dan Dailey
Sept.	227	Lure of the Wilderness (Technicolor)	92	Jean Peters, Jeffrey Hunter, Constance Smith
Sept.	228	O. Henry's Full House	111	Fred Allen, Marilyn Monroe, Jeanne Crain, Farley Granger

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Sept.	230	Monkey Business	97	Cary Grant, Ginger Rogers, Marilyn Monroe
Oct.	231	My Wife's Best Friend	101	Anne Baxter, Macdonald Carey
Oct.	229	Way of a Gaucho (Technicolor)	91	Rory Calhoun, Gene Tierney
Oct.	238	Something for the Birds	81	Victor Mature, Patricia Neal
Nov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
Nov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
Nov.	236	Bloodhounds of Broadway (Technicolor)	90	Mitzi Gaynor, Scott Brady
Nov.	237	Pony Soldier (Technicolor)	82	Tyrone Power, Cameron Mitchell
Dec.	233	My Pal Gus	83	Richard Widmark, Joanne Dru
Dec.	239	Stars and Stripes Forever (Technicolor)	89	Clifton Webb, Ruth Hussey, Debra Paget, Robert Wagner
Jan.	301	My Cousin Rachel	98	Olivia De Havilland, Richard Burton, John Sutton
Jan.	302	The 1 Don't Care Girl (Technicolor)	78	Mitzi Gaynor, David Wayne, Oscar Levant, Dennis Day
Jan.	303	Ruby Gentry	82	Jennifer Jones, Charlton Heston
Jan.	304	Thief of Venice	91	Maria Montez, Faye Marlowe, Paul Christon
Jan.	348	The Gunfighter (Re-Release)	84	Gregory Peck, Helen Westcott
Jan.	349	Yellow Sky (Re-Release)	98	Gregory Peck, Anne Baxter, Richard Widmark
Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)	89	Marilyn Monroe, Joseph Cotten, Jean Peters
Feb.	308	Treasure of the Golden Condor (Technicolor)	93	Cornel Wilde, Constance Smith
Feb.	309	The Silver Whip	73	Dale Robertson, Rory Calhoun, Robert Wagner
Feb.	316	The Star	89	Bette Davis, Sterling Hayden
Mar.	305	Taxi	77	Dan Dailey, Constance Smith
		Down Among the Sheltering Palms (Technicolor)	87	Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne
Mar.	313	Destination Gobi (Tech.)	89	Richard Widmark, Judy Dan
Mar.	350	Call of the Wild (Re-release)	81	Clark Gable, Loretta Young
Mar.	351	My Darling Clementine (Re-release)	97	Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan
April	312	The President's Lady	96	Susan Hayward, Charlton Heston, Fay Bainter
April	311	Call Me Madam (Tech.)	114	Ethel Merman, Donald O'Connor
Apr.	310	Tonight We Sing (Tech.)	109	David Wayne, Ezio Pinza, Roberta Peters
May	315	Man on a Tightrope	105	Fredric March, Terry Moore

UNITED ARTISTS

Aug. 4th	NO RELEASE NUMBERS	Island of Desire (Tech.)	103	Linda Darnell, Tab Hunter, Donald Gray
Aug. 12th		Park Row	83	Gene Evans, Mary Welch
Aug. 22nd		Cry the Beloved Country	105	Canada Lee, Charles Garson, Sidney Poitier
Sept. 5th		It's in The Bag (Re-release)	87	Fred Allen, Jack Benny
Sept. 5th		Guest Wife (Re-release)	90	Claudette Colbert, Don Ameche
Sept. 12th		Untamed Women	70	
Sept. 19th		The Lady Vanishes (Re-release)	85	Michael Redgrave, Margaret Lockwood, Paul Lukas
Sept. 26th		The Ring	78	Gerald Mohr, Rita Moreno
Oct. 10th		The Thief	87	Ray Milland, Rita Gam
Nov. 26th		Outpost in Malaya	88	Claudette Colbert, Jack Hawkins
Dec. 7th		Babes in Bagbad (Color)	79	Paulette Goddard, Gypsy Rose Lee, John Boles
Dec. 14th		Monsoon (Technicolor)	79	Diana Douglas, George Nader
Dec. 21st		Breaking the Sound Barrier	115	Ralph Richardson, Ann Todd, Nigel Patrick, John Justin
Jan. 16th		Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster
Jan. 23rd		Guerrilla Girl	81	Helmut Dantine, Marianna
Jan. 30th		Luxury Girls	96	Susan Stephen, Anna Maria Ferrer
Feb. 6th		Limelight	140	Charles Chaplin, Claire Bloom, Nigel Bruce
Feb. 18th		Magnetic Monster	75	Richard Carlson, Jean Byron
Feb. 27th		Bandits of Corsica	81	Richard Greene, Paula Raymond
Mar. 6th		Moulin Rouge (Technicolor)	118	Jose Ferrer, Zsa Zsa Gabor, Colette Marchand
Mar. 13th		Bwana Devil (3-D Color)	85	Robert Stack, Barbara Britton
Mar. 20th		Golden Arrow	82	Burgess Meredith, Jean-Pierre Aumont
Mar. 27th		Son of the Renegade	57	John Carpenter, Lori Irving

Release Date	Release No.	Production	Time (min.)	Cast
		UNIVERSAL		
July	224	Frances Goes to West Point	81	Donald O'Connor, Lori Nelson
July	225	Sally and Saint Anne	90	Ann Blyth, Edmund Gwenn
July	226	Has Anybody Seen My Gal (Tech.)	89	Piper Laurie, Charles Coburn, Rock Hudson
Aug.	227	The World in His Arms (Technicolor)	104	Gregory Peck, Ann Blyth
Aug.	228	The Duel at Silver Creek (Technicolor)	77	Audie Murphy, Faith Domergue, Stephen McNally
Aug.	229	Lost in Alaska	76	Abbott and Costello, Mitzi Green
Sept.	230	Untamed Frontier (Technicolor)	75	Joseph Cotten, Shelley Winters, Scott Brady
Sept.	231	Son of Ali Baba	75	Tony Curtis, Piper Laurie, Susan Cabot
Sept.	232	Bonzo Goes to College	79½	Maureen O'Sullivan, Edmund Gween, Gigi Perreau
Oct.	233	Willie and Joe in Back at the Front	87	Tom Ewell, Harvey Lembeck, Mari Blanchard
Oct.	234	Yankee Buccaneer (Technicolor)	86	Jeff Chandler, Scott Brady, Suzan Ball
Oct.	235	Horizons West (Technicolor)	81	Robert Ryan, Julia Adams, Rock Hudson
		1952-53		
Nov.	301	The Raiders (Technicolor)	82	Richard Conte, Viveca Lindfors
Nov.	302	Because of You	95	Loretta Young, Jeff Chandler, Francis Dee
Nov.	303	It Grows on Trees	84	Irene Dunne, Dean Jagger, Joan Evans
Dec.	304	The Black Cattle	81	Richard Greene, Boris Karloff, Stephen McNally
Dec.	305	Against All Flags (Technicolor)	83	Errol Flynn, Maureen O'Hara
Jan.	306	The Lawless Breed (Technicolor)	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair (Technicolor)	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming (Technicolor	80	Maureen O'Hara, Alex Nicol, Robert Strauss
Feb.	310	The Mississippi Gambler (Technicolor)	98	Tyrone Power, Piper Laurie, Julia Adams
Feb.	311	Girls in the Night	83	Patricia Hardy, Harvey Lembeck, Glenda Farrell
March	308	City Beneath the Sea (Technicolor)	87	Robert Ryan, Susan Ball, Anthony Quinn
March	312	Gunsmoke (Technicolor)	79	Audie Murphy, Susan Cabot, Paul Kelly
March	313	Seminole (Technicolor)	86	Rock Hudson, Barbara Hale, Anthony Quinn
Apr.	314	Ma and Pa Kettle on Vacation	75	Marjorie Main, Percy Kilbride
Apr.	315	Desert Legion (Technicolor)	86	Alan Ladd, Richard Conte, Arlene Dahl
Apr.	316	Abbott and Costello Go To Mars	77	Bud Abbott, Lou Costello, Mari Blanchard
May	317	The Lone Hand (Technicolor)	79½	Joel McCrea, Barbara Hale, Alex Nicol

WARNER BROS.-FIRST NATIONAL

July 12th	128	She's Working Her Way Through College (Technicolor)	101	Virginia Mayo, Ronald Reagan, Gene Nelson
July 26th	129	The Story of Will Rogers (Technicolor)	109	Will Rogers, Jr., Jane Wyman
Aug. 16th	130	Where's Charley? (Technicolor)	97	Ray Bolger, Allyn McLerie
		1952-53		
Aug. 30th	201	Big Jim McLain	90	John Wayne, Nancy Olson
Sept. 27th	202	The Crimson Pirate (Technicolor)	104	Burt Lancaster, Nick Cravat, Torin Thatcher, Eva Bartok
Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark
Oct. 25th	204	Springfield Rifle (Warnercolor)	93	Gary Cooper, Phyllis Thaxter
Nov. 8th	205	Operation Secret	108	Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden
Nov. 22nd	206	The Iron Mistress (Tech.)	110	Alan Ladd, Virginia Mayo
Dec. 6th	207	Cattle Town	71	Dennis Morgan, Philip Carey
Dec. 27th	208	Abbott and Costello Meet Captain Kidd (Supercinecolor)	70	Charles Laughton, Hillary Brooke
Jan. 3rd	209	April in Paris (Technicolor)	101	Doris Day, Ray Bolger
Jan. 17th	210	Stop, You're Killing Me (Warnercolor)	86	Broderick Crawford, Claire Trevor
Jan. 31st	211	The Man Behind the Gun (Technicolor)	82	Randolph Scott, Patrice Wymore
Feb. 14th	212	The Jazz Singer (Technicolor)	107	Danny Thomas, Peggy Lee
Feb. 28th	213	I Confess	95	Montgomery Clift, Anne Baxter
Mar. 14th	214	She's Back on Broadway (Warnercolor)	95	Virginia Mayo, Gene Nelson
Mar. 28th	215	The Blue Gardenia	90	Anne Baxter, Richard Conte
Apr. 4th	216	Trouble Along the Way	101	John Wayne, Donna Reed, Charles Coburn
Apr. 18th	217	The System	87	Frank Lovejoy, Joan Weldon
Apr. 15th	218	The House of Wax (Warnercolor-3D-Natural Vision		Vincent Price, Phyllis Kirk, Frank Lovejoy

Another History-Making **FIRST** *from*

WARNER BROS.

From the studios that first successfully introduced sound to the motion picture screens of the world...

WARNERPHONIC

Heard for the first time by 500 of the nation's leading exhibitors in a series of screenings now being held in WARNER BROS. 3-DIMENSION STUDIO AUDITORIUM, in Burbank, the astounding revolutionary audio complement to

"HOUSE OF WAX"

in

WARNERCOLOR

THE FIRST ALL 3-DIMENSION FEATURE PRODUCED BY A MAJOR STUDIO

MUSIC! DIALOGUE! EFFECTS!

The richest beauty of sound comes to you in the screen's first complete electronic merger of dimension-camera and dimension-microphone in their most fully dreamed-of relations.

WARNER BROS. Pictures presents
"HOUSE OF WAX"
Photographed in NATURAL VISION 3-DIMENSION
Color by WARNERCOLOR
starring
VINCENT PRICE • PHYLLIS LOVEJOY • FRANK KIRK
CAROLYN JONES • PAUL PICERNI
Screen Play by CRANE WILBUR • Produced by BRYAN FOY • Directed by ANDRE DeTOTH

WARNERPHONIC is the wedding march of Sound *and* 3-Dimension.



WORLD PREMIERE
PARAMOUNT, N. Y., APR. 10
MAJESTIC, DALLAS
TEXAS, SAN ANTONIO
PALACE, FT. WORTH
} APRIL 14
PARAMOUNT, LOS ANGELES
PARAMOUNT, HOLLYWOOD
} APRIL 17
FOLLOWED IMMEDIATELY
THROUGHOUT THE UNITED STATES, CANADA
AND GREAT BRITAIN!

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

OX EYES TV MARKET

EN FILES PROXY SUIT

EAL HEARINGS TO BEGIN

A'S PROFITS CLIMB

RENTAL BATTLE RAGES

TE GROUP ASKED TO
E D OF J FOR PROPER
DECREE POLICING

A OFFERS EXHIBS
DY PRODUCT FLOW

REVIEWS
pages 13, 17, 20

No. 7 April 18, 1953

Entered [illegible] October 25, 1946, at the [illegible], N. Y., under the act of March [illegible]. Published weekly by THE ITOA Independent, [illegible], New York. Subscription [illegible] Single copy 10 cents.

WHEN GREEN MEANS RED—

There's Danger Ahead!

A PROXY FIGHT is currently being waged against the management of 20th Century-Fox by a dissident stockholder, Charles Green. Although inexperienced in the motion picture industry, Mr. Green is no novice when it comes to proxy fights to wrest control of major business concerns from management, having been successful in at least two prior instances.

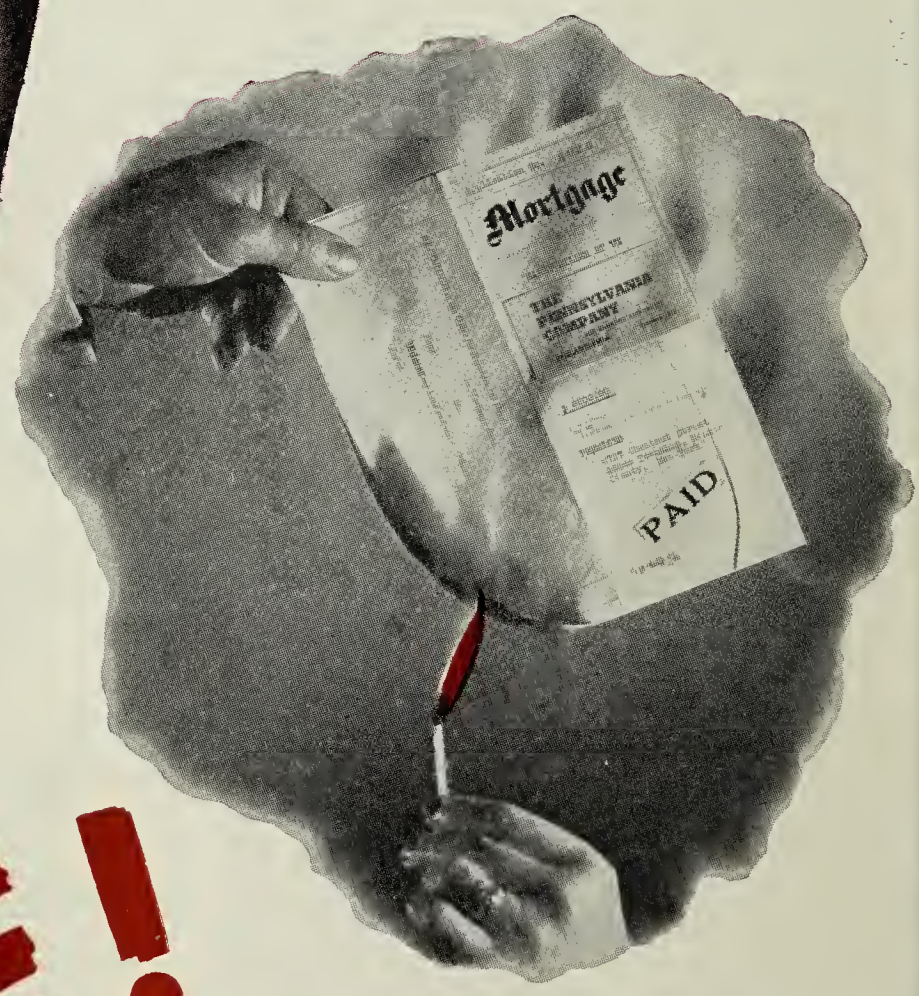
While Mr. Green cannot begin to mail his proxy letters to stockholders of the film company until later this week, he has already blueprinted his strategy to a press conference and by filing a court action charging Spyros P. Skouras, Darryl F. Zanuck, et al with mismanagement and waste of the company's assets.

(See Page 5)

M·G·M's

"NEVE





BURN THE MORTGAGE!

Here comes the HOTTEST GABLE GOLD-MINE in YEARS

LET ME GO"

SURE-FIRE B.O."

-says VARIETY



AYS M-G-M's LEO:

aunched to the nation in IG campaign starting with elecast on ED SULLIVAN'S op-rated "TOAST OF THE OWN" over CBS-TV. 26 million fans will see thrills rom the picture in their omes. Watch the trade ress for details of M-G-M howmanship behind a great howman attraction.

RIGHT: *Fan ad (part of big campaign) shows theme of promotion "Gable and his captive bride."*



SHE'S BOX OFFICE DYNAMITE.

Kate Quantrill...

rode like a man

...fought like a man

...killed like a man

...and

Loved

like the beautiful woman

she was!

Woman of the outlaws... sweetheart of Jesse James... desired by Cole Younger... she led Quantrill's dreaded Raiders!

HERBERT J. YATES
presents

WOMAN THEY ALMOST LYNCHED





starring

JOHN LUND · **BRIAN DONLEVY**

with BEN COOPER · NINA VARELA

Screen Play by STEVE FISHER

AUDREY TOTTER · **JOAN LESLIE**

JIM DAVIS · REED HADLEY

Based on a Saturday Evening Post story by MICHAEL FESSIER

Directed by ALLAN DWAN

A REPUBLIC PICTURE

Vol. 31 No. 7
April 18, 1953

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Let's take a look a the record:

During the eleven-year tenure of the present management, 20th Century-Fox has earned more than $126,000,000 and paid out more than $68,000,000 in cash dividends to stockholders, the equivalent of more than $24.25 per share of common stock. In addition, working capital has been increased by $28,580,507; inventory by $35,655,555; and the book value of the common stock has been increased by $77,951,661.

And, mind you, we have not even touched upon the less material things . . . the "Tiffany" product that has come from the 20th-Fox studios under the Skouras-Zanuck regime.

This is mismanagement?

This is a waste of the company's assets?

While we're on the subject, the voluntary 50 per cent salary reduction plan for executives this year furnished evidence of the management's efforts to keep the company in a stronger financial position.

Now let's take a look at Mr. Green. Apparently these figures must have impressed him for he became a substantial stockholder, acquiring his holdings since 1944. The employment contracts of Skouras and Zanuck, of which Mr. Green specifically complains, were entered into on September 28, 1949 and January 2, 1951 respectively. Yet, in his press interview, Mr. Green stated that the germ of the idea for the proxy fight came when studio courtesies were not extended to him and his party last summer.

Reports of the interview revealed that Mr. Green was critical of management for its experimentation and promotion of Eidophor and for perfecting CinemaScope, which "has been around all these years," according to Mr. Green. Trade accounts of the interview also indicated a confusion and lack of knowledge of the internal workings of the industry on the part of Mr. Green.

This is the man that seeks to replace Skouras at the helm of the company. He offered the job to Zanuck if his proxy fight proved successful but Mr. Zanuck branded Mr. Green's actions as a reprisal move because he and Skouras "refused to become accomplices to his efforts to seize control."

Mr. Zanuck added, "The presidency of any motion picture corporation must be occupied by a qualified executive who has had long experience in theatre operation, distribution, foreign relations and in the field of public welfare. It would be difficult for me to contemplate working effectively as the vice-president in charge of production with anyone less experienced or qualified than Mr. Skouras."

Stockholders in publicly-owned corporations have a right to change the management of any company in which they have a financial interest. It would be difficult to understand how any such change could be warranted in the present case. The stockholders of 20th-Fox know that we are at the dawn of a new era for motion pictures—an era for which Mr. Skouras, one of the most constructive forces in the industry, is more responsible than any other person.

Slugging Sam

There are two things about Sam Goldwyn that exhibitors have a right to resent.

In the first place, he's publicity-crazy. This would be perfectly all right if he didn't use the device, whenever he had a picture to sell, of building himself up by tearing down the industry and the people in it.

The second objection is his "take-it-or-leave-it" attitude. Only recently, Mr. Goldwyn declared that exhibitors have a lot of "nerve" objecting to high film rentals and added that "Hans Christian Andersen" would play at advanced admissions whether or not theatre owners liked it. Mr. Goldwyn never insisted that some of his lesser offerings be shown to the public at reduced rates.

In any event, the threatre owners do not like it. They have good reason to believe that the consent decree injunctions against the film company defendants apply to independent producers distributing through them. Mr. Goldwyn has thrown down the gauntlet and it's time that exhibitors accepted his challenge.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Fox Views TV Market; Green Files Proxy Suit

A potential television market for a backlog of approximately 900 20th Century-Fox theatrical motion pictures is seriously envisioned by that company, according to the annual review of operations released this week by Spyros P. Skouras, president.

The video sales may come about as a result of a situation that might shape up when CinemaScope and other new techniques create a demand for the newer type of films at theatres and at the same time decrease the demand for older pictures.

"Therefore, it is likely these older pictures will then be made available for television," Skouras stated. "Millions of dollars" in revenue are anticipated by Skouras from such sales.

Skouras pointed out that as TV stations increase in number, "there is a potential increase in the revenue possibilities of these pictures for television uses."

Revenue Foreseen

Top executives of other major companies, quizzed this week on the Skouras announcement, indicated that their companies were not rushing to sell theatrical film backlogs to video as a result of the introduction of 3-D and the wide screen.

Meanwhile, Charles Green, dissident 20th-Fox stockholder, prepared to take a second preliminary step in his promised proxy fight against the company and its directors. Green late this week was scheduled to mail proxy letters stating his claims to shareholders.

Charged by Green in a suit against the company is that certain portions of the employment pacts of Darryl F. Zanuck, production vice-president, and Skouras with 20th-Fox are invalid. His suit seeks to declare these portions null and void.

The Green action was filed in New York Supreme Court. It names Skouras, Zanuck, TCF Film Corp. and 20th-Fox Film Corp. as defendants. Plaintiffs are Green, Chalgren Associates and the Green Sales Co.

According to the complaint, purpose of the suit is to require the defendants to account for any loss or damage sustained to 20th-Fox as a result of their actions. Complaint notes that Skouras and Zanuck wield complete rule and control over the firm and the votes of other directors.

Says Admission Refused

Green himself, in an interview with the trade press, maintained that he had been treated "shabbily" at last year's stockholder's meeting. He added that later in the year he, his wife and a group of friends had been refused permission to visit the studio.

He said that although ill treatment was afforded him, he at first did not want control of the company and was willing to compromise for only a voice in management at the policy-making level.

But "Skouras doesn't want to compromise," Green added after relating his version of what occurred during a series of exchanges with the company president.

Zanuck, in commenting on the Green suit, said that a complete court answer would be filed as soon as a study was made of the charges. "So far as I can see," said Zanuck, the suit "could only be actuated by a desire of reprisal."

Zanuck added that Skouras and he "have refused to become accomplices" in Green"s efforts to "seize control" of 20th-Fox.

Zanuck added: "it is difficult for me to understand why Mr. Green can find logical or justifiable reasons for unseating the present executive management of the corporation and in the same breath advocate me as his choice for the presidency.

"I am at present the vice-president in charge of production . . . and thus am an integral part of the executive administration that Mr. Green is endeavoring to unseat," Zanuck said.

Regarding 20th-Fox's CinemaScope operation, it was pointed out by the company that exhibitor orders for this wide screen instalation continued to mount. A spokesman estimated the total as close to 2,000 at press time.

The company meanwhile announced the formation of a new subsidnary, CinemaScope Productions, Inc., to act as sole distributor of the Miracle Mirror Screen, for use with CinemaScope.

Reasons Challenged

The screen, manufactured and patented by the Miracle Mirror Screen Corp., is said to be all-purpose, compatible for Eidophor, television telecasts, standard, 3-D, CinemaScope and other wide-screen projection systems. It is said to be adaptable for theatres of every size and every shape.

An agreement to supply 20th-Fox with large quantities of anamorphic optical units for CinemaScope was announced by Bausch & Lomb Optical Co., Rochester.

The company's annual financial report, released this week, showed consolidated net earnings in 1952, after all charges and Federal taxes, at $4,748,000 or $1.71 per share of common. Figure for the previous year was $4,308,000 or $1.47 per common share.

For 1952, world-wide film rentals were put at $93,167,000 by the company as compared with $92,489,000 in 1951. Foreign film rentals last year reached a new all time high of $35,737,000 as compared with $32,171,000 a year earlier, the company disclosed.

Domestic film rentals totaled $57,430,000 in 1952 as against $60,318,000 in 1951.

Skouras' TV Statement Delights TOA's Starr

On hearing president Spyros P. Skouras' statement this week to stockholders of 20th-Fox that the company plans to release its old films to television only after such time as Cinemascope, and other new systems, had killed their theatre market value, Alfred Starr, president of Theatre Owners of America, declared that he was ''delighted'' that all theatres would be given the opportunity to utilize the new media before 20th-Fox made any old product available to TV. Starr said that this move by 20th-Fox would protect its exhibitor customers.

Hearings On Tax Repeal To Begin; See Huge Turnout

Rep. Noah M. Mason (R., Ill), author of the industry-backed bill to end the Federal admissions tax as it applies to film theatres, this week called on other members of Congress to appear at hearings on the bill scheduled for April 20.

He said, "next Monday is the day. That is your opportunity to protest this unfair and improper tax."

Mason told the House that about 5,000 film theatres went out of business during the past year. "One-third of those still operating are in the red; one-third are just breaking even; and one-third are making a fair profit." He cited amounts paid in the form of admissions taxes as contributing to the high percentage of unprofitable operations and called the tax neither fair nor proper.

Skouras Heads Group

Spyros P. Skouras, 20th-Fox president, headed a film group that met this week with Treasury Secretary George M. Humphrey to discuss the tax relief measure. Skouras was accompanied by Sam Pinanski, Al Lichtman, Col. H. A. Cole and Robert W. Coyne, all representing various phases of the industry repeal drive.

The New York "Daily Mirror" carried an editorial over the weekend assailing the admisions tax as causing 'death by strangulation" for the industry. The "Mirror" named the Mason measure as the bill it believed should be passed.

Paramount '52 Profits Climb To $5,889,871; Theatre Receipts Steady

Net earnings of Paramount Pictures Corp., including Paramount's share in domestic and Canadian subsidiary earnings, amounted to $5,889,871 for the fiscal year ended Jan. 3, 1953, as compared to a net of $5,459,273 for the previous fiscal year, according to the company's annual report issued this week.

Earnings per share for 1952, on the 2,339,479 shares outstanding, were $2.52, in contrast to $2.33 for the previous year on the 2,342,116 shares then outstanding.

Receipts Called Steady

Company's operating revenues for 1952 amounted to $106,090,044, in contrast to $95,933,381 in revenues for 1951. Total current assets of $73,695,708 and current liabilities of $9,476,007, leave a net working capital of $64,219,701.

Barney Balaban, company president, reported that since the beginning of 1953, theatre receipts have held up about the same as during the comparable period of last year for pictures of the same calibre.

Technicolor Split Okayed

Technicolor, Inc., directors voted this week to split the common stock at the rate of two shares for one, then declared a 50 cents per share dividend, payable May 12 to holders of record Apr. 27.

"Pan" Rental Battle Rages After Exhib Defies Upped Scales

Units of National Allied were advised this week to be cautious in dealing with RKO on Walt Disney's "Peter Pan," in a telegram sent out by Wilbur Snaper, president. "Until you have approved contract," Snaper wired the exhibitors, "don't consider picture bought."

Snaper's telegram declared that the picture is now being offered on flat terms at "prohibitive prices," and that "local RKO representatives, including district managers, have limited or no authority to confirm deals on this picture."

Free To Kids

Allied's suggestion followed quickly on the heels of a controversy touched off by Cincinnati exhibitor Rube Shor, who advertised that his drive-in theatres would not raise admission prices for the run of "Pan," and that children under 12 would be admitted free. Shor is a director of National Allied.

Shor's ad appeared side by side in a Cincinnati paper with an ad by competitive indoor theatres promoting "Pan" at increased admission prices. Houses' evening business reportedly suffered because of the Shor action.

The Walt Disney organization wired the ozoner that unless he showed the film at increased admission prices according to an alleged agreement he might be guilty of violating the copyright law against unauthorized performances.

Abram F. Myers, Allied general counsel, reportedly viewed the Disney wire as a violation of the Government anti-trust suit decree. Myers said that the contractual relations for Disney films are between exhibitor and RKO, and that the Disney wire implicated RKO in a violation of that decree.

"No Agreement"

Meanwhile, Shor reportedly denied that he had made any agreement to raise admission prices. He declared that he had purchased "Pan" for 50 percent flatly.

Shor telegraphed the Disney organization in reply that if Disney approval of the contract was secured by RKO on the basis that he had "voluntarily agreed to increase my regular admission prices then RKO confessed to committing an unlawful act."

Shor's wire stated that he had been advised by counsel that RKO has been enjoined by Federal Court from agreeing with exhibitors on admission prices.

3-D Problem At Ozoners Still Unsolved Says Ezell

DALLAS.—There is no practical solution as yet to the problem of adapting three-dimensional pictures to drive-ins, Claude Ezell of Ezell & Associates told a convention of the Texas Drive-In Theatre Owners Association at the Hotel Adolphus.

Ezell said, however, that he was confident a practical 3-D system for ozoners would be developed in time. Meanwhile, he observed, drive-ins can expect a shortage of product during the transition from standard to 3-D films.

Ask Senate Group To Nudge D of J To Properly Police Paramount Decree

A group of 15 independent theatre owners, 12 of whom represent Allied States Association, are testifying this week before a sub-committee of the Senate Small Business Committee hearings on the problems of exhibitors.

Two of the showmen contacted the committee on their own initiative, and the other witness appears for the National Association of Real Estate Boards, which recently conducted a survey of theatre openings and closings.

Precedent Cited

Meanwhile, tip-off that Allied's strategy during the hearings would be to urge the committee into nudging the Department of Justice to "properly" police the Paramount decree came from an address early this week by Trueman Rembusch, president of Indiana Allied.

Rembusch, speaking to a convention of Kentucky Association of Theatre Owners, cited a precedent created during the Coolidge administration when exhibitors, acting through Congress, jogged the Justice Department into putting an end to the old film boards of trade.

Further exhibitor witnesses will reportedly appear before the committee next week, beginning Apr. 22, and on Apr. 23 hearings will be set aside for a discussion of arbitration led off by Alfred Starr, president of Theatre Owners of America, and Austin Keough, Paramount general counsel.

Starr Reports

Earlier, Starr told a trade press conference that TOA would not testify before the committee on trade practices within the industry, but would confine itself to a discussion of arbitration problems.

However, Herman Levy, TOA general counsel, was slated to sit in at all of the hearings as an observer.

Starr, who will be accompanied to Washington by Walter Reade, Jr., executive vice-president of TOA, reiterated his belief that arbitration offers "a sensible solution" to industry difficulties.

He said that there was no remedy in government interference and government supervision of trade practices, and he noted that there were indications that the government also favors arbitration over legislation.

Among the first witnesses before the committee were Philip A. Sliman of the Evangeline Theatre, La.; Abram F. Myers, general counsel of Allied States; Wilbur Snaper, Allied president; Rembusch, former Allied president, and Sidney E. Samuelson, president of Allied Independent Theatre Owners of Eastern Pennsylvania.

Witnesses Slated

Other scheduled witnesses are. L. Frank Stewart, Stewart Enterprises, Inc., Ill.; Nathan Yamins, H. A. Cole, Beverly Miller, Benjamin N. Berger, Allen Johnson, A. C. Myrick, E. L. Peaslee and Reuben Shor, all spokesmen for Allied.

Earlier, Senators Andre Schoeppel (R., Kans.) and Guy Gillette (D., Ia.), who are serving as sub-committee, advised exhibitors not to deal with distributors who placed exhorbitant rentals on their films.

The Senators also advised all theatre owners to organize a single group headed by a "czar" to make sure that all provisions of the Government anti-trust suit judgement are carried out.

Regulation Discussed

In reply to an exhibitor who asked for a code to regulate film distribution, enforced by a governmental agency, Sen. Schoeppel noted that he favored a minimum of government regulation of industry consistent with good business practice.

"I sincerely hope," Schoeppel said, "it will not be necessary for Congress to legislate a straitjacket which could be avoided if the industry as a whole would get together and attempt to solve its problems."

Myers Urges JD Review of Exhib Complaints; Senate Unit Pressure For 3-D Standardization

Washington.—A Senate Small Business subcommittee was urged this week by Allied's Abram F. Myers to consider urging the major producers to standardize 3-D processes as soon as possible. The method of standardization desired by Myers is one that could be used by the greatest number of theatremen.

Also asked by Myers of the subcommittee was a review of legal complaints of alleged violations of Federal law regarding industry trade practices. He requested that the subcommittee ask the Attorney General to handle the review.

Myers' requests were made on opening day of subcommittee hearings here investigating trade practices. He told the unit that top films, among them "Peter Pan," "Salome" and "Hans Christian Andersen," were being rented to what he called "select" houses on terms that require admission price boosts by the theatres.

Myers termed this practice "as pretty a piece of price-fixing as I ever saw." He added that the practice diminished competition and was in violation of the consent decree. On pre-releases, Myers said that terms demanded by the majors, when films become available, amount to from 50 to 60 percent of the gross. The small owners, he added, come off with no profit margin as a result.

The Allied board chairman and general counsel complained to the subcommittee that the Justice Department had been lax in enforcing anti-trust laws. He added that if something was not done about the situation, the small owner might be eliminated.

Washington Closeups

Zanuck Visits Ike

Darryl F. Zanuck, 20th-Fox production chief, conferred over the weekend with two government groups interested in the role of American motion pictures abroad in spreading good will for the U. S. Afterwards, Zanuck reported to President Eisenhower on the results of the meetings.

He met first with a State Department committee looking into the international film situation, and later huddled with the President's Committee on International Information.

Zanuck scotched rumors that he had been offered a government post or advisory position of any sort. He said that he was too busy with CinemaScope to do anything else at the moment.

Less Tax Reports

Motion picture exhibitors will have at least a little less paper work to do after July 1.

The Bureau of Internal Revenue this week ruled that excise tax returns may be submitted quarterly after the end of June. At present, exhibitors must both pay admissions taxes and make out detailed tax reports every month.

Under the new ruling, although the reports are to be submitted quarterly, the exhibitors will still have to turn in their tax collections monthly.

Dividends Decline

Film industry publicly declared cash dividends in the first quarter of 1953 fell to $5,114,000, compared to $6,287,000 in the same period of 1952, according to the Department of Commerce this week.

The drop was caused by a March decline, since the total for January and February ran ahead of 1952. Industry dividends in March, 1953, were $3,040,000, compared to $4,635,000 in the same month last year.

Seek Nabe First-Run

Major distributors asked the Supreme Court to refuse to review lower court decisions in their favor in the Theatre Enterprise, Inc., case.

TEI had sued because they were unable to get first run for their suburban Crest Theatre, despite willingness to pay equal or greater rentals than downtown houses.

A jury found the majors were not acting in concert, and also found the refusals were a part of "sound business practices," and the Appeals Court upheld the jury in a unanimous decision.

F & M By-Pass

In an unusual move by-passing the Appeals Court, Fanchon and Marco appealed directly to the Supreme Court for a review of Los Angeles Judge Yankwich's decision holding that the majors acted legally in refusing first run to the Los Angeles Baldwin Theatre.

The decision had been appealed to the San Francisco Appeals Court, but in the meantime that court had ruled in favor of the majors in the Chorak case, and had used some of the Yankwich reasoning in the Baldwin case in arriving at his decision. That prompted Fanchon and Marco to take their case directly to the Supreme Court even while the Appeals Court action is pending.

The F&M brief argued contradiction in the fact that identical action before the consent decree is to be construed as conspiracy, while identical action after the decree is merely construed as sound business practice arrived at individually.

F&M asked first run for their newly-built Baldwin and received identical refusals all around. The same identical verdicts greeted subsequent requests for 2nd run with 7 days clearance, and with 14 days clearance. Acceptance was also unanimous as to requests involving 21 days clearance.

Tax Bills Aimed At "Expatriates"

Rep. Daniel A. Reed (R., N. Y.), chairman of the House Ways and Means Committee, this week was preparing a bill to tighten up the provision in the income tax law exempting U. S. citizens living abroad for at least 17 of 18 consecutive months from U. S. taxes.

Another similar bill was introduced by Rep. Cecil R. King (D., Calif.) The only difference in the two measures is that the Reed bill is retroactive to Dec. 31, 1952, while the King measure would take effect as of enactment by Congress.

King criticized "movie personalities" for taking advantage of the exemption provision "for the purpose of avoiding payment of American income taxes." At the same time, he said, the provision caused loss of employment in the studios through encouraging a trend toward greater production abroad by Hollywood film companies.

Abuses Cited

Earlier in the day, Treasury Secretary George M. Humphrey sent Reed a letter saying, ". . . under the law as written, many conspicuous abuses have developed during the past several months."

Humphrey argued that the "provision appears to have been intended primarily to encourage persons with special skills and technical know-how essential to fundamental economic development to accept employment in foreign countries . . . advantage has been taken of the law by highly paid individuals whose work in a foreign country is clearly of a transitory nature."

3-D Standardization "Must" For Exhibition

WASHINGTON.—Standardization of 3-D is necessary to save the great majority of film theatres, the Allied board declared in a strong statement, addressed to film producers and distributors.

The Board found that a critical condition has arisen in regard to 3-D "and current stories to the effect that all but the big city showcase theatres will be excluded therefrom," and found that "all that can be done at the present time is to demand that the film companies, in order to save the great majority of the theatres, promptly agree upon a standard method for achieving 3-D."

Allied's 1954 drive-in convention will be held in Cincinnati, Ohio, February 15-17. The Board decided to hold the regular Allied 1954 National Convention in Washington, Nov. 15-17.

Competitive Bids Blasted By Allied In Hi-Court Brief

WASHINGTON.—The Allied Association this week asked the Supreme Court to allow it to file a brief as a "friend of the court" in support of an independent exhibitor's petition for review of an adverse court of appeals decision in its anti-trust suit against six of the major film distributors.

The Milwaukee Towne Corporation, operators of a Milwaukee theatre, has requested the High Court to review a decision by the Seventh Circuit Court of Appeals which in effect upheld the practice of competitive bidding. The Appeals Court ruling overturned the judgment of the district court in favor of Milwaukee Towne.

National Allied, in a motion filed by general counsel Abram F. Myers, pointed out that many of its members are located in and around Milwaukee and "are directly affected by the construction, force and effect of the injunctive decree entered in this case."

Prove Favoritism

Furthermore, said Myers, all of Allied's member exhibitors throughout the country "will be affected by the compulsory bidding systems which will be forced upon them by virtue of the precedent established by the opinion of the Court of Appeals in this case."

Under the Appeals Court ruling, Allied said, Milwaukee Towne and other exhibitors in like circumstances "must pursue the indirect route of convincing someone in the Department of Justice that rigged bidding or favoritism has resulted in discrimination in violation of the Paramount decrees and persuade them to apply to the Court to punish the violation."

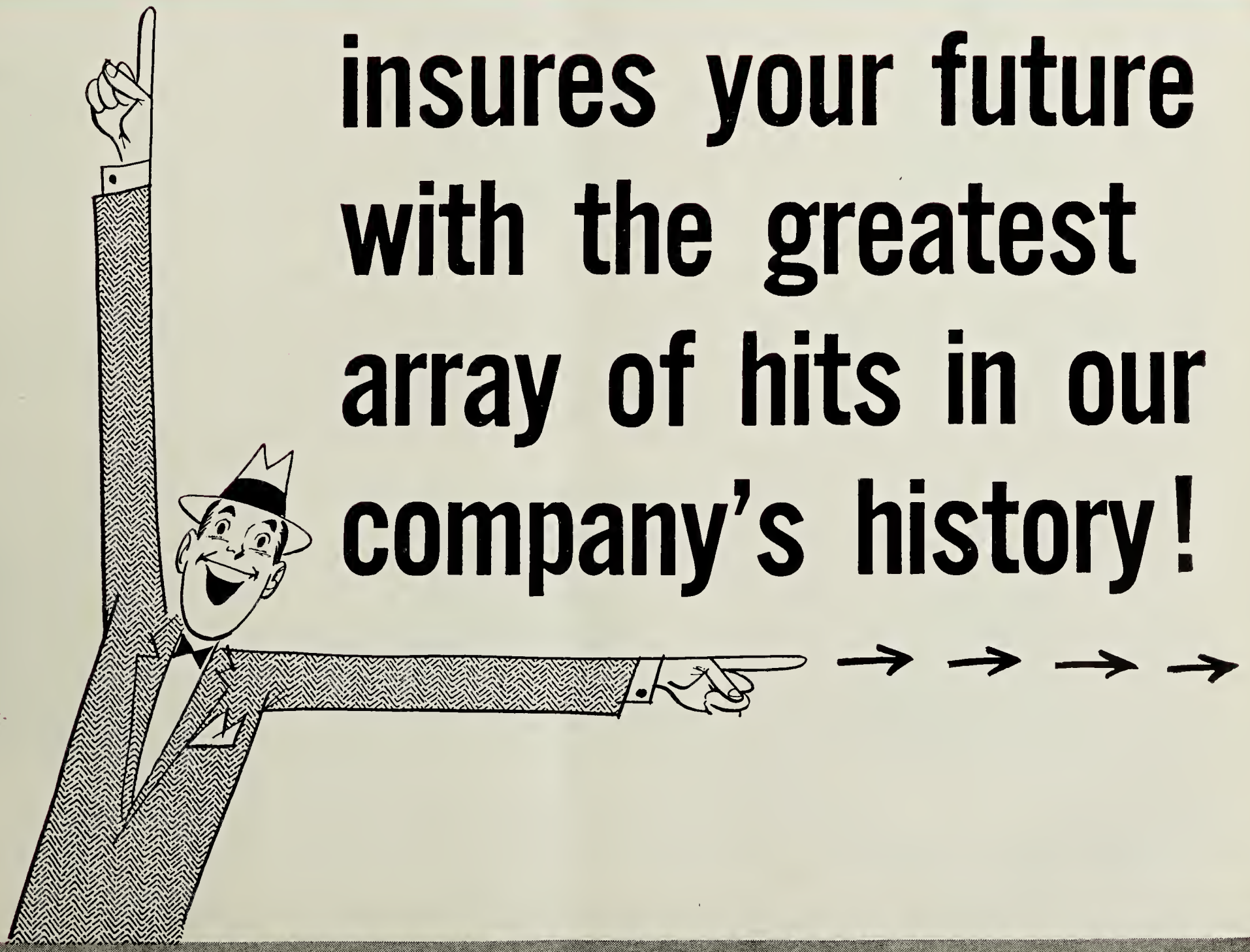
The Supreme Court, in rejecting competitive bidding, said it would be practically impossible to "prove collusive handling of a bidding system," Allied pointed out, adding that, on the basis of the Appeals Court holding, the New York Statutory Court "would be sitting constantly as referee in the daily operation of the motion picture industry throughout the entire United States, which is neither possible nor desirable, and this Court has so held."



Adolph Zukor, Paramount's board chairman, was one of 10 leading industrialists and statemen to receive annual Horatio Alger Awards. The plaque was presented by Dr. Milton S. Eisenhower, president of Penn. State Univ., at special ceremonies in New York..



20th's POLICY OF CONFIDENCE



insures your future with the greatest array of hits in our company's history!

→ → → →

SEE THEM NOW! DA...
...START PLANNI

Sensation of the Industry!



Ernest Hemingway's

THE SNOWS OF KILIMANJARO

Technicolor

starring

GREGORY PECK · SUSAN HAYWARD · AVA GARDNER

Produced by Darryl F. Zanuck • Directed by Henry King

Destined to outgross "The Frogmen"!



DESTINATION GOBI

Technicolor

starring

RICHARD WIDMARK · DON TAYLOR

Produced by Stanley Rubin • Directed by Robert Wise

Smashing records everyw



Irving Berlin's

CALL ME MADA

Technicolor

starring

ETHEL MERMAN · DONALD O'CON

VERA-ELLEN · GEORGE SANDER

Music and Lyrics by IRVING BERLIN

Produced by Sal C. Siegel • Directed by Walter

Based on the Musical Comedy "Call Me Madam"

by Howard Lindsay and Russel Crouse

The year's top suspense thriller!



MAN ON A TIGHTROPE

starring

FREDRIC MARCH · TERRY MOORE

GLORIA GRAHAME · CAMERON MITCHELL

Directed by Elia Kazan • Screen Play by Robert E. Sherwood

Produced by Robert L. Jacks

Unusual! Off-the-beaten-path entertainment!



INVADERS FROM MARS

photographed in COLOR

starring

HELENA CARTER · ARTHUR FRANZ

JIMMY HUNT

An Edward L. Alperson Production

Released by 20th Century-Fox

In the boxoffice traditio... of "The Desert Fox"!



THE DESERT RATS

starring

RICHARD BURTON · ROBERT NEWT...

with Robert Douglas • Torin Thatcher

and JAMES MASON

Produced by Robert L. Jacks • Directed by Robert...

Get set for "Snows of Kilimanjaro" grosses!



WHITE WITCH DOCTOR

Technicolor

starring

SUSAN HAYWARD · ROBERT MITCHUM

Produced by Otto Long • Directed by Henry Hathaway

Today's new fighting man ...in action!



THE GLORY BRIGADE

starring

VICTOR MATURE

Produced by William Bloom • Directed by Robert D. Webb

Grand-slam family entertainment



KID FROM LEFT FIELD

starring

DAN DAILEY · ANNE BANCRO...

LLOYD BRIDGES · BILLY CHAP...

Produced by Leonard Goldstein • Directed by Harr...

THEM NOW!... YOUR CAMPAIGNS!

...king boxoffice history!



...IGHT WE SING

Technicolor

starring

...EZIO PINZA • ROBERTA PETERS
...ARA TOUMANOVA • ANNE BANCROFT
...TERN • BYRON PALMER • DAVID WAYNE
And the Voice of JAN PEERCE

...ed by George Jessel • Directed by Mitchell Leisen

One of the greatest love stories of our time!



Irving Stone's

THE PRESIDENT'S LADY

starring

SUSAN HAYWARD • CHARLTON HESTON

Produced by Sol C. Siegel • Directed by Henry Levin

As big as its title!



TITANIC

starring

CLIFTON WEBB • BARBARA STANWYCK
ROBERT WAGNER • AUDREY DALTON • THELMA RITTER

with BRIAN AHERNE and RICHARD BASEHART • Produced by Charles Brackett • Directed by Jean Negulesco

...'ll fall in love with her!



...GIRL NEXT DOOR

Technicolor

starring

...DAN DAILEY • JUNE HAVER
DENNIS DAY

...ed by Robert Bassler • Directed by Richard Sale

High Tide of Western Adventure!



POWDER RIVER

Technicolor

starring

RORY CALHOUN • CORINNE CALVET
CAMERON MITCHELL

Produced by Andre Hakim • Directed by Louis King

A big one with a real wallop!



PICKUP ON SOUTH STREET

starring

RICHARD WIDMARK • JEAN PETERS
THELMA RITTER

Produced by Jules Schermer • Directed by Samuel Fuller

...nother musical smash!



Howard Hawks'

...GENTLEMEN ...EFER BLONDES

Technicolor

starring

...JANE MARILYN CHARLES
...RUSSELL • MONROE • COBURN

...ed by Sol C. Siegel • Directed by Howard Hawks

Fabulous adventure on the high seas!



C. S. Forester's

SAILOR OF THE KING

starring

JEFFREY HUNTER • MICHAEL RENNIE • WENDY HILLER

Produced by Frank McCarthy • Directed by Roy Boulting
Based on the Novel "Brown On Resolution."

There's No Business Like 20th Century-Fox Business!



United Artists Offers Exhibs Steady Flow Of Fine Product

A steady flow of product, calculated at a minimum total of 65 pictures valued at $50,000,000, will be assured exhibitors during the next 18 months by United Artists as the company's biggest line-up in its history.

Films will be mostly in two dimensions, with a good portion delivered in three dimension form and a sizeable selection available for projection on the wide screen. All, however, will be suitable for standard projection as well.

The above was made known by Arthur Krim, UA prexy, at a home office press conference called prior to his start on a European trip.

Krim stated that in determining the company's release policy, it was decided that the ensuing 18 months will witness a slow and gradual changeover of theatres in the U.S. from "flat" to 3-D and/or wide screen projection facilities.

The release schedule, Krim said, will insure a steady flow of product to all theatres the world over at a rate of four pictures monthly. Current rate of flow for the company is three monthly.

Policy Cited

The company, by its policy, intends to liquidate the bulk of pictures in the U.S. during the first six months of playing time.

Krim made known that of the designated 65 pictures, 32 will be in color; 34 are finished and 14 in this category are in color; 10 are now in shooting or cutting stages and four of these are in color; 21 will start production in the next six months and 14 in this grouping will be in color.

Finished products are:

"AAN," Technicolor, presented by Sol Lesser, made in India.
"CHALLENGE THE WILD," Eastman color, produced and directed by Frank O. Graham.
"CROSSED SWORDS," Eastman Color, produced by J. Barrett Mahon and V. Vassarotti, starring Errol Flynn.
"CROSSTOWN," produced by Edward Small, starring John Payne.
"FIREBIRD," Technicolor, presented by Sol Lesser.
"FORT ALGIERS," produced by Joseph N. Ermolieff, starring Yvonne de Carlo.
"GENGHIS KHAN," produced by Manuel Conde.
"GILBERT & SULLIVAN," Technicolor, produced by Frank Launder and Sidney Gilliat, starring Maurice Evans and Robert Morley.
"GIRL IN ROOM 117," presented by Sol Lesser, produced by Jules V. Levy and Arthur Gardner, starring Edward G. Robinson and Paulette Goddard.
"GIRL ON THE VIA FLAMINA," produced and directed by Anatole Litvak, starring Kirk Douglas.
"GOLDEN ARROW," produced by Anatole de Grunwald, starring Burgess Meredith.

Other Films Named

"MAHATMA GHANDI — 20TH CENTURY PROPHET," commentary, Quentin Reynolds.
"MELBA," Technicolor, produced by S. P. Eagle, starring Patrice Munsel and Robert Morley.
"MY HEART GOES CRAZY," Technicolor, produced and directed by Wesley Ruggles.
"PHANTOM FROM SPACE," produced and directed by W. Lee Wilder.
"RAIDERS OF THE SEVEN SEAS," Technicolor, produced by Edward Small, starring John Payne and Donna Reed.
"RETURN TO PARADISE," Technicolor, an Aspen Picture, produced by Theron Warth, starring Gary Cooper.
"SHOOT FIRST," produced by Raymond Stross, starring Joel McCrea and Evelyn Keyes.
"SONG OF THE LAND," Cinecolor, produced by Harrison Roberts, a nature film.
"SOUTH OF ALGIERS," Technicolor, produced by Aubrey Baring and Maxwell Setton, starring Van Heflin.
"STREET OF SHADOWS," produced by W. H. Williams, starring Cesar Romero.
"THAT MAN FROM TANGIER," Elemsee Overseas Productions, starring Roland Young.
"THE ASSASSIN," produced by Betty E. Box.
"THE FAKE," produced by Steven Pallos, starring Dennis O'Keefe and Coleen Gray.
"THE MARSHAL'S DAUGHTER," produced by Ken Murray.
"THE MOON IS BLUE," produced and directed by Otto Preminger, starring William Holden.
"THE NEANDERTHAL MAN," Wisberg-Pollexfen Production.
"THE SCARLET SPEAR," Technicolor, produced and directed by George Breakston and Ray Stahl.
"THE TWONKY," produced, directed and written by Arch Oboler.
"THE VILLAGE," a Lazar Wechsler production.
"THERE IS NO ESCAPE," produced by Alexander Paal, starring Paul Henreid.
"TOMBSTONE EXPRESS," Technicolor, produced by Edward Small, starring George Mongomery.
"VOLCANO," produced and directed by William Dieterle, starring Anna Magnani.
"WAR PAINT," Pathe Color, produced by Howard Koch.

Now in production are:

"BEAT THE DEVIL," produced and directed by John Huston, starring Humphrey Bogart and Jennifer Jones.
"DAY'S MISCHIEF," produced by Antony Darnborough, starring Gene Tierney and Leo Genn.
"I, THE JURY," 3-D, produced by Victor Saville, from the Mickey Spillane novel.
"JOHN SMITH & POCAHONTAS," 3-D Color, Edward Small.
"MILLION DOLLAR BANKNOTE," directed by Ronald Neame in association with J. Arthur Rank, starring Gregory Peck.
"RING AROUND SATURN," 3-D, Eastman Color, Nassour Bros. Production, electrically animated puppets.
"SABRE JET," Cinecolor, produced by Carl Krueger, starring Robert Stack.
"SCREAMING EAGLES," Edward Small Production, starring Rod Cameron.
"SHARK RIVER," Supercinecolor, produced and directed by John Rawlins.
"STEEL LADY," produced by Edward Small, starring Rod Cameron.

Starting Dates Set

Those to start before the end of the year:

"CAMEL CORPS," color, produced by Edward Small.
"CANNIBAL ISLAND," color, produced by Small.
"CAPTAIN JAN," produced and directed by Brian Desmond Hurst.
"CHIEF CRAZY HORSE," color, produced by Small.
"FLIGHT INTO DARKNESS," produced by Don Appel.
"HUMAN CARGO," Supercinecolor, produced and directed by William Rowland.
"INDIAN FIGHTER," Technicolor, produced by King Bros.
"KHYBER PASS," Technicolor, produced by Small.
"KING SOLOMON'S WIVES," color, produced by Small.
"KISS ME, DEADLY," produced and directed by Victor Saville.
"MARCIANO-WALCOTT FIGHT," 3-D.
"MILLION DOLLAR FUGITIVE," produced by Steven Pallos, starring Dennis O'Keefe.
"RETURN TO TREASURE ISLAND," color, produced by Small.
"SAVAGE FRONTIER," color, produced by Small.
"SITTING BULL," produced by W. R. Frank, starring Dennis Morgan and Boris Karloff.
"SPACE STATION," Pathe Color, produced by Ivan Tors, starring Richard Carlson.
"TIMBUKTU," Technicolor, produced by Small.
"THE METEOR HUNTERS," Pathe Color, produced by Ivan Tors, starring Richard Carlson.
"THE NAKED WILDERNESS," produced by Robert Ladimer.
"THE PURPLE PLAIN," directed by Robert Parrish in association with J. Arthur Rank, starring Gregory Peck.
"WILLIAM TELL," Pathe Color, produced by J. Barrett Mahon, starring Errol Flynn.



Attending the N. Y. Paramount Theatre press preview of Warner Bros.' "House of Wax," 3-D, WarnerColor and WarnerPhonic film, were (left), Si Fabian, head of Stanley Warner and Fabian circuits; Frank Lovejoy and Phyllis Kirk, "Wax" stars.

Assorted Screen Systems Will Help Trade: Stevens

George Stevens, producer-director of Paramount's "Shane," in a press conference this week came out in favor of a multiplicity of different screen systems, saying that they encouraged competition within the industry and would result in the production of better motion pictures.

Stevens described the big screen system with a ratio of 1 to 1.66 that will be used in Radio City Music Hall for the projection of "Shane" as more of a "neglect" than a "development." He held that such a screen showed a picture to its best advantage.

The CinemaScope system sponsored by 20th-Fox had certain disadvantages, Stevens said. He stated that he favored standard projection over stereo 3-D, which, he asserted, caused an illusion of unreality rather than of reality.

The producer-director disclosed that his five-year contract with Paramount terminated with the completion of "Shane." He said that he had purchased screen rights to "Commancheros," a novel by Paul Wellman, and planned to begin shooting a screen version independently in about a year.

Universal Nets $475,888

Universal Pictures Co., Inc., reported $475,888 in net earnings for the 13 weeks ended Jan. 31, 1953, after a provision of $675,000 for taxes, as compared to a net of $411,435, after a $280,000 provision for taxes, for the corresponding period of the previous fiscal year. Total amounts to 43 cents per share on the 961,698 shares outstanding for the 1953 period, as compared to 37 cents per share on the 960,498 shares outstanding for the previous year's period.



United Artists' product line-up for the next 18 months was discussed by Arthur Krim (right), UA president; Max E. Youngstein (left of Krim), ad-pub-exploi vice-prexy; William J. Heineman (center), sales vice-prexy, and the trade press, at a conference held in Krim's office.

Staff Reviews

"Shane"

(Paramount) Technicolor 118 Min.

Cast: Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde, Jack Palance, Ben Johnson, Edgar Buchanan, Emile Meyer, Elisha Cook, Jr., Douglas Spencer, John Dierkes, Ellen Corby, Paul McVey, John Miller, Edith Evanson, Leonard Strong, Ray Spiker, Janice Carroll, Martin Mason, Helen Brown, Nancy Kulp.

Credits: A George Stevens Production; Produced and directed by Stevens; Screen play by A. B. Guthrie, Jr.; Additional dialogue by Jack Sher; Based on the novel by Jack Schaefer.

"Shane" ranks alongside such great westerns as "High Noon," "The Gunfighter," "Cimarron," and "Stagecoach." Previewed on Paramount's new wide screen, this dynamic off-beat western showed all the makings of becoming one of this year's top box office attractions. Although it has among its greatest assets some of George Stevens' mastery of the screen, it also boasts the best performance given by Alan Ladd since he rocketed to screen stardom in "This Gun For Hire." Ladd breathes life into Shane, the professional gunslinger, who learns that "you are what you are and there is no going back." With him, Ladd has some fine performances by Brandon de Wilde, one of the best moppet actors to come along in a good many years; Van Heflin, the Academy Award winner, in another part of "Oscar" calibre; Jean Arthur, in one of her strongest characterizations, and outstanding in the role of another professional gunman is Jack Palance. A. B. Guthrie, Jr., who won the 1949 Pulitzer Prize for "The Way West," has taken Jack Schaefer's novel and made it a simple tale, laden with suspense, realism and humanity. Result is a motion picture with one of the greatest fight scenes ever filmed and with a vitality that keeps it moving at a rapid pace despite its length. The word-of-mouth on this one will be tremendous.

STORY: Alan Ladd drifts onto Van Heflin's homestead in Wyoming in 1890. Heflin, his wife, Jean Arthur, and his small son, Brandon de Wilde, along with the other homesteaders are engaged in a battle with cattle king, Emile Meyer and his henchmen. Meyer wants to get rid of the homesteaders so he can use their land for grazing. Ladd, a mysterious figure, doffs his gunbelt, and joins Heflin in working his place. In his first visit to town, he backs down in a brush with one of Meyer's men, Ben Johnson. Later, he returns to town with the homesteaders and he and Heflin, goaded to action by Meyer and his men, stage a free-for-all brawl. Meyer angered tells his men, that he has had enough; now he will bring gunplay into the picture. He sends for Jack Palance, a hired gunny. Elisha Cook, Jr., one of the settlers is drawn into an agrument with Palance, who mercilessly guns him down. The settlers are scared and look to their leader, Heflin. Heflin decides to go into town for a showdown, but Ladd knocks him out and goes into town himself. He kills Palance and two cattlemen, showing himself for what he is—a gunslinger, then moves on.

●

"House of Wax"

(WB) 3-D WarnerColor-WarnerPhonic 88 Min.

Cast: Vincent Price, Frank Lovejoy, Phyllis Kirk, Carolyn Jones, Paul Picerni, Roy Roberts, Angela Clarke, Paul Cavanagh, Dabbs Greer, Charles Buchinsky, Reggie Rymal, Philip Tonge.

Credits: Produced by Bryan Foy; Directed by Andre de Toth; Screen play by Crane Wilbur; From a story by Charles Belden.

"House of Wax" is the first 3-D production on which a good deal of money was spent and also the first picture of its kind on which responsible care was lavished. As such, it comes across as an interesting pioneer in the 3-D medium that, commercially speaking, should reap high grosses on its novelty value alone. Warner Bros. is selling the picture equipped with WarnerPhonic sound tracks which, when used in special situations, amplify voice, music and sound effects from different parts of the theatre in keeping with the specific turns of action on the screen. When heard at the Paramount Theatre, N. Y. C., WarnerPhonic sound in "House of Wax" scored some startling effects to capture the fancy of, if not distract from, the viewer's attention. "House of Wax," even without WarnerPhonic sound, boasts WarnerColor tinting that is pleasing to the eyes.

But most important in the visual vein are the 3-D effects realized for the viewer wearing Polaroid spectacles. These effects are purely sensational contrivances which only rarely fit into the story framework of "House of Wax." The viewer, donning his specs, will see a chair hurled out from the screen, smoke from a fire pouring into the orchestra, a rubber ball being bounced into his face, etc. The film's story, with its horror theme, allows numerous visual scenes of sensation that are strong enough in themselves without the depth feeling of 3-D projection. Plot, a routine affair, concerns a mad sculptor with a disfigured face who builds a wax museum by pouring his parafin over stolen corpses. Name value is present in the cast, with Vincent Price, Frank Lovejoy and Phyllis Kirk sharing top billing. When "House of Wax" was run at the Paramount Theatre, the use of larger than average reels eliminated the need for an intermission during the projection.

STORY: Vincent Price, a sculptor, goes mad when his wax museum is destroyed by fire started for insurance profits by his partner, Roy Roberts. Price secretly begins killing people, using their bodies as foundations for subjects in a new wax museum. After he kills Roberts and Carolyn Jones, Phyllis Kirk, the latter's friend, grows suspicious. Her boy friend, Paul Picerni, notifies Frank Lovejoy, a police officer, and Price is investigated. Price is apprehended in time to save Phyllis from death by molten wax. In a struggle with police, Price dies. Phyllis and Picerni clinch.

●

"Scared Stiff"

(Paramount) 108 Min.

Cast: Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda, George Dolenz, Dorothy Malone, William Ching, Paul Marion, Jack Lambert, Tom Powers, Tony Barr, Leonard Strong, Henry Brandon, Hugh Sanders.

Credits: Produced by Hal B. Wallis; Directed by George Marshall; Screen play by Herbert Baker and Walter De Leon; Additional dialogue by Ed Simmons and Norman Lear; Based on a play by Paul Dickey and Charles W. Goddard; Songs by Mack David and Jerry Livingston.

Jerry Lewis again runs wild in this latest frolic, which utilizes a whodunit plot and a spook-ridden house to piece the comedy sequences together. The box office return should be considerable due to the popular prominence won by the Martin and Lewis comedy duo. Picture, however, falls somewhat short of the hilarity standard the team set in previous efforts. Too much plot and not enough whacky situations is probably the reason. Backing up the comedy team are Carmen Miranda, who contributes a south-of-the-border type song, and Lizabeth Scott, who handles the romance. Story begins in a night club, switches to a hotel, moves aboard an ocean vessel and concludes in a haunted house in Cuba. A sneak preview audience at the Loew's Lexington Theatre, N.Y.C., reacted with chuckles and guffaws.

STORY: Jerry Lewis gets involved with gangsters who plan to kill Dean Martin, his pal, for making a pass at their chief's girl. Although Lewis saves Martin's life, a murder is committed and Martin is blamed. The comics elude the police by smuggling aboard a ship in the company of Lizabeth Scott, bound for Cuba to occupy an inherited estate. Lizabeth, who is being threatened via anonymous notes, loses Martin and Lewis in Cuba. The comics try to find her on the estate, an abandoned place haunted by spooks and a zombie. They finally find her and save themselves from death at the hands of William Ching, who had posed as Lizabeth's friend.

●

"Titanic"

(20th-Fox) 98 Min.

Cast: Clifton Webb, Barbara Stanwyck, Robert Wagner, Audrey Dalton, Thelma Ritter, Brian Aherne, Richard Basehart, Allyn Joslyn, James Todd, Frances Bergen, William Johnstone, Christopher Severn, James Lilburn, Charles FitzSimons, Barry Bernard, Guy Standing, Jr., Hellen Van Tuyl, Roy Gordon, Marta Mitrovich, Ivis Goulding, Dennis Fraser, Ashley Cowan, Harper Carter, Edmund Purdom, Lehmer Graham.

Credits: Produced by Charles Brackett; Directed by Jean Negulesco; Written by Walter Reisch, Richard Breen and Brackett.

The sinking in 1912 of the British liner "Titanic" is herein recreated via a large cast that performs well in a neat mixture of fact and fiction. Picture should find welcome response with those who like their drama on the heavy side. Appeals are generated by a well-written script for both young and old alike. Passengers Clifton Webb and Barbara Stanwyck play a middle-aged couple preoccupied with marital misunderstanding while Robert Wagner and Audrey Dalton, relative newcomers, handle a romantic sub-plot. Their respective stories are intricately woven into the main and overshadowing line of the tale: the collision of the ship with an iceberg and the ensuing sinking. The collision and the confusion that followed is noisily and powerfully depicted in the climax. The effect, however, is just a bit too neat for realism's sake.

STORY: Among the passengers aboard the liner "Titanic" on its maiden voyage are Clifton Webb and his wife, Barbara Stanwyck; their daughter, Audrey Dalton, and her young brother, Harper Carter. Realizing that their marriage, now 20 years old, is hopelessly wrecked, Webb and Stanwyck each desire to have the children brought up under his respective influences. Barbara is disappointed to learn that Audrey, 18, has decided to follow in the ways of Webb, an over-civilized man of the world. When Webb insists on custody of young Harper, Barbara informs him that he is not the real father. Webb, his ego shattered, joins an around-the-clock bridge game, thus shutting himself out of his family's life. Most affected by Webb's new behavior is Harper, who loves his father. Suddenly the ship hits an iceberg and begins sinking. Webb, realizing his irresponsible past, makes amends by helping his family board a lifeboat and giving aid to needy persons. But Harper abandons the lifeboat to remain with Webb. They die together as the ship goes down. Barbara and Audrey, along with Robert Wagner, her injured boy friend, land safely.

●

"Man In The Dark"

(Columbia) 3-D Sepia 70 Min.

Cast: Edmond O'Brien, Audrey Totter, Ted de Corsia, Horace McMahon, Nick Dennis, Sayton Lummis, Dan Riss.

Credits: Produced by Wallace MacDonald; Directed by Lew Landers; Screen play by George Bricker and Jack Leonard; Adaptation by William Sackheim; Story by Tom Van Dycke and Henry Altimus.

Columbia's first three-dimensional motion pic-

(*Continued on page* 17)

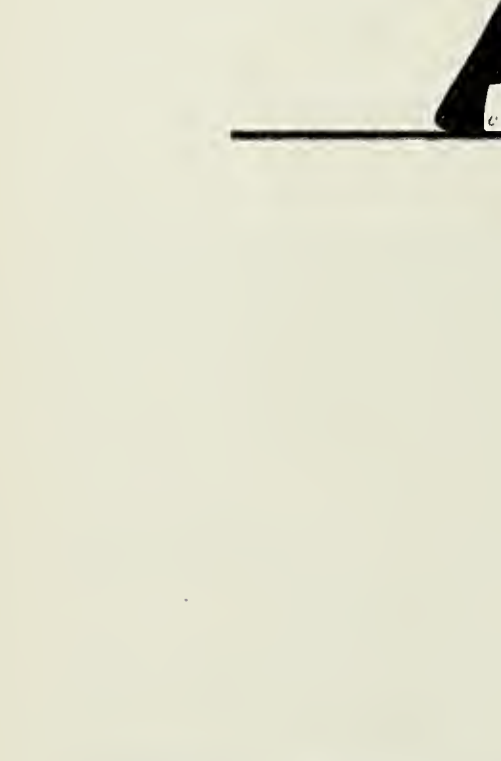
It's Her First American Language Hit!



"She's a symphony in Epidermis!" —*Walter Winchell*

"SEXY, LUSCIOUS, EXOTIC!" —*N.Y. News*

"Silvana seethes with more SEX APPEAL than almost any actress!"—*N.Y. World-Telegram*





SET YOUR DATE WITH "ANNA" TODAY! S

WIRE, CALL COLLECT your nearest **I.F.E.** office!

1501 Broadway
New York 36, N.Y.
LOngacre 4-4843

2140 Payne Avenu
Cleveland, Ohio
Cherry 1-6608-660

Tops in Town

...na MEANS BUSINESS!

SILVANA MANGANO

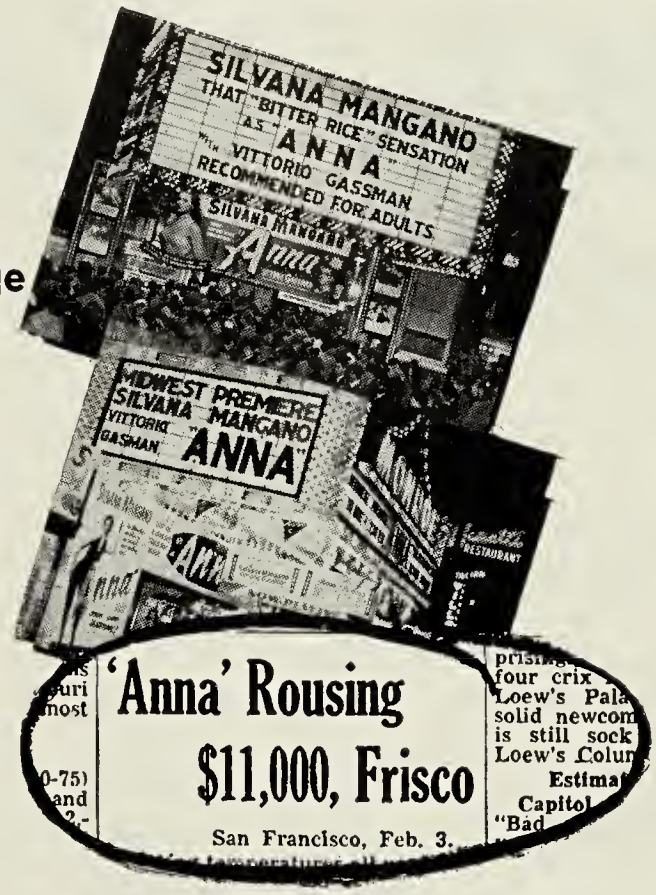
that "Bitter Rice" sensation is the industry's Leading Figure in her 1st American-Language Hit! — *from Coast to Coast!*

in **NEW YORK!** (The Talk of Broadway— *2 Big Big Months* at the Globe!)

in **CHICAGO!** (Looped-the-Loop for *2 Terrific Months* at the Monroe!)

in **SAN FRANCISCO!** (*2 BIG Weeks* at UPT's Big St. Francis!)

and GREAT in all the spots in between! *



Tops in Showmanship—

...F.E. MEANS BUSINESS, TOO!

$150,000.00 SET FOR CO-OP ADVERTISING IN 400 KEY DATES!

PLUS support to guarantee above-average campaigns IN EVERY SITUATION! ***PLUS*** special TV clip, ***PLUS*** tremendous music tie-up, ***PLUS*** special merchandising promotions that are the answer to every showman's dreams. ***GET YOUR PRESS BOOK AND SPECIAL MATERIAL TODAY FROM NATIONAL SCREEN SERVICE!***

...atch those *Tops in Town* grosses in Anna's April engagements in: Philadelphia, Washington, ...ltimore, Detroit, Atlanta, New Orleans, Memphis, Oklahoma City, Dallas, Seattle, Portland, ...nver, Kansas City, Omaha, Des Moines, St. Louis, Indianapolis, Louisville!

...OUR BIG CAMPAIGN FOR "ANNA" NOW!

115 Walton St., N.W.
Atlanta, Ga.
Cypress 5868-5869

•

1255 S. Wabash Ave.
Chicago, Ill.
Harrison 7-7499

•

1907 So. Vermont Ave.
Los Angeles, Calif.
Parkway 1716-1718



LOOK TO I.F.E.

FOR MORE "TOPS IN TOWN" HITS!!

BACKED BY "TOPS IN TOWN" SHOWMANSHIP!

AMERICAN LANGUAGE ATTRACTIONS FOR ALL SITUATIONS!

READY NOW	*QUO LAUGHTER!* *A Roman Scandal of Gorgeous Gals and Spectacular Fun!*	**O.K. NERO!**	*QUO BOXOFFICE!* GRAB AN EARLY SPRING DATE ON THIS BUSINESS BONANZA!
READY NOW	*For the 1st time on any screen!*	**The Secret CONCLAVE**	An Exciting, inside-the-Vatican drama of **POPE PIUS X**
SOON	*All the youth and glamor of the world's greatest singer!*	***The Young* CARUSO**	Featuring the glorious voice of **MARIO DEL MONACO** Metropolitan Opera Sensation
SOON	*All the fresh joy and romance of 3 girls in love . . . told the "Letter to 3 Wives" way!*	**3 GIRLS from ROME**	NEW, GORGEOUS FACES IN A NEW KIND OF LOVE STORY!

SUB-TITLED ATTRACTIONS FOR SPECIALIZED HOUSES!

READY NOW	*The Best-Selling Novel is now a Best-Selling Hit!*	**FERNANDEL** *in* "THE LITTLE WORLD OF **DON CAMILLO**"	AVAILABLE FOR SPECIAL PRE-RELEASE KEY CITY ENGAGEMENTS
SOON	*WINNER OF PARENT MAGAZINE'S AWARD FOR SPECIAL MERIT!*	*The Incomparable* **MAGNANI** in ***BELLISSIMA***	MOST BEAUTIFUL WOMAN'S STORY EVER TOLD! *Ready for Spring*
READY NOW	*AN ADULT FILM SEXTETTE. SIX UNBLUSHING STORIES OF A NAUGHTY ERA!*	THE LIVES AND MORALS OF **TIMES GONE BY**	AMERICAN PREMIERE SAN FRANCISCO APR. 8



FOR MORE INFORMATION ON THESE COMING ATTRACTIONS, CONTACT YOUR NEAREST I.F.E. OFFICE.

Staff Reviews

(*Continued from page* 13)

ture stacks up as a routine and low budget mystery melodrama, enhanced greatly in box office value by its novelty use of 3-D effects. Audiences, wearing Polaroid viewers, will see a pistol go off point blank in their faces, a flower pot hurled into their laps and other similar sensations. Most of these gimmicks are woven into the plot, which centers on the efforts of a gang to recover money hidden by a former member who has lost his memory. Due to projection requirements, 17-inch reels must be changed twice, thus affording two intermissions.

STORY: Edmond O'Brien, a criminal, is paroled after submitting to a brain operation which causes him to forget his past. But O'Brien falls into the hands of his former gang, led by Ted de Corsia. They try to pump from him the whereabouts of the loot from a past robbery. O'Brien, however, cannot remember a thing. Neither does he respond to questions by Audrey Totter, his former girl friend. But O'Brien falls in love again with Audrey. De Corsia, determined to find the money, has O'Brien beaten when he still refuses to talk. Then O'Brien, in a dream, discovers the location of the loot and, with Audrey, finds it in an amusement park. De Corsia and his men give chase, meeting their deaths on a roller coaster. O'Brien returns the money to the rightful owners and clinches with Audrey.

●

"Fast Company"

(M-G-M) 68 Min.

Cast: Howard Keel, Polly Bergen, Marjorie Main, Nina Foch, Robert Burton, Carol Nugent, Joaquin Garay, Horace McMahon, Sig Arno, Iron Eyes Cody.

Credits: Produced by Henry Berman; Directed by John Sturges; Screen play by William Roberts; Adaptation by Don Mankiewicz; From a story by Eustace Cockrell.

Adequate program diversion is offered by this routine comedy about backstage life at a race track. Plot has among its characters a couple of horse trainers, some horse owners and a jockey, with the humor often centered on betting and deadbeat nags. Marquee value is present for both big city and rural trade through the names of Howard Keel and Marjorie Main, respectively.

STORY: Polly Bergen inherits ownership of a horse that has never won a race. She quarrels with Howard Keel, the trainer, over how to improve the nag's performance. Keel is then offered a trainer's job by Nina Foch, wealthy horse owner, while Polly signs Horace McMahon to groom her nag. Polly discovers that McMahon is crooked when he injures the horse. She tries to rehire Keel. Latter, however, although in love with Polly, signs with Nina in order to raise money to pay for injuries incurred by a friend. Polly, unaware of Keel's motive, grows perturbed but when her nag wins its first race her differences with Keel become resolved.

●

"It Happens Every Thursday"

(Univ.-Int'l) 80 Min.

Cast: Loretta Young, John Forsythe, Frank McHugh, Edgar Buchanan, Palmer Lee, Harvey Grant, Jimmy Conlin, Jane Darwell, Willard Waterman, Gladys George, Edith Evanson, Edward Clark, Kathryn Card, Eddy Waller, Regis Toomey.

Credits: Produced by Anton Leader; Co-Produced by Leonard Goldstein; Directed by Joseph Pevney; Screen play by Dane Lussier; Adaptation by Leonard Praskins and Barney Slater; Based upon the novel by Jane S. McIlvaine.

This is an engrossing comedy, slanted to the women in the audience but fine also for a wider family grouping, about a newspaperman and his wife who buy a small town paper. Picture has the required amount of human interest ingredients to go over warmly with the family trade and boasts Loretta Young's name as an extra lure. A sneak preview audience at the RKO 86th St. Theatre, N.Y.C., reacted favorably throughout, with chuckles sounded at the right moments. Plot is angled to Miss Young's efforts at rearing a family and turning the newspaper into a profit-making venture at the same time.

STORY: John Forsythe, a New York newspaperman, and Loretta Young, his wife, buy a weekly newspaper in a small California town. Although they find the paper run down and sluggish, their enterprising efforts, such as a circulation stunt and a raffle, hike the readership. Meanwhile, Loretta gives birth to a second child. When farmers complain of a drought, Forsythe attempts to "make rain" via an airplane and dry ice. But a rainfall occurs without his help. The rain continues for days and ruins much property. Complainers place the blame on Forsythe, who then plans to sell the paper. But at the last minute, the townspeople apologize and Forsythe and Loretta agree to stay on.

●

"Invaders From Mars"

(20th-Fox) Color 78 Min.

Cast: Helena Carter, Arthur Franz, Jimmy Hunt, Leif Erickson, Hillary Brooke, Morris Ankrum, Max Wagner, Janine Perreau.

Credits: Produced by Edward L. Alperson; Production designed and directed by William Cameron Menzies; Screen play by Richard Blake.

This latest in the science-fiction category shapes up as an interesting, well-made thriller that should do pretty good with the ever-increasing number of fans that go for this type of entertainment. It particularly lends itself to exploitation, which could assist materially in the selling. The story is an interesting one with a number of suspenseful moments. It contains a tense climax. The cast carry out their assignments in pleasing fashion while the direction and production are in the good category. The pace is particularly fast at the start and interest is maintained on high pretty much through the short running time.

STORY: Twelve-year-old Jimmy Hunt sees a spaceship land in a field. Although his father and others go to investigate, all return silent as to what they saw. Hunt, realizing the visitors have gained control of their victim's brains, tells his discovery to Dr. Helena Carter and Arthur Franz, a scientist. Latter pair find Hunt's supposition accurate and note the visitors to be Martians who are directing an effort to disrupt Earth's atomic missle progress. A demolition blast is planted and set off, destroying the Martians, and Hunt's parents are cured of Martian control. Then Hunt realizes all that has gone before as a dream. But now, upon awakening, he sees a spaceship land in the same field.

●

"Jamaica Run"

(Paramount) Technicolor 92 Min.

Cast: Ray Milland, Arlene Dahl, Wendell Corey, Patric Knowles, Laura Elliot, Carroll McComas, William Walker, Murray Matheson, Clarence Muse, Michael Moore, Rex Evans, Robert Warwick, Lester Matthews.

Credits: A Clarion Production; Directed and written for the screen by Lewis R. Foster; From a novel by Max Murray.

A mystery melodrama lukewarm in excitement values but heavy on the romance is unfolded against some picturesque settings off the coast of Jamaica in this Technicolor diversion. Marquee value is above average with the names of Ray Milland and Arlene Dahl but the dialogue has much to be desired in the way of lines that entertain and hold interest. Story, slow in starting, concerns a search for a murderer who sank his victim undersea, thereby affording footage to some sub-surface diving scenes.

STORY: Ray Milland, schooner captain, finds his love for Arlene Dahl, who lives in a mansion off the Jamaica coast, unreturned. Moreover, Milland is disliked by Arlene's brother and mother, Wendell Corey and Carroll McComas, respectively. When Patric Knowles, a realtor, digs up facts to show that Carroll and her children are illegally in possession of the mansion, Milland is called in to do some deep sea diving to support Knowles' case. Meanwhile, Knowles produces Laura Elliot and Michael Moore as the rightful owners. But Moore is killed. Although all become suspect, Milland gets evidence that casts the blame on Knowles and shows Carroll the real owner. Milland and Arlene then clinch, as do Corey and Laura.

●

"Stolen Identity"

(Helen Ainsworth Corp.) 87 Min.

Cast: Francis Lederer, Donald Buka, Joan Camden, Adrienne Gessner, Inge Konrads, Gisele Wilke, Herman Erhard, Egon von Jordan, Manfred Inger.

Credits: Produced by Turhan Bey; Directed by Gunther Fritsch; Screen play by Robert Hill; Based on a novel by Alexander Lernet-Holenia.

"Stolen Identity," which is the initial distribution effort of the Helen Ainsworth Corp., is a good suspense film produced in Vienna. Although a bit long, a tight script keeps the tension up throughout and, with it, audience interest. Film stars Francis Lederer, and it is a top credit for him. There's lots of action in this tale of a cabby with a shady past, who trades identities with a murdered man and runs headlong into a web of strange circumstances. Exploited properly, this one should do okay in the general market.

STORY: Concert pianist Francis Lederer is jealous of his wife, Joan Camden. When he discovers that she is about to leave for another man, he murders the man in Donald Buka's cab. This is rough on Buka, who is driving without a permit and has a police record. Buka solves his problem by taking the dead man's identity. He then plans to go to America using the dead man's passport. He runs into trouble when Joan shows up. However, this is ironed out when Joan discerns that Lederer did the killing. When Lederer shows up, he is exposed and Buka goes to jail, knowing that when he gets out Joan will be waiting for him.

●

"That Man From Tangier"

(United Artists) 80 Min.

Cast: Nils Asther, Roland Young, Nancy Coleman, Margaret Wycherly.

Credits: Produced by Elemsee Overseas Productions, Inc.; Directed by Robert Elwyn; Screen play by John Meehan, Jr.

This entry was filmed in Spain and Tangier and while some of the atmosphere appears authentic, the attempt to capture the intrigue, the spirit of adventure and romance, etc., doesn't quite come off. The result is a feature that will probably find its proper niche on the lower half of the program. The story is fair, which category might also fit the performances, the direction and production.

(*Continued on page* 20)



IS THE TIME YOU NEED BIG PRODUCT! THE

Academy Award Release "Best Picture of Year"



CECIL B. DEMILLE'S

THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

starring

BETTY HUTTON · CORNEL WILDE · CHARLTON HESTON
DOROTHY LAMOUR · GLORIA GRAHAME and JAMES STEWART

The *BIG* 3-D Attraction That's Worth Waiting For!



SANGAREE

IN 3-DIMENSION

starring

FERNANDO LAMAS · ARLENE DAHL · PATRICIA MEDINA

Color by TECHINCOLOR

The epic of America's days of destiny!



PONY EXPRESS

Color by TECHNICOLOR

starring

CHARLTON HESTON · RHONDA FLEMING · JAN STERLING
FORREST TUCKER

The great thrill show about the great daredevil of all time!



HOUDINI

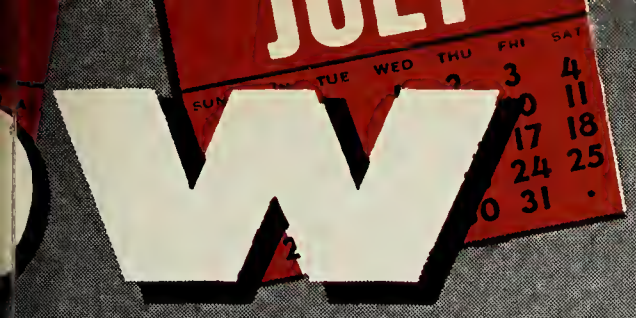
Color by TECHNICOLOR

starring

TONY CURTIS · JANET LEIGH

Plus Current Big Ones Like

OFF LIMITS starring Bob Hope · **HAL WALLIS' COME BACK, LITTLE SHEBA** Academy Award "Best Actress" Shirley Booth



W

E ALL SET - AND ALL BIG - FROM PARAMOUNT

The boys go pook-hunting or a new kind of scream!



DEAN MARTIN and JERRY LEWIS
LIZABETH SCOTT · CARMEN MIRANDA
in HAL WALLIS'
SCARED STIFF

isty adventure from the South's most violent era!



THE VANQUISHED
Color by TECHNICOLOR
starring
JOHN PAYNE · JAN STERLING · COLEEN GRAY
LYLE BETTGER

The Saturday Evening Post story of love and murder!



JAMAICA RUN
Color by TECHNICOLOR
starring
RAY MILLAND · ARLENE DAHL · WENDELL COREY

The famous roadway stage comedy, now a big picture!



STALAG 17
starring
WILLIAM HOLDEN · DON TAYLOR
OTTO PREMINGER

Plus Coming Big Ones Like

THE WAR OF THE WORLDS
Color by Technicolor

GEORGE STEVENS' SHANE
Color by Technicolor

NEW APPOINTMENTS

Judson Moses, M-G-M press representative in Atlanta, has been promoted to division press representative, succeeding Emery Austin, who was recently moved up to the home office as exploitation assistant.

Thomas M. Hopkinson was added to the M-G-M field staff for Buffalo and Albany. Al Golin, who has been covering Des Moines, was transferred to Pittsburgh, and Art Katzen succeeds Golin in Des Moines. Kevin Genther has been added to the southwestern staff and will handle Dallas and Oklahoma.

John O'Brien, formerly sales manager, was promoted to general manager of M-G-M in Chile, replacing Jack Tilden.

Gio Gagliardi was appointed head of the sound department of Stanley Warner Corp., succeeding Frank Cahill. Gagliardi has been with the Warner Sound department for 23 years. He was previously with the New York Edison Co. and installed sound equipment for Pacent in Europe.

Herb Wappaus, formerly head of the contract department of RKO, joined the United Artists Contract department under John Hughes. Wappaus served with RKO for 16 years.

Thomas Mead, managing director of Universal Newsreel, was named chairman of MPAA's Newsreel Committee for the coming year, succeeding Walton Ament.

J. William Piper and George G. Hoff took over the duties of Roger C. Clement, who resigned, as secretary and counsel, respectively, for Paramount International Films, Inc.

Howard Ross was appointed manager of Allied Artists sales branch in Des Moines, replacing William Johnson.

Staff Reviews

(*Continued from page* 17)

STORY: Nancy Coleman, Boston socialite, is summoned to Spain where her grandmother, Margaret Wycherly, and her father, Roland Young, are visiting friends. Enroute she meets a man who poses as a count. Then she runs off to Tangier, phones her new-found friend and they go on a spree, winding up married. But he disappears and when she tries to find him at his address, she discovers that Niles Asther is the real count whose name she now bears and that her momentary husband was a phoney. She and Young persuade Asther to play the part of her husband for a fee for a month, after which there would be a divorce. But he walks out on her. When the time arrives for the separation, they find that they are in love. They plan a future together.

●

"Bright Road"

(M-G-M) 69 Min.

Cast: Dorothy Dandridge, Philip Hepburn, Harry Belafonte, Barbara Ann Sanders, Robert Horton, Madie Norman, Renee Beard, Howard and Robert McNeely, Patti Marie Ellis, Joy Jackson, Fred and James Moultrie, Carolyn Ann Jackson.

Credits: Produced by Sol Baer Fielding; Directed by Gerald Mayer; Screen play by Emmet Lavery; From the Christopher Award story, "See How They Run," by Mary Elizabeth Vroman.

It almost is certain that "Bright Road," with its practically all-Negro cast and human interest story about a southern school teacher's efforts at awakening a desire to learn in a backward pupil, will find a welcome response in areas down south and in Negro communities. The picture fills a definite need for it presents for perhaps the first time on the screen a simple tale of Negro life, minus the sensational trappings of violence, murder and inter-racial love affairs. The footage unfolds leisurely, punctuated by a couple of songs delivered without fanfare by Dorothy Dandridge and Harry Belafonte. Both are well known as night club performers. Acting plaudits, however, go to young Philip Hepburn, who turns in a top job as the backward pupil. "Bright Road," with its simple rural school house sets and uncluttered dialogue, has much to recommend it for a specialized audience.

STORY: Dorothy Dandridge begins a teaching career by taking charge of the third grade class of a southern grammar school. She finds her biggest problem in Philip Hepburn, a child who would rather spend time with bees and caterpillars than at books. By gentleness and understanding, Dorothy tries to win Philip over to the cause of learning, but she makes little headway. When Dorothy discovers that Philip draws well, she gives him his first good mark. Philip's subsequent progress, however, is hampered by his morose reaction to the death of Barbara Ann Sanders, class mate of whom he was fond. Only months later, when Philip wins recognition for his love of nature and wild life, does Dorothy realize that her teaching has made an improvement in the boy's outlook on life.

Foreign Films

"Doomed"

(IFE) ITALIAN 89 Min.

Cast: Franca Marzi, Otello Toso, Barbara Florian, Renato Baldini.

Credits: A Romana Film Production; Production manager, Armando Grottini; Directed by Armando Zorri; Screen play by Gigi Pisano.

A run-of-the-mill melodrama, this Italian-language film, concerning two young lovers hoodwinked into believing each has been unfaithful, is best suited for art house audiences. The story line, which centers around the break-up of a well-to-do family, is somewhat depressing. Slow paced and overlong, film is boosted by the two female leads who appear in some provocative and exploitable scenes. English titles are adequate.

STORY: Barbara Florian, engaged to Renato Baldini, wants to marry right away because her step mother, Franca Marzi, is making her home life miserable. But Baldini has to take a job abroad and asks Barbara to wait. Otello Toso, secretly Franca's lover, intercepts Baldini's letters to Barbara, who is pregnant. Discovering this, her father has a heart-attack and dies, leaving his money to Franca. Barbara is driven out, but eventually Baldini returns, discovers the plot and rescues Barbara.

3-D HIGHLIGHTS

"You theatre owners have reasons for your king-sized headaches," said Herbert Barnett, president of the Society of Motion Picture and Television Engineers, in a speech to the ITOO convention. But the whole situation can be brought into better focus, said Barnett, "if you realize you are not sitting in on a penny-ante game.

"This . . . 3-D scramble is a gigantic struggle for power, but at the same time having a common interest in revival of the motion picture industry. Hundreds of millions of dollars are involved. So are the fate of companies and the future of individuals," Barnett added.

* * *

Radio City Music Hall will utilize a 1,500 square-foot curved screen, measuring 50 feet wide and 30 feet high, for the world premiere of Paramount's "Shane."

* * *

Warner Bros.' "Dial M for Murder," Alfred Hitchcock's next picture, will be filmed in stero 3-D, utilizing the Warner-Phonic sound system and WarnerColor.

* * *

A group of 19 theatres have recently begun installation of WarnerPhonic sound equipment in preparation for runs of "House of Wax," Warner Bros.' three-dimensional film, bringing the total to 46.

Theatres setting up for "Wax" are: The Rialto, Williamsport, Pa.; Boulder, Boulder, Colorado; Lincoln, Cheyenne, Wyoming; American, Fort Collins, Colorado; Fox, El Centro, California; Albee, Cincinnati; Galveston, Texas; Paramount, Amarillo, Texas; Paramount, Austin, Texas; Plaza, El Paso, Texas; Waco, Waco, Texas; Wichita, Wichita Falls, Texas; Paramount, Abilene, Texas; and following six houses in Chicago: Uptown, Marlboro, Tivoli, Southtown, Harding, and Varsity.

* * *

Vistarama, a new wide-screen process requiring no glasses and said to be adaptable for both 35mm. and 16mm. systems, has been perfected by the Vistarama Corp. This is the latest of the new screens available to producers and distributors, Carl Dudley, president of the new company announced. Three features in the process are planned. The new process ultilizes anamorphic glass designed especially for the Vistarama Corp. by the Simpson Optical Co., pioneers in motion picture lenses.

* * *

Emphasizing the need for standardization of 3-D techniques, Arthur Mayer, former executive vice-president of COMPO, said: "It seems to me at times that the major companies have a genius for joint action at the wrong time and for competition when co-operation is essential." Mayer spoke at the annual convention of the Independent Theatre Owners of Ohio, at Columbus.

* * *

King Brothers will produce its next picture, "Carnival," in Germany with a "newly developed" 3-D method, according to an announcement by Frank King, president of King Brothers Productions, Inc. English and German language versions will be produced simultaneously.



"Magic-Vuers" were worn by Arch Oboler (standing), producer of United Artists' "Bwana Devil," and Walter Green, president of National Theatre Supply, as they signed an agreement giving National exclusive distribution rights to the three-dimensional Polaroid disposable glasses. Oboler represented "Magic-Vuers," Inc., during negotiations. W. J. Turnbull, vice-prexy in charge of NTS sales, was also among the principals.

Yates Sees Bigger Profits In Films For TV Showings

A bigger profit margin in films for television than the theatre was forecast by Herbert J. Yates, Republic president, at the company's annual stockholders meeting last week.

"When they have commercial television in England, in Italy, in Western Germany and in South America, they could offer me $25,000,000 for our old pictures and I wouldn't consider it," said the executive, who recently returned from a survey of Europe.

Replying to questions of stockholders concerning the threat of an exhibitor boycott against Republic for selling old films to TV, Yates said that there had been "one or two complaints" to which "we paid no attention."

He added: "if you worry too much about such exhibitor complaints you won't stay in business."

Yates told the stockholders that TV and films must get together. "Those who complain should remember that if we won't supply TV with pictures, they will make them themselves," he added.

Await Rogers Decision

In regard to the suit brought by Roy Rogers to prevent the sale of his old westerns made at Republic to TV, Yates said that the company expected a decision favorable to Republic by the end of the year.

The issues, said Yates, were the same in the Rogers suit as in the Gene Autry suit, which has already been decided in favor of Republic.

Yates stated that Republic would continue with the conventional method of producing its 20 high-budgeted pictures for the current season, unless a more uniform and practical 3-D method was developed.

In the 15 months since October, 1951, when Hollywood Television Service, Inc., was formed by Republic, returns from the sale of films to TV have amounted to $4,000,000, reported Yates. He predicted that another $3,000,000 would be collected this year.

Four-Way Camera For Columbia

A new "four-way" camera which will shoot simultaneously 2-D, 3-D, 2-D large screen and 3-D large screen, in combination with a new system for complete stereophonic sound, has been developed by Columbia Pictures, according to an announcement by Harry Cohn, president.

Beginning with "Miss Sadie Thompson," all future Columbia pictures will utilize the new camera and sound system, the company reported.

System employs a frame somewhat wider than the present four to three rectangle, which can be shot in the new camera, and may be released as either flat, large screen or 3-D film, the announcement stated.

This frame has a ratio of 1.85 to one, which is narrower than the wide screen's 2.66 to one. Also, the camera does not use cylindrical lenses over the regular lens, as required in wide screen, said the company.

Lenses Described

Called "Vitascope," the camera uses the full complement of lenses available to normal photography, 25mm. to 150mm. In addition, it does not make the backlog of the studio's stock library obsolete. The backlog will be available for release in the new medium, according to the company.

Scheduled for earlier release than "Miss Sadie Thompson," are "I Ride Alone" and "Renegade Canyon" which are to be made and released in the Vitascope process as soon as possible.

The stereophonic sound system employed by Vitascope will give directional emphasis to all sounds emanating from the screen, including voice and music, the anouncement stated.

British Exhibs Press For 3-D Standardization To Forestall Losses

LONDON. — Three-dimension is still the major topic of conversation here, where standardization of stereoscopic and curved screen systems figured as the primary issue in a report submitted this week to the Cinematograph Exhibitors' Association general council.

The report stated that unless CEA took immediate steps to insist on standardization, the British industry would be plunged into investments which it could not afford.

Also, irresponsible promotion of 3-D systems for their novelty value alone might destroy the habit of regular movie-going, the report added.

Sound Played Down

The report, submitted by Leslie Knopp, CEA's technical adviser, pointed out that stereophonic sound was of much lesser importance than 3-D vision and would involve heavy expenditure to install. No objection to the wearing of perfected polarizing spectacles was registered by Knopp.

J. Arthur Rank also spoke on 3-D. He said that, in spite of American claims, stereoscopic films had not yet been fully developed. Further improvements were necessary, said Rank.

The Knopp report envisoned as the final solution a system of projection which would combine the advantages of panoramic and stereo 3-D systems.



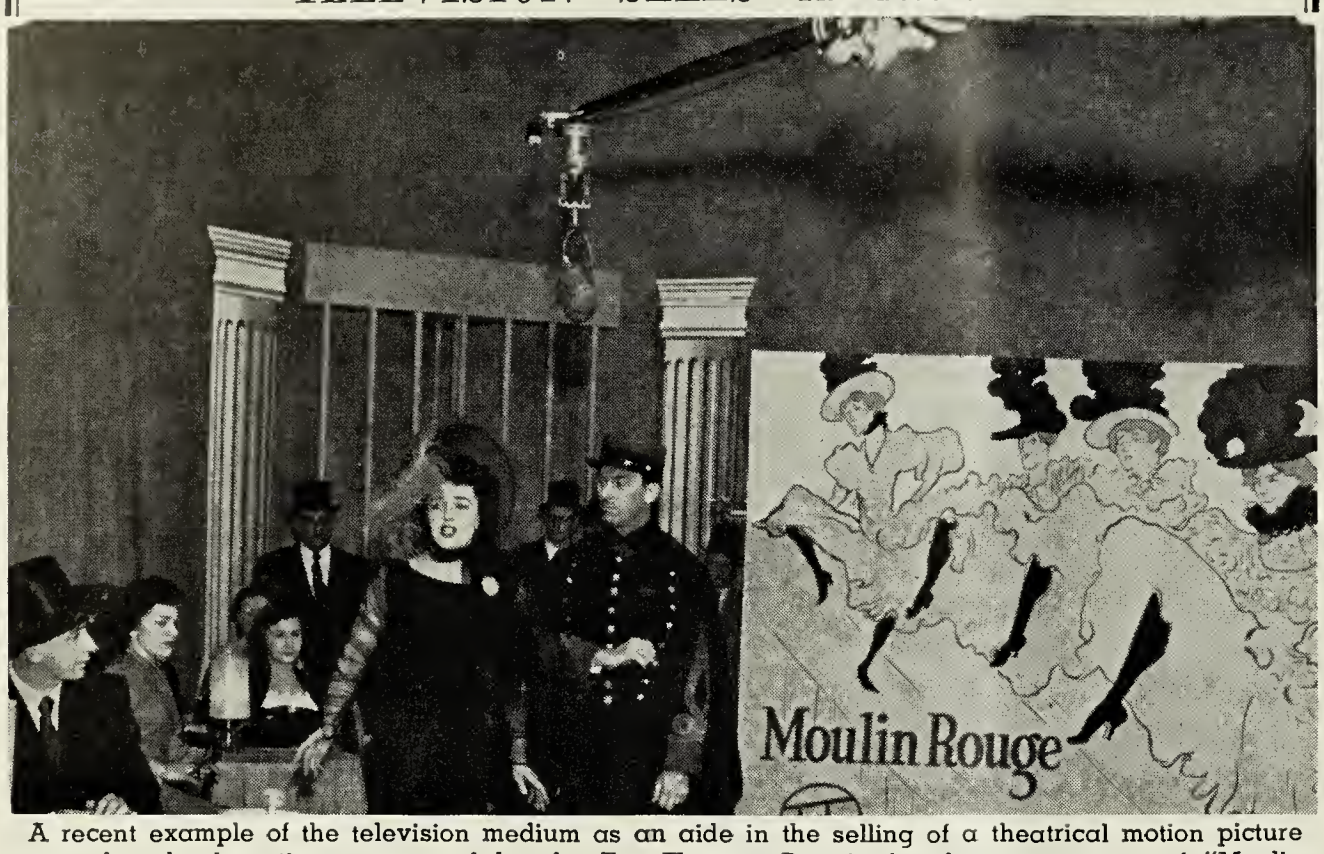
the man with 200 brainpower*

ALTEC SERVICE CORPORATION has more than 200 engineers actively engaged in the servicing of motion picture projection and sound equipment and the investigation of every new projection and sound technique including theatre television. Their knowledge of new equipment and improved servicing techniques is checked at Altec's laboratories and distributed to every Altec Service Man. This circulation of information provides your local Altec Service Man with the useful experience and knowledge of more than 200 fellow engineers. His warehouse of knowledge is your assurance of the right service at the lowest practical cost.

ALTEC® SERVICE CORPORATION

161 Sixth Ave., New York 13, N.Y.

TELEVISION SELLS A MOVIE



A recent example of the television medium as an aide in the selling of a theatrical motion picture was the playdate tie-up arranged by the Fox Theatre, Detroit, for the engagement of "Moulin Rouge," a United Artists release. For a special video program, a title of "Arthur Murray Night at the Moulin Rouge" was utilized. The show was set in turn-of-the-century Paris, as is the motion picture. An Arthur Murray singer, depicting Jane Avril, a character from the movie, vocalized the "Song From The Moulin Rouge," tune played in the film. Typical Parisian "characters" appeared on the program, wearing appropriate costumes against backgrounds of a sidewalk cafe.

Pre-Selling:

Bathing Beauty; 3-D Photo Contests Spearhead "Salome," "Wax" Drives

A "Salome" bathing beauty contest on the local and national levels, plus numerous tie-ins with nationally advertised products and featuring Rita Hayworth, star, have been set up by Columbia Pictures as components of the promotional campaign being accorded the film.

The bathing beauty contest will be held first on the local level in cities across the country in connection with showings of the film. Winner of the New York contest will receive a week's free vacation for two in Puerto Rico, travelling via Eastern Air Lines. Each local winner will be entered in the national contest.

The national contest winner will receive a modeling contract, screen test and other prizes from the companies co-operating with Columbia in the promotions. Each company is featuring "Salome" plugs in national advertising drives.

National Ads Offered

Among the companies included is Mary Jane Shoes, which will market the shoe worn by Miss Hayworth in "Salome."

Co-operating with similar features are Trifari, offering a "Salome" earring; Grip-Tuth Hairtainer, offering a comb worn in the film, and Flexees Bathing Suits, offering a "Salome" swim outfit.

Also giving prizes are Lee Clair Gowns, Crown Luggage, Arthur Murray Dance Studios, Delman Shoes and Lentheric Perfume.

Decca Records will spread a "Salome" banner on the cover of a forthcoming album with music from the film, and Good and Plenty candy will offer a national ad tying-in "Salome."

A photo contest, tie-ups with a national camera manufacturer and with a department store have been utilized by Warner Bros. in connection with the release of "House of Wax."

Camera Craft photography stores in the New York area are holding a contest for the best photos submitted of Warner's special 3-D set-piece which heralds "Wax" in the lobby of the Paramount Theatre.

Similar displays, 7x5 feet and in full color, have been set up in each of the 15 camera stores. Newspaper ads also were used.

First prize in the contest is a stereo-realist camera, viewer, carrying case and flash attachment. Other prizes include guest tickets to the Paramount run.

Dealers Co-Operate

David White Co., manufacturer of the Stereo-Realist 3-D camera, broke a series of four-color and black and white ads.

The ads were used also in counter display pieces distributed to camera dealers across the country. Other features provided by White included a 3-D counterpiece in full color featuring stars from "Wax," a set of 12 color stereo pictures from the film and a 3x6, four-page, two-color folder containing information about the making of "Wax" for camera fans.

Local runs of the film will find support from camera dealers in the area who will plug Stereo-Realist equipment in conjunction with "Wax" runs.

A Milwaukee department store, coincident with the opening of "Wax," set up a display viewer of 3-D still pictures showing the film's stars wearing store's clothes. Scenes from the film were also displayed.

Pre-Arranged Promotions

More than 30 recordings by top artists are being made available by all the major recording companies as part of the huge music campaign being cued by the release of 20th Century-Fox's "Call Me Madam." Renditions of Irving Berlin songs from the production are an addition to the special soundtrack album being issued by Decca Records. The filmusical package features Ethel Merman, Donald O'Connor, and George Sanders, stars of the picture, in 12 numbers from the Technicolor musical.

M-G-M Records has begun jukebox and record shop distribution of the title song from the sound track of "Anna," IFE's American-language release. Plugs for the film will be included in the promotional campaign for the record, which will be highlighted by disc jockey co-operation connecting the disc with local engagements of the film.

Universal-International's "Abbott and Costello Go To Mars" is being promoted through the 35 television stations which carry the weekly Abbott and Costello TV pictures on a local sponsor basis. Contact is being made with individual sponsors on the local level by local exhibitors in connection with openings of the picture in these cities. In addition the two comedians are scheduled to promote the picture when they star on the Colgate Comedy Hour on the NBC network on Sunday, Apr. 26.

Currently on a tour of major cities is an exhibit of electronic-magnetic miniature models that provide a look into the future of science as well as a promotional plug for United Artists' "The Magnetic Monster." The exhibit includes a miniature mechanical memory machine, an anti-gravity belt, a model atom-smasher, a photon gun and an electronic oscilloscope. Jarma Lewis, actress featured in the picture, is accompanying the display.

Nation-wide "Jazz Singer" contests are being sponsored by Hearst newspapers from coast-to-coast tying in with local engagements of Warner Bros.' "The Jazz Singer." Aim of contests is to find most popular "Jazz Singer" via local newspaper coupon balloting. Contest, which seeks best vocalist —male or female—is limited to amateurs.

In addition to newspaper co-operation, participating theatres can also tie in with local radio stations to invite entrants to audition with tunes from "The Jazz Singer." Local record shop may also co-operate by soliciting patrons to enter contest via tape or wire recordings, with finalists to appear on stage of theatre to be judged by committee of disc jockeys, radio station musical director, band leader, high school and music instructors, etc.

The tour of the group of Seminole Indians who have been visiting key cities and sub-keys on behalf of "Seminole" has been extended by Universal-International. The group completed a tour of the South, then proceeded North through the Midwest.

Pre-Selling:

Reading Contests, Art Display Whet Select Group Appetites For "Caesar"

A Shakespearean reading contest for high school students and a portable exhibit of art and displays for the picture are being utilized by M-G-M to generate advance interest among special audience groups for the forthcoming release of "Julius Caesar," picture based on Shakespeare's play.

The reading contest was entered into in New York by 46 metropolitan area high schools. Sponsors are M-G-M and the Board of Education.

The initial competition will be based on reading of scenes from "Julius Caesar" or an alternatively selected Shakespearean play.

Each of the schools will enter a team of from two to four students, presenting a scene of their own choice. Each scene will be recorded on tape without school identification, to insure neutrality.

Plaque Awarded

A panel made up of school and college officials and representatives of the film company will select winners.

From the tape recordings eight winning teams will be picked, and these finalists will repeat their scenes in person for final judging on Apr. 23.

A silver plaque will be awarded by M-G-M to the school supplying the championship Shakespearean team, while silver cups will be presented to each member of the teams placing first, second or third in the finals.

Members of all the competing teams will also be invited to a private preview of "Caesar" in advance of its New York premiere.

The art and advertising presentation on "Caesar," designed by Ab Weisbord of Metro's ad staff, is among the exhibits at the Art Directors Club of New York annual layout show. Following the New York showing, the exhibition will go on view in various parts of the country.

Recruiting Posters, Band Accompany "Off Limits" Playdates In Two Cities

Full Army co-operation, including tie-in recruiting posters, plus Army band and choral group participation, as well as representation by top brass, was accorded theatres in Washington and New York for runs of Paramount's "Off Limits," which deals with Army life.

The opening in New York at the Astor Theatre marked the beginning of a recruiting drive in the area in which the lobby of the house served as a recruiting center with Army personnel handling the assignment.

For the dual Washington premiere, at the Warner and Ambassador, the Army band and choral presented "The Military Policeman," song from the film which is to be adopted as the official tune of the M.P. Corps. The turnout of top brass was in tribute to Bob Hope, star, as the G.I.'s favorite entertainer.

The "Off Limits" recruiting posters, which are being distributed by the Army, can be obtained by filing requests with local Army recruiting offices.

Free Admish At Drive-In

WATERFORD, CONN.—As a good will gesture on opening night of his 1953 season, Sherwood Gloth, manager, offered free admission to all patrons at the Waterford Drive-In Theatre.

Flash Box Bally



A trick flash box, designed by Ed McGlone of the RKO Palace, Cincinnati, for the run of WB's "I Confess," was worn by a man in the downtown area for several days prior to opening. He was able to light up top and bottom lines alternately via pocket controls.

Depth-Illusion Effects In Houses Boost "Devil;" Aides OK For Other Pix

Banners and posters presenting third-dimensional effects, plus stereoscopic lobby viewers with scenes from the film, keynoted exhibitor activities at building interest in runs of United Artists' "Bwana Devil."

Joe Sommers, manager of the Kingston Theatre, Kingston, N. Y., confronted both incoming and outgoing patrons with an inexpensively achieved flash front based on 24-sheet letters.

The letters—making up "Bwana Devil"—were mounted on cutdown box frames and trimmed out of the wood. They were then replaced with transparent paper so that the normal lights from the cases behind would show through.

A blinker on the electric lines was added, and the total effect was a severe but striking "on and off" animation effect.

Displays Re-Usable

Sommers also prepared lobby viewers in advance of the opening through a tie-up with a local camera shop. Shadow box containing them was built in the theatre sign shop. Display will be re-usable for other 3-D pictures following "Devil."

The Paramount Theatre, Portland, Ore., pointed up novel aspects of "Devil" to patrons in advance of and during the run with flashy lobby displays based on scenes from the film.

The front of the State, Minneapolis, was dressed up with special 40x60's and blown-up banners presenting unusual depth illusions for the run of "Devil." Girls and lions were shown coming out of the screen and into audience's lap.

Lobby 3-D Exhibit Plugs "Devil"



Lobby viewers were set up in a pre-opening display pushing the run of United Artists' "Bwana Devil" by Joe Sommers of the Kingston Theatre, Kingston, N. Y. Viewmasters and slides were obtained through a tie-up with a local camera store, and the box, built in the theatre's sign shop, can be re-used for similar displays plugging future 3-D runs.

REGIONEWS

ALBANY

Alton B. Anderson, mgr. of Schine's Pontiac Theatre in Saranac Lake, where he is also Mayor, and James LaFarr, mgr. of the circuit's Malone Theatre, Malone, were indicted on lottery charges resulting from playing of a Bingo-type game called "Lucky" at their theatres on Jan. 17. . . . Variety Club will hold its annual golf tournament at the Shaker Ridge Country Club on June 12. Chief barker Jules Perlmutter appointed Nate Winig chairman of arrangements committee. . . . Al LaFlamme, Strand mgr., received a trophy from recruiters of the Army and Air Forces Albany station in a ceremony on WRGB-TV for the theatre's long-time courtesy in furnishing them with passes. . . . "Opportunity Unlimited," Warner short produced for the State Commission Against Discrimination, was screened for a week at the Ritz and Strand. . . . James P. Faughnan, former contact mgr. for Warner Theatres, is now working nights as asst. mgr. at Fabian's Palace. . . . Columbia salesman Herbert Schwartz has a new son named Alan Robert.

ATLANTA

Pal Amuse. Co. of Swainsboro, Ga., is new owner of Moon-Lite Drive-In, Millen, Ga. . . . Waters Theatre Co. of Birmingham acquired the Ensley Theatre, Ensley, Ala. . . . Robt. C. Battin appointed mgr. of Florida State's Paramount Theatre, Palm Beach. . . . Athens, Tenn. City Council declined to become embroiled in the controversial Sunday show issue and denied a referendum asked by Tom Taylor, attorney for Martin Theas. . . . Oscar Howell, pres. of Capital City Supply held a special 3-D meeting at the Variety Club, with L. W. Davee, head of Century Projector of N. Y., as guest speaker. . . . R. J. Barnes, Barnes Booking Service, will buy and book for Mrs. Phil Enslen of the Coosa Theatre, Wetumpka, Ala., and Al Rook, Rook Service, for the Monteagle Drive-In, Monteagle, Tenn. . . . George Hertner and George Koeliker are new owners of the drive-in at Dania, Fla.

Rep. M. E. Tipton of Johnson City, Tenn., a batchelor, introduced a bill to abolish individual "stalls" at some drive-ins which, he explains, are so constructed as to cut off the view of parked cars from all sides. Terming them "passion pits," his bill calls for an unobstructed view from all directions. . . . Charlie Kessnich, M-G-M southern dist. mgr., showing improvement from illness which has kept him out of circulation for a few weeks. . . . The Gem Theatre, Lenoir City, Tenn., closed. . . . George West acquired the DeSota Drive-In at Arcadia, Fla. from Bernie L. Thompson. . . . Mr. & Mrs. T. H. Lord started on their new Magnolia Drive-In, four miles east of Villa Rica, Ga., which will accommodate 300 cars. . . . Mrs. Lois Artner appointed mgr. of the St. Cloud Theatre, St. Cloud, Fla. . . . The LaPlaza Theatre, St. Petersburg, Fla., following condemnation orders, closed its doors after 40 years as a showcase.

John Stillman, recently released from the service, has succeeded his late father as mgr. of the Delray Drive-In at Delray Beach, Fla. . . Work is under way on the new 250-car ozoner at Henager, Ala. for Mack Nation and G. V. Story. Nation also owns a drive-in at Bridgeport, Ala. . . . City Council of Piedmont, Ala. voted to permit continuation of Sunday shows there. . . . Herbert Wood and his son, Herbert, Jr., started on a new 500-seat theatre in Marathon, Fla., which will be ready around June 1. . . . J. J. Booth is new mgr. of the Essex Theatre, Hialeah, Fla. . . . Concession stand of the Hillsboro Drive-In, Hillsboro, Fla., owned by Joe Taylor, has been remodeled and air conditioned. Patio has been landscaped and a stage erected below the screen. . . . Earle Hendren, Capital Theatre, Erwin, Tenn., returned to his post after a spell in the hospital. . . . When Marjorie Graves, Matrin theatres' booker, leaves to be married, she will be succeeded by Mrs. Martha Webster.

Committees have been set up for the May 31-June 2 joint convention of MPTOO of Georgia and Alabama Theatres Assn., to be held at the Biltmore Hotel, Atlanta, Hotel reservations are being handled by John Thompson and John Hackney, Georgia, and by T. E. Watson, Alabama. . . . In Mobile, Ala., the City Commission turned down a proposal by Zimlich the Florist, Inc. to build a drive-in there. . . . Florida State Theas. in Tampa, Fla. completed extensive remodelling at the Hillsboro Drive-In. . . . S. E. Britton of Tampa lost out again in an attempt to get permission for completion of a drive-in started some months ago. . . . A new all-time house record was set at the Five Points Theatre, Jacksonville, Fla., on "Salome." . . . Judson Moses, M-G-M press representative in Atlanta, has been upped to division press representative, succeeding Emery Austin, recently promoted to the home office. . . . A measure removing the 2% sales tax on rental of films has been passed and signed by the Governor of Tenn.



Pictured at testimonial luncheon to retiring RKO sales manager, William H. "Larry" Gardiner, sponsored by Variety Club of New England, are (l to r): Arthur Lockwood, who was toastmaster; Walter Brown, Variety chief barker; Gardiner; Ned E. Depinet, RKO consultant; Hatton F. Taylor, RKO branch mgr., Boston; Nat Levy, eastern div. mgr. for RKO

BOSTON

Another first in movie promotion on WNAC-TV was sponsorship of the opening baseball game in Washington, D. C. by M-G-M's "Trader Horn" prior to opening at Loew's State and Orpheum theatres on April 18. . . . A Moviecraft Credit Union has been established at 28 Winchester for members of the IATSE group, with Henry Perry as pres. and Jack Rosenberg as treas. Set up under supervision of the Federal Security Agency, its purpose is to allow members to enter a systematic savings plan and to act as a borrowing agency when members need extra money. . . . Irving Mendelson returned to Boston to join the sales staff of UA, from which he resigned over a year ago. . . . Sam Richmond, former exhibitor, has joined Concession Ents. as sales mgr. for New England.

As a result of a suggestion made by Warner salesman Bill Kumins, he now heads a committee of the M.P. Salesman's Club to arrange movies for shut-in children. First showing was at the Orthopedic Ward of the Children's Hospital. . . . After eight years, Joe Longo is returning to RKO's Boston exchange as publicity representative for New England, New Haven and Montreal. . . . Selectmen of the town of Marshfield, Mass. have granted permit for a new drive-in on Ocean St., abutting the Marshfield Airport, to Abraham and Moritz Feinberg over objection of the airport owner. . . . Thomas E. Duane joined Lockwood & Gordon in an executive capacity after resigning as sales mgr. of UA.

BUFFALO

The Regent Theatre, owned by Wadsworth Konczkowski, Sr., has been leased by Magna Corp. for preliminary trials of the new 3-D wide angle system developed at the Buffalo plant of American Optical Co. This system requires only a single camera and projector and is said to be adaptable to all theatres. . . . Orchid corsages, flown in from Hawaii, were presented to women patrons at the Easter eve opening of the Aero, Broadway, Buffalo, Delaware, Lake Shore Skyway, Niagara Skyway, Sheridan, Blatt Bros. Star in South Park and Park Drive-In in Orchard Park. Patrons attending the Transit Drive-In during opening week were presented with pen and pencil sets. . . . When "Moulin Rouge" opened at Shea's Buffalo, 15 students

BUFFALO (cont'd.)

and two models from the Albright Art Gallery competed for a $25 Bond by sketching posters in the lobby.

Abe Bernstein, M-G-M exploitation representative for the Albany and Buffalo areas, has resigned. . . . The Women's League of the local Variety Club is conducting a month-long membership drive. . . . John McMahon, Paramount city salesman, is now with RKO in Detroit. . . . Eli Kalisch, upped from student salesman here to salesman in Cincinnati for M-G-M, was honored at a farewell luncheon by his associates. . . . Plans have been completed for an indefinite run of "Salome," now playing to SRO, at Basil's Lafayette. . . . Audrey Wagner, Monogram office mgr., is receiving congratulations on becoming a grandma.

"Tonight We Sing" will have its Buffalo premiere this month at the independent Mercury Theatre, according to Philip Todaro, new gen. mgr. . . . The Children's Hospital Medical Center fund will receive one day's receipts from the Palace, Keith's, Mercury and Plaza theatres, including concessions, each year for five years. First donation day is April 2 and presentation will be made by Variety chief barker Dewey Michaels.

CHARLOTTE

The new drive-in at Farmville, N. C. will be opened at the end of April by owners Pete and Bell Eason. This is their first project in show business. . . . Jimmy Bellows was appointed mgr. of the Center Theatre, Greensboro, N. C., recently taken over by Dick Kennedy, who has theatres in Ala. and Tenn. and is also affiliated with Acme Theatres of Birmingham, Ala. . . . Ralph Cook, Cook's Theatre, Walterboro, S. C., back at his theatre after a spell of illness. . . . Charlie Abercrombe of the Carolina Theatre, Durham, N. C., was named vice-chairman of the hospitality committee of the Durham Merchants Assn.

CHICAGO

Jack Taylor named pres. of Central Ill. Theatres, Mattoon. Company is building a 500 car ozoner on route 130 and plans for others are under consideration. . . . Dept. of Justice attorneys will appear before 7th Dist. Court of Appeals to argue Starlite Outdoor Theatre case on April 20. . . . Alderman Cullerton's proposed amendment to Chicago zoning ordinance, which will require one parking space for every 10 seats up to 500, and space for every five additional seats, will be opposed by theatres. . . . Marks Bros. Sunset Drive-In at Touhy & McCormick Rd., which opened for the season, boasts one of the largest screens to be used by an outdoor theatre. . . . Otto Eitel of Eitel's Palace Theatre and head of Chicago Convention Bureau, says city should have another large exposition hall and that state funds are available for such project. . . . Herman Brown retiring as managing dir. of loop Oriental in May to engage in TV business.

Joe Berenson, theatre premium specialist, reports Manta-Rose and Great States using Gigantic Gift Nite, which is tied in with local merchants, in several of their situations. . . . Hainline Circuit sold its Garden Theatre in Canton, Ill. to Kerasotes. . . . "Julius Caesar," 16mm film produced by David Bradley with the aid of students as actors, including Charlton Heston, then at Northwestern, is proving a box office bonanza at the Gold Coast Theatre. . . . Grove Theatre, Elgin, Ill., returned to Gt. States management by Peck Gommersal and associates. . . . Jack Kirsch, pres. of Allied, reports addition of McVickers, Normal, Byrd and Newberry theatres as members. . . . Don Swanson appointed southeastern rep. for DaLite Screen Co. . . . John Debaltz named asst. mgr. at Oriental Theatre. . . . First quarter overall Chicago amusement tax topped 1952 by $22,000.



Anna Magnani, Italy's most famous film star, arrives in New York for a two-week publicity stint in behalf of her new I.F.E. film, "Bellisima," for which she won the Silver Ribbon award, Italy's counterpart to our Oscar. "Bellisima" is scheduled to make its American premiere in New York late in April.

John Jones, JLS circuit, and Ralph Smitha, Essaness, representing local Variety Club, presented $71,52.62 to LaRabida Sanitarium, received in only audience collection made this year. Variety has contributed more than quarter million since taking on this charity. . . . Wm. Saltiel, Master in Chancery, appointed by Judge Wm. Campbell to hear both sides of United Artist stock holdings in Towne Theatre case. . . . B&K office staff and execs. hosted farewell luncheon to Boris Reidel, who retired as chief of the poster dept. and is going to Calif. to live. Billy Peicha succeeds to Reidel's post. . . . Nine nabes on the west and south sides advertised triple feature programs for the Easter week-end. . . . RKO Grand extended hours for showing "Salome," with last full show at 4 A.M.

WBBM tv department reports purchase of a group of Republic films at cost of $260,000. Following are some titles: Mercy Island, Nobody's Darling, Scotland Yard Secrets, Storm Over Lisbon, Atlantic City, Swing Your Partner, I Was a Convict. . . . Saul Goldman, veteran film row distributor and owner of the Cort Theatre, celebrated his 25th wedding anniversary. . . . Imperial Theatre, under Dudley Gazzolo management, has installed complete RCA sound equipment and a complete 3-D setup. . . . Abbott Theatre Supply reports 100 orders for 3-D equipment. Forty have been made and 20 are in process of installation. . . . Film Row unions have asked Federal Mediation Board for help in settling their wage demands here. . . . Simon Simansky, 82, pioneer exhibitor, passed away.

Alliance has placed orders for 12 CinemaScope installations. The circuit is urging managers to push concession sales during first week in May in a contest for cash awards. . . . With exception of the huge Four Screen Drive-In of Essaness, all outdoor theatres here have opened for the season. . . . 22 Great States theatres will have 3-D installations during the next two months. . . . "House of Wax" showing is planned for Madison Theatre, Peoria; Midwest, Rockford, and Palace, South Bend, Ind. week of May 28. . . . "Fort Ti" will go into B&K's United Artist Theatre last week in May if 3-D installation is ready.

Watch These Dates!

April 27: Jacksonville—Motion Picture Exhibitors of Florida meeting.

Apr. 27-29: Detroit — Allied Theatre of Michigan convention—Hotel Tuller.

Apr. 27-May 1: Los Angeles — Society of Motion Picture and Television Engineers' 73rd Convention—Hotel Statler.

Apr. 28-29: Kansas City — Allied Theatre Owners of Kansas-Missouri convention—Phillips Hotel.

May 4-5: Pittsburgh — Allied MPTO of Western Pennsylvania convention—William Penn Hotel.

May 4-5: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 5-6: Little Rock—Independent Theatre Owners of Arkansas convention — Marion Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention. Hotel Chamberlin.

May 11-12: Oklahoma City—Theatre Owners of Oklahoma convention.

May 12-13: Des Moines — Allied Theatre Owners of Iowa and Nebraska convention.

May 18-23: Mexico City—Variety Clubs, International convention.

May 26: Denver — Rocky Mountain Independent Theatres convention — Variety Club. Dinner-dance at the top of the Park.

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

July 8-10: Atlantic City — Allied Theatre Owners of New Jersey convention—Traymore Hotel.

Sept. 28-30: Dallas—Texas COMPO Conference—Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

CINCINNATI

O. G. Roaden, Ky. circuit exhibitor, has taken over operation of the Lakeview Drive-In at Burnside, Ky. from Jasper Thompson.

CINCINNATI (cont'd.)

. . . Dick Breslin, Fox salesman, substituted for Bob Wile, ITOO secy., in an address before the Rotary Club of St. Marys, O. on the subject of "Movies Are Your Business," stressing the importance of motion pictures to a community. . . . Winner of second prize of $75 in the "Ma and Pa Kettle on Vacation" contest was Dale McCoy, Cambridge, O., mgr. for Shea circuit. . . . Wm. Chancellor, owner of the Ritz Theatre, Arcanum, O., passed away at the age of 75.

CLEVELAND

Shea Theatre Circuit has scheduled a regional meeting for managers in Youngstown on April 23. . . . Louis Lutz has been named mgr. of the State in Cuyahoga Falls to succeed Adam Goelz. Mrs. Henrietta Kunkle was appointed mgr. of the Falls and Paul McAvitt, formerly at the Falls, transferred to Cleveland. . . . City Council in Mansfield repealed the 3% amusement tax on theatres in effect since 1947. . . . Frank Masek, mgr. of National Theatre Supply, reports his company has equipped 60 theatres in Northern Ohio for polaroid process 3-D. . . . I. J. Schmertz, 20th-Fox branch mgr., has received 10 signed contracts for CinemaScope.

State Senator Charles A. Mosher introduced a bill to end Ohio's censorship law. He's an Oberlin publisher. Leonard Greenberger, Fairmount Theatre mgr., represented theatre owners in half-hour radio debate over WHK on validity of Ohio film censorship. . . . American Legion pickets failed to stop attendance at Lower Mall's showing of Chaplin's "Limelight." . . . Ray MacNealy, Geneva, O. mgr. for Shea Circuit, took first prize of $100 in the "Ma and Pa Kettle on Vacation" contest. Third prize of $50 went to Bob Limbaugh, Conneaut mgr.

DALLAS

Governor Allan Shivers signed a bill exempting theatre admissions up to 80¢ from state amusement taxes. Previous limit had been 50¢. . . . The Airline Drive-In, Houston, opened a free playground for children with an Easter egg hunt. The ozoner will keep a trained supervisor on duty at all times. . . . About 10,000 persons drove to Harris County's 14 ozoners on Easter Sunday for sunrise services sponsored by the county's 26 Missouri Synod Lutheran Churches. Theatre owners provided free coffee and doughnuts. The services were started four years ago at the Market St. Drive-In, Houston. . . . An argument between two ushers at the Rialto, Dallas, over which one would collect tickets at the door, ended in the death of Richard Earl Hamilton, 18, by stabbing. Under Texas libel laws the name of the arrested youth was not published.



A committee of motion picture trade press editors judged a campaign contest at United Artists home office for the company's "Island Of Desire." L to R: (seated) Ralph Cokaine of Showmen's Trade Review, Aaron Sloan of THE INDEPENDENT, Chester Friedman of Boxoffice, and (standing) Lige Brien, UA exploitation director, and Mel Konecoff of The Exhibitor. Contest winners received free two-week Miami Beach vacations.

DENVER

The subject of 3-D will receive top billing at the forthcoming Allied Rocky Mountain Ind. Theas. convention on May 26. Plans call for the meeting to be held at Variety Tent 37 and those wishing to attend are urged to communicate with Joe Ashby, ARMIT gen. mgr., 921 21st St., Denver, so that adequate preparations may be made. Cost to non-members will be only the registration fee. The day will wind up with a banquet and dance at the Top of the Park. . . . The force at the Starlite Drive-In, Sterling, Colo., invented and patented an exit gate for drive-ins. The device permits cars to drive out without damage. It will be placed on the market as soon as a manufacturer can be lined up. . . . Wm. Peregrine, asst. booker at Realart and formerly at Paramount, is returning to Paramount as head booker, where he succeeds Gene Vitale, who quite to become a partner with Dick Ivy in buying Inter-Mountain Film Exchange from Don Hammer.

John Bohannan has been named city mgr. at Durango, Colo. for Knox Theas. He will operate the Basin Drive-In, along with the Durango, recently bought from Fox Inter-Mountain. . . . Lloyd Grave bought the Crystal, Carbondale, and added it to his theatres at Eagle and Minturn, Colo. . . . In its final report, the Grand Jury asked the Denver city council to pass an ordinance prohibiting smoking in theatres. It has been permitted in balconies for many years. . . . Howard Ross, Allied Artists salesman, has been moved to Des Moines as branch mgr. The Denver job went to Larry Doyle, formerly branch mgr. at Portland, Ore. for SRO. . . . Paul Cory, owner of the Wigwam, Basin, Wyo., plans to open his new 287-car drive-in there May 1. . . . Herb Gumper will open his new 250-car Roundup Drive-In, La-Jara, Colo., about May 1.

Tom Griffing, Terrace drive-in owner, Albuquerque, doubled the capacity when he added a "twin," running it up to 1,600. Now it's the Twin Terrace, on a double bill basis, with one feature running in each twin. . . . Ben Snyder bought the Legion, Hayden, Colo., from C. & G. Ents. . . . Hal Taft resigned as Broadway mgr. to go into TV, and is succeeded by Bud Dixon, formerly house mgr. at the Paramount. . . . Joe Forgeron, booker at 20th-Fox, resigned after receiving a degree in business administration to return to his home in Boston. The booking job went to Bus Amato, shipper. . . . James B. Michelettin was proclaimed leading Metro salesman on the basis of playoffs in the U. S. and received a three-way TV and radio-phonograph combination. . . . Oral arguments before the full FCC are scheduled for April 23 in the Denver Television Co. appeal from a hearing examiner's decision awarding license to Aladdin Radio and TV in preference to Denver TV. Exhibitors Frank H. Ricketson, Jr., Harry Huffman and Ted Gamble are major stockholders in Aladdin. Film star James Stewart and exhibitor John Wolfberg head Denver TV. . . . Wm. Jones and Don Borthwick are building a 250-car ozoner at Wheatland, Wyo., to be named the Peaks, for a May 1 opening.

DES MOINES

A bill to set up traffic and safety regulations for drive-in theatres has been passed by the Iowa Senate. The bill, which now goes to the House, would also shift from township trustees to county supervisors the licensing of such theatres built after the ac

FILMS TELEVISED APRIL 4 to 17

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Abie's Irish Rose	Joanne Dru	UA 11-29-46
Arizona Gunfighter	Bob Steele	Rep. 9-24-37
Bridge of Sighs	Onslow Stevens	Inv. 5-1-36
C-Man	Dean Jagger	Film Classics 4-26-49
Captain Sirocco	Louis Hayward	
Corbal's Story	Glasgow Unity Players	
Devil's Canyon Rustlers	Red Ryder	
George & Margaret	Ernest Truex	
Girdle of Gold	Esmond Knight	
Gun Lords of Stirrup Basin	Bob Steele	Rep. 5-18-37
Indian Traders	Russ Hayden	
The Iron Mask	Carl Esmond	UA 3-24-29
Johnny Doughboy	Henry Wilcoxen	Rep. 12-24-42
The Judge	Katherine De Mille	Film Classics 1-31-49
The Little Red School House	Dickie Moore	Chesterfield 5-15-36
Lightnin' Crandall	Bob Steele	Rep. 3-11-37
Money Madness	Hugh Beaumont	Film Classics 4-15-48
Montana Mike	Robert Cummings	
Murder Mania	Ruth Terry	
Oregon Trail Scouts	Wild Bill Elliott	Rep. 5-20-47
The Outlaw Gang	Don Barry	
The Phantom Speaks	Richard Arlen	Rep. 4-18-45
Quiet Woman	Jane Hilton	
Red Desert	Don Barry	Lippert 12-17-49
Return of Rin Tin Tin	Donald Woods	E. L. 11-11-47
Second Chance	Kent Taylor	Fox 7-18-47
Sister to Judas	Clair Windsor	Mayfair 1-8-33
Spy of Napolean	Francis L. Sullivan	
They Met Again	Jean Hersholt	RKO 2-1-41
The Three Mesquiteers	Bob Livingston	Rep. 10-2-36
The Third Alarm	Anita Louise	Tiffany 11-6-30
Timber Fury	David Bruce	E. L. 6-1-50
Trouble Preferred	Peggy Knudsen	Fox 12-1-48
William Comes To Town	William Graham	
Winter Love	Art Smith	

DES MOINES (cont'd.)

becomes effective. . . . New owners of the Princess Theatre in Clearfield are Mr. & Mrs. Milo Brink. . . . The Pier Theatre in Pierson is now owned by Mr. & Mrs. Nels Petersen. . . . Clement Dahlheimer, owner of the Cozy in Morning Sun, recently damaged by fire, has offered the theatre for sale and citizens of the community are working on a plan to purchase it through sale of stock. . . . Merchants in Vinton are cooperating with the Palace Theatre, managed by Ernie Kammere, and will offer a free movie program for both children and adults each Saturday afternoon for eight weeks. . . . Roy Rhodes resigned as mgr. of the Gem in Charles City and is succeeded by Mrs. Royce Winkelman.

The Lux in Massena reopened after businessmen and others agreed to purchase a set number of tickets each week in support of the theatre Mrs. Lela Haselhuhn is owner of the house. . . . A new theatre has opened in Marcus, owned by the community and seating about 300. . . . Operators of the Iowa Theatre in Jefferson are constructing a new ozoner on Jefferson airport property, for which the theatre obtained a 16-year lease Mgr. will be Jim Gray. . . . The Garden Theatre in Davenport suspends operations for the summer months and owner B. L. Iverson is considering readying it for 3-D films when it opens in the fall. . . . Tom Arthur, owner of the Cecil Theatre in Mason City, celebrates his golden anniversary in the industry this month and will play a 3-D picture in observance of the event.

Style shows were held in Dubuque and Mason City in connection with the showing of "Bwana Devil" in those towns. . . . Pvt. Donald L. Barnes, former mgr. of the Arrow in Cherokee, is convalescing at the U. S. Army Hospital at Camp Polk, La. from spinal meningitis. . . . Mr. & Mrs. Charles Legg, owners of the Chief in Estherville, are parents of a son, born March 10. . . . Mr. & Mrs. Jack Bouma, exhibitors in Pocahontas, celebrated their 25th wedding anniversary. Bouma is recuperating from serious injuries suffered in an early March auto accident.

DETROIT

Wm. Friedlander, formerly with a local circuit, is new asst. mgr. at the Telenews, appointed by Norman F. Wheaton. He succeeds Richard Van Tiem, who will continue on a part time basis, with Fred Sweet also remaining on call for special managerial assignments. . . . Sam Ackerman, pioneer owner of the East Side, entered University Hospital at Ann Arbor for extensive checkup. . . . John McMahon, formerly with Paramount in Buffalo, will be calling on exhibitors in the Saginaw area for RKO, succeeding the late Roy Carrow. . . . Ed Carlson switched from the Strand to the Beverly as mgr., with Basil Julian going from the Beverly to the Globe, and Walter P. Conlan from the Globe to the Strand. . . . Shaw D. Hakim, former owner of the Colony (now Coronet) is planning to build a large modern roller rink. . . . Mike Falk, independent booker, is on the sicklist again.



For the Stanley Kramer Technicolor production, "The 5000-Fingers of Dr. T.," Columbia has set up a four-way interlocking campaign involving Columbia, a score of manufacturers in as many industries, leading stores across the country, and theatres booking the film. Examining some of the merchandise involved in the campaign are (l to r): Meyer Beck of the Kramer organization; Columbia ad-pub chief Howard LeSieur; Joyce Selznick, coordinator of the campaign, and Columbia h.o. exec, Paul M. Lazarus, Jr.

John Crane adopted a policy of Wednesday closing for the Priscilla. . . . John Wagner of the Ford-Wyoming Drive-In will spend more of his time this season at Cheboygan, where the circuit has opened a new ozoner. . . . The Pasadena Theatre has been converted into a garage. . . . Philip McManus, formerly gen. mgr. of the Bernstein Circuit, is new mgr. of the Loop, succeeding Philip McNamee. . . . Gil Light of the Michigan Theatre was elected to another five-year term as Trustee of Detroit Lodge of Elks. . . . Claude Sheridan, former mgr. of the Norwood Telenews, became public relations chief of Goodwill Industries, while Grant Hawkins, former mgr. of the Irving, is store mgr. . . . Edward Flynn, just back from service in Korea, has joined the Colonial Theatre staff. . . . Mac Krim of the Krim Theatre in Highland Park, according to a West Coast columnist, is dating Marilyn Monroe.

INDIANAPOLIS

The Colosseum will have its annual dinner dance on April 25 at the Marott Hotel. Ray Thomas, U-I salesman, is general chairman. . . . Baker Booking Service will do the booking and buying for the Pendleton Drive-In, just on the edge of Indianapolis. . . . Dr. Sandorf, Twin Drive-In, will buy and book for the Air-Line Drive-In, Winchester, Ind. . . . The Maywood Drive-In changed its name to Bel-Air and is being operated by Earl Bell, owner of the Bell Theatre. . . . Earl Schmitt opened the Family Drive-In, Jasper. . . . The Lyons, operated by Clarence Jones, closed.

Luther Siebert, former salesman for Screen Guild, has joined Allied Artists. . . . Richard Norton, who recently acquired the Isis, Winamac, is also operating the Key at Red Key, Ind. . . . Wayne Connelly is new owner of the Star at Fremont. . . . Booker E. L. Orenstein moved his offices from Marengo to Louisville, Ky. and is buying for the West Side Drive-In, Evansville, Ind. . . . F. O. Hilligoss, Seelyville, Ind., will open his ozoner early in May. . . . Al Hendricks, mgr. of the Indiana Theatre, is confined to St. Vincent's Hospital following surgery.



Following a reception to circuit heads and local exhibitors, Universal-International screened the first print of "Thunder Bay," the Jimmy Stewart starrer in Technicolor, at its home office. Shown here (l to r): Wilbur Snaper, National Allied prexy; Harry Brandt, Brandt Theatres; William Goetz, U-I production head; Alfred E. Daff, U-I exec. v.p.; Harry Kalmine, gen. mgr., Stanley-Warner; and Milton R. Rackmil, U-I president.

LOS ANGELES

Production experts, projectionists and exhibitors will exchange views on problems of converting the industry to 3-D and will discuss the future of stereo movies at the SMPTE open forum at the Hotel Statler on April 28. . . . A $380,000 triple damage antitrust suit was filed in behalf of Herman and Maurice Lewis, owners of the Los Feliz Theatre between April 1940 and 1947, charging that an unreasonable system of runs and clearances deprived them of a suitable run. Defendants are the major film companies and Fox West Coast Theas.

MILWAUKEE

First drive-in to open here was the Bluemound, managed by Bob Gross, followed by the Twin '41, owned by Standard Theas., and the Victory, owned by Delft. The Highway #15 outdoor expects to open by May 15. . . . R. H. Karath's ozoners throughout the state have reopened, also Sig Goldberg's Highway #29 at Wausau and John Adler's at Marshfield. . . . A new member of Film Row is R. H. Dunbar, Warner branch mgr., who replaces Nat Marcus, returned to his home town of Buffalo, N. Y. as branch mgr., . . . Another benefit show will be given at the Fox-Wisconsin, with all proceeds going to the local branch of the American Cancer Society. . . . Tom and Jerry Birthday and Academy Award Parties, as suggested and worked out by Louis Orlove, M-G-M representative, went over so big here that Chicago adopted it. . . . As chairman of the Civic Progress Committee, Harold Fitzgerald, pres. of Fox-Wisconsin went all-out in welcoming the Milwaukee Braves. Huge crowds lined the streets and majorettees performed atop the Fox-Wisconsin, Palace and Strand theatres. Among valuable gifts presented to each player was a season pass to all Fox theatres here.

BECAUSE WE KNOW IT'S SO

WE KEEP ON SAYING . . .

FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.

FILMACK TRAILERS

1327 S. WABASH AVE. CHICAGO

630 NINTH AVENUE, NEW YORK

MINNEAPOLIS

The Lyceum Theatre, operated by the Nicollet & Eleventh Corp. from 1946 thru 1948, has brought an $870,000 triple damage anti-trust suit against the major film companies and the Minn. Amuse. Co., charging that it had been deprived of first runs. Seymoure Simon and Lee Lowinger are attorneys for the plaintiff. . . . Gene Cramm has been named mgr. of the Ritz, Chariton, Ia., to succeed Richard Gray, resigned. . . . Avery Randall purchased the State, Belle Plaine, Minn. from Alfred Kasulka. . . . Frank Eisenberg has taken back the Lake, Washburn, Wis., and will continue as UA salesman out of Mpls. His wife will manage the house. . . . An inadequate well and pump system forced the Starlite Drive-In, Aberdeen, S. D., to apply for permission to use city water. . . . V. C. Myhre is new mgr. of the Chilton, Chilton, Wis., replacing John Domgrock. . . . Harry Rawson, mgr. of the Spearfish, S. D., drive-in, died while on a trip to Omaha.

Harold Field, operator of the suburban St. Louis Park Theatre, has opened a liquor store there. . . . Quad States Theatre Service is now buying and booking for the Durand, Durand, Wis. . . . In an economy move, RKO will close its exchange at Sioux Falls, S. D. on May 1. Accounts will be transferred to the Minn. and Omaha exchanges. . . . Minn. Amuse. Co. raised admissions at loop houses here and in St. Paul from 76 to 85¢. Berger Amuse. also hiked admissions at its loop Gopher to 85¢. . . . Seven ozoners in the Twin Cities opened. . . . Northwest Variety Club is putting out a monthly bulletin for its members called Variety Billboard. . . . Burglars got $35 after breaking into the State, Madison, S. D. . . . A 5,000 lb. evaporator condenser was installed at the Dabota, Bismarck, N. D., as part of its new air conditioning plant. . . . New concession equipment has been added to the enlarged lobby of the State, Blair, Wis. . . . James and Wally O'Neill, owners of the Hills Drive-In, Lead, S. D., have a new steel screen tower to replace the one destroyed in a windstorm last fall.

NEW HAVEN

The 700-car Bowl Drive-In on Route 1 at Stratford, completed late last season, has been opened by Seymour Levine and associates. . . . John Silverwatch appointed mgr. of E. M. Loew's Hartford Drive-In, Newington. . . . A new children's play area was opened by Paul W. Amadeo at the Pike Drive-In, Newington. Simon Glassman has been named mgr. of the concession dept., succeeding Norman Turgeon, who went into the Army. . . . A silverplate deal was started for lady patrons at the Plainfield Theatre, The Common Council at Meriden, Conn. has rescinded city ordinance, adopted last Oct., which eliminated necessity of hiring a policeman by theatre operators, except on weekends. . . . Paul S. Purdy, formerly with Lockwood & Gordon in Conn., is now film booker-buyer and ad-pub mgr. for the East Windsor Drive-In Theatre Corp. . . . The New Haven Jewish Welfare Fund 1953 campaign has named B. E. Hoffman of Conn. Theatre Circuit as a vice-chairman. . . . Wendell Prouty was named mgr. of the Victory Theatre, New London, succeeding George E. Sawyer who left to join the Schine Circuit in Toledo.

QUICK SERVICE!

Headquarters for machine and roll
MOTION PICTURE TICKETS
Highest Quality Right Prices

KELLER PRINTING CO.
Suite 805, 723 7th Ave., N. Y. C. CI 5-6439



Susan Cabot and Kathleen Hughes, touring Oklahoma and Texas in connection with the southwest premiere of Universal-International's "The Lone Hand," pose with Paul Townsend (left), mgr. of the Video Circuit, and Charles Hudgens, U-I's Oklahoma City branch mgr.

NEW ORLEANS

Ben Fish, special representative of Goldwyn, was in town trying to promote sale of "Hans Christian Andersen." Exhibitors do not want advanced admission prices and are refusing to go along on that basis. . . . Pres. Abe Berenson of ATO of the Gulf State, along with L. C. Montgomery and Maurice Barr of Paramount-Gulf, will be in Washington April 20 to testify before the House Ways and Means Committee on Mason Bill H.R. 157, to exempt motion picture theatres from the 20% federal admissions tax. . . . The new Moon Drive-In at Lake Charles, La. was opened by owner Maurice Kleinman. . . . Recent permanent closings include P. Salles' Majestic Theatre, Covington, La., and the Carolyn, New Hebron, Miss. . . . Fred McLendon acquired the Sundown Theatre, McKenzie, Ala., from H. Jenkins. . . . A. B. Hopkins reopened his 49 Drive-In at Jackson, Miss. Also reopened are the Joy, Greenville, Miss., and the Leo, Monroe, La.

New owner of the Gibsland Theatre, Gibsland, La., is D. Sorrell, who changed the name to Menlo Theatre. . . . W. H. Cobb opened his Brad Drive-In, Plaquemine, La., capacity 350 cars. . . . April 20 marked opening of the 250-car Glo Drive-In, Wiggins, Miss., by owner W. F. Straub. . . . Movie fans of Hazlehurst, Miss. now have the opportunity to attend Sunday showings at the Hazle Theatre for the first time in the history of the town. The Legislature of 1952 legalized the showings. . . . A permit for construction of the third new TV station here was issued to Community TV Corp., headed by Jules J. Paglin. The grant is for Channel 32 in the UHF band.

NEW YORK

On June 5, "This Is Cinerama" moves to its new and permanent home at the Warner Theatre after eight months at the Broadway. . . . Convention of Allied Theatre Owners of New Jersey has been set for July 8-10 at the Traymore Hotel in Atlanti City, N. J. . . . World premiere of "Brigh Road," which, with the exception of on role, features an all-Negro cast, has bee set for the 55th St. Playhouse, April 2 . . . Judith Rose Balaban, daughter o Paramount's prexy, Barney Balaban, b came Mrs. Jay Ira Kanter last week. . New Jersey's 21 county prosecutors ar nounced they would begin a sweeping crack down on all gambling in the state, includin bingo playing. . . . Walter Reade Theatre Asbury Park, N. J., and Century Theatre N. Y. C., have joined the National Assn. o Popcorn Mfgs. . . . Ben Halpern, forme editorial asst. on the Independent and no in UA's publicity dept., became the prou papa of a daughter named Amy.

Wm. J. German, pres. of W. J. Germa Inc., has accepted chairmanship of th amusement industry's drive on behalf of th 1953 Joint Defense Appeal (JDA) can paign. . . . Hearings on Communist activitie in the entertainment world will be held i N. Y. C. by the House Unamerican Activ ties Committee, beginning May 7, accordin to chairman Harold H. Velde (R. Ill.).

PORTLAND-SEATTLE

Ben Slowe, operator of the Vale Theatr Cashmere, Wash., is opening a new drive-i between Cashmere and Dryden. . . . Har and Mildred Wall have purchased the O chard Drive-In, Lewiston, Mont., and Clark ton Auto Theatre, Clarkston, Wash. . . Zollie Volchok announces expansion Northwest Releasing Corp. in Seattle. . . Frank Breall, mgr. of Portland's Centu Newsreel, in conference with Telenews o ficials in Frisco. . . . Albert Forman, Oreg head of United Theatres, announced closi of their State Theatre in Salem due to fil shortage and competition from TV. The have opened their three ozoners in Ore. f the summer season. . . . Robert Hamilt named asst. to Robert Fiebiger of the Ea Sprague Drive-In, Spokane.

Gregory Kershul, owner of two theatr in Dallas, Ore., announces a new drive- three miles east of Davis to be operat under Creek Corp., of which Don Wernli pres. . . . All five ozoners in Spokane, Was area are again in operation, The West En newest in Inland Empire, holds 600 ca . . . Harry Plunkett, NST salesman, cov ing the Portland and Astoria areas. . . . T Nome, Dream, Alaska, owned by Cha

PORTLAND-SEATTLE (cont'd.)

Code of Seattle, burned. . . . James Brooks, office mgr., Seattle, celebrated his 30th year with 20th-Fox.

PROVIDENCE

The 31-year reign of Captain George W. Cowan, sole "board of censorship" in Providence, will end around May 1st. According to announcement by Public Safety Commissioner John B. Dunn, the post of Amusement Inspector will be completely abolished. Chief complaint against Capt. Cowan was his arbitrary refusal to review pictures condemned by the Legion of Decency and his practice of allowing a film to be publicly screened for two or three performances before notifying theatre managers to "kill it." . . . A combination encyclopedia and dictionary deal is current at the Uptown Theatre. With every adult admission ticket purchased Sunday and Monday evenings, a volume will be given for the next 12 weeks. A 35¢ service and handling charge is the only extra.

ST. LOUIS

The 280-seat Main Theatre, Altamount, Ill., reopened recently by A. T. Wohlert, is to undergo repairs and remodeling. . . . J. C. Davenport, operator of the Ritz at Crossville, Ill., purchased the 308-seat Nox at New Haven, Ill. from Henry Absher. . . . Clifford H. Hough, lessee of the Lyric Theatre building at Newburg, Mo. has arranged for Chester Broyles to take over management of the Lyric. . . . Booking and buying for the Pevely, Mo. Drive-In on Route 61 will be handled temporarily by Ray Parker, Mayor of Brentwood and operator of Parker's Sky-Line Drive-In. R. H. Wendt, mgr. of the Osage Theatre in Kirkwood, who is seriously ill, booked for the Pevely last year. . . . Mr. & Mrs. Paul Hanamaker cancelled lease for Hugh Graham on the Starlite Drive-In near Salem, Mo., and will operate the ozoner themselves this year. . . . Reported that Wm. Zimmerman will resume operation of the Vita Theatre at Warrenton, Mo. and the Motor-Vue Drive-In on Route 40, formerly leased to A. C. Wooten and Ed Terhune.

Construction on the 450-car ozoner for Pirtle Amuse. Co. at Beardstown, Ill. is being stepped up for a grand opening this month. . . . Wednesday and Thursday night showings at the Town Theatre, New Athens, Ill., have been discontinued. Albert Keuss, Jr. is mgr. of this 400-seater. . . . Ray Ballard of Kingman, Kan. is supervising construction of the new Avon Drive-In at Breese, Ill., for Bernard Temborius, which will have nine ramps and room for 304 cars, with provision for expansion to 500, seats for 50 walk-in patrons, and a playground for children. . . . The Car-Breeze Drive-In near Carlyle, Ill., for 330 cars, owned by Charles Beninati and Frisina Amuse., is scheduled to open soon. . . .Gordon Halloran, 20th-Fox mgr., reports 75 CinemaScope installations are presently contemplated for theatres of F&M, Frisina, Fox Midwest, Kerasotes, John Marlow in Herrin and Murphysboro, and Keith Coleman, Mt. Carmel, Ill.



Preparations are being pushed for summer filming in England of "The Black Knight," a joint Technicolor production of Allied Artists and Associated British Pictures Corp. Robert Clark (left), managing director in charge of productions for ABPC, is shown here with Walter Mirisch, AA executive producer who will go to England to personally take charge of the filming.

Tentative dates for the joint meeting of MPTO and the Kansas-Mo. Theatre Assn., both TOA affiliates, have been set for May 5-6 at Kirkwood Lodge on the Lake of the Ozarks south of Jefferson City, Mo. . . . The safe and contents of $225, stolen from the Capitol Theatre at Rosiclare, Ill., was recovered by the county sheriff and culprit apprehended. . . . Town Hall Theatre at Hardin, Ill. was reopened under management of Mr. & Mrs. Earl Vaughn and Mr. & Mrs. George Wyatt. One show a night; two on Saturday's, is the policy. . . . Earl and D. B. Stout have sold the 400-seat Kay Theatre at Karnak, Ill. to Robert Spurlock, who managed the house for the past five years. The Stouts will concentrate on their drive-in theatres. . . . Bill Hope sold his 350-seat Hope Theatre, Elkville, Ill., to Luther McMurray, who will be assisted in its operation by his daughters. Hope is retiring from the motion picture business.

Frisina has modernized the front of its Effingham Theatre at Effingham, Ill., replacing the old marquee with a modern canopy costing $9,000. John W. Sturm is mgr. . . . The South Side Day Nursery, principal Heart Fund Activity of Variety Tent No. 4, is nearing completion. It will accommodate 50 children. . . . The new drive-in near Columbia, Mo. had its grand opening March 28. It is being operated by K. C., Mo. interest. . . . Eddie Stevens, UA salesman, and Everette Pierce, announced the arrival of a daughter and son, respectively. . . . Mrs. D. Schmale, a charter member of the Better Films Council of Greater St. L., passed away. Also Mrs. Francis Peart, 75, of Gillespie, Ill., one of the pioneer exhibitors of Central Ill. . . . Most all of the area drive-ins are now in operation and reported attendance is up over the same period last year.

SALT LAKE CITY

Clarence Golder, owner of the Civic Center, Great Falls, Mont., has purchased the Fox at Butte, Mont. . . . Conventional 3-D equipment is being installed in the following Montana houses and will be in operation within two weeks: Fox, Butte; Fergus, Lewistown; Havre, Havre, and Civic Center, Gt. Falls. . . . A surprise sale in this city was the taking over of the Broadway Theatre by United Intermountain Theas., taking Dan Kostopulos, the beloved showman, out of theatre business. Dan will devote the time to his other abundant interests. . . . Utah-made "Pony Express" will premiere here



Director John Ford (left), while in Italy for world premiere of "The Sun Shines Bright," his latest Republic production, is presented with a testimonial gold medal, on behalf of the Italian government, by Nicola de Pirro, gen. mgr. of the Department of the Interior.

April 28. On a chartered plane will be Rhonda Fleming, Jan Sterling, Forrest Tucker, Charlton Heston, producer Nat Holt and singer Tony Romero, together with James Fishground, pres. of American Airlines.

Marvin George was appointed mgr. of Intermountain's Capitol Theatre. Gilbert McBride, back from service, replaces George at the Centre as house mgr. . . . Ralph Trathen, formerly with Westates, Inc. and more recently with KDYL-TV, is now gen. mgr. of Consolidated Theas. Trathen reports the circuit will test the various methods of 3-D projection and equip the chain with the medium which best suits it. . . "Grandest Actor in the Business" is the appellation given to Alec Guinness by managerial staff of the Tower in this city, because of a hand-written, signed letter from the actor in response to one written him by mgr. P. A. Speckart telling him that the Tower booked six Guinness films, expecting to play three days each but public demand gave each a nine to 11-day run.

SAN FRANCISCO

Western Theatrical Equip. closed deals for installation of 3-D equipment at Dave Boltin's Encina Drive-In, Santa Cruz, and the Porterville Drive-In, owned by Spivy & Schwin at Porterville. . . . Bill David, Industrial designer awarded the contract to remodel Blumenfeld's Raphael at San Raphael for 3-D. . . . Guy Meek's Studio Drive-In at San Mateo, which opened April 8, is the first in this area to show 3-D. "Bwana Devil" was his opening film. . . . Lloyd Solter of Oakland, who has been experimenting in painting outdoor screens to substitute for aluminum or silver screens used by indoors theatres in showing 3-D, painted the screens at El Rancho, San Pablo and Studio, San Mateo. . . . The Coliseum will reopen from time to time in the future when 3-D product is available, according to Irving Levin, div. dir. for San Fran. Theas. . . . George Mann put the Terrace Drive-In on full time.

Ralph Carmichael, recently resigned sales mgr. of Paramount, Los Angeles, was appointed branch mgr. of Favorite Films. . . . Mickey Chonos, former asst. at UA, has gone over to Westland as asst. to Edward Coffey at the Laurel in San Carlos. . . . The Clark Agency completed arrangements to handle the Western Releasing Corp. account in this territory. . . . Harry Rice, mgr.-publicist of the Embassy, checked out of Ross Hospital and is recuperating at home. . . . Theatre men recently initiated as Variety Club members

(*Continued on page* 30)

Film Industry's Future Never Better, Director Feist Claims

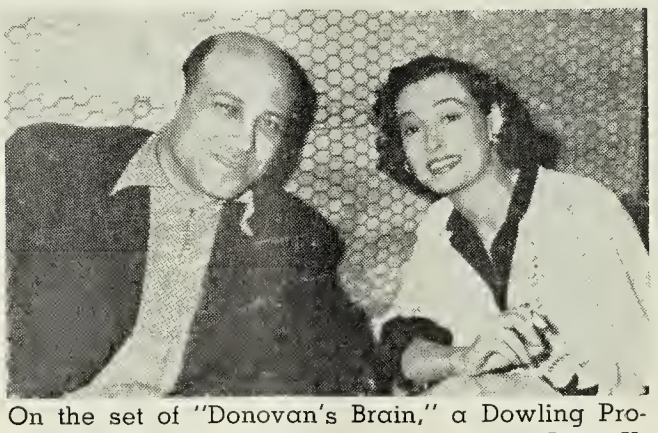
By Richard Bernstein

Hollywood is the best place to make films and the future of the motion picture industry was never better, Director Felix Feist maintains. His predictions for the future are that the film industry will be a paradise in five years and all the mediocre pictures will be on television, with Hollywood turning out quality product.

"We must go back to showmanship," Feist said. "We must sell our pictures and make pictures that sell. . . . No one will have any difficulty in adapting to third-dimension. . . . I would rather have a film with a good story."

The director added, regarding 3-D, that "What we're interested in is the fourth dimension—a good story with realism."

Feist, one of the top directors in the motion picture industry, believes that there will be an upsurge in the production of horror films. He believes that there is much more room for horror films today.



On the set of "Donovan's Brain," a Dowling Production, are Felix Feist, director, and Lisa K. Howard.

Horror Film Planned

Feist has a horror picture that he plans to film independently. It is called "Horror," and consists of three Edgar Allen Poe stories He will show how the author's life caused him to write this type of literature.

"All the fine movies have been based on the personal experience of writers," Feist emphasized.

He worked on the screen play of "Donovan's Brain" from Curt Siodmak's original novel, which created quite a stir and is looked upon today as a horror masterpiece.

" 'Donovan's Brain' is an imaginative, macabre theme played against simple real people. It is a horror tale in the fashion of Henry James," he explained.

Produced by Tom Gries, under the Dowling Productions banner, the film stars Lew Ayres, Gene Evans, Nancy Davis and Steve Brodie. The story is a tale of how a scientist, Lew Ayres, gets the brain of a tycoon, Donovan, for one of his experiments.

As he studies the deceased tycoon's brain, the scientist discovers that the tycoon's dominant personality through the medium of his brain is taking over the scientist's brain as he studies.

Ballyhoo Need Stressed

Feist related that the exploitation possibilities on the film are tremendous. He said that word of mouth advertising is not enough to sell a picture. It must have lots of ballyhoo, also.

Feist, who besides being a writer-director, is an authority on literature and writing, explained, "a writer becomes a hack when he fumbles toward formula."

He wrote "The Devil Thumbs A Ride," the RKO-Radio film, which starred Lawrence Tierney. He stated: "a director has to turn writer today. Most of the material presented to a director today reads fine but doesn't play."

Also on his agenda is "The Jagged Edge," the film version of David Dortort's best selling novel, "Burial of the Fruit."

"I would like to do a western with a fine story," the director-writer stated. "A western has to have more than action to appeal to adults. There is no excuse for a picture to be made that can't tell a good story and make money too."

Feist is a graduate of Amherst College and Columbia University. He was a film salesman, then became a cameraman (newsreel) for International News. From there, he became associate producer of M-G-M's Burton Holmes Travelogues, then a test director.

He directed "The Deluge" for RKO, which was very sucessful. He returned afterwards to M-G-M as a director and writer of short subjects, including the Pete Smith series, Carey Wilson Miniatures, Nesbitt's Passing Parade.

From here, he went to Universal, where he directed "All By Myself" and "Angela." He signed later with Warner Brothers, where he directed such hits as the Joan Crawford starrer, "This Woman Is Dangerous."

M-G-M Notifies Lanza Of Contract Termination

HOLLYWOOD.—M-G-M has notified Mario Lanza of the termination of his employment, following a year of postponements of "The Student Prince," allegedly aggregating more than $800,000 and affecting the employment of many people connected with the company.

"It is with extreme regret that M-G-M has been forced to take this action," said studio head Schary. "Lanza has been shown every consideration over the months when the picture has been scheduled and rescheduled at an increasing financial loss."

Title Changes

Warner Brothers: "**The Charge at Feather River**" is the new title for "Burning Arrow." (Stars Guy Madison and Frank Lovejoy; Gordon Douglas directs).

Universal-International: "**Tumbleweed**" is the new title for "They Were Renegades." (Stars Audie Murphy; Ross Hunter produces).

REGIONEWS

SAN FRANCISCO

(*Continued from page* 29)

are Robert L. McKee, owner of the Rio Alameda, and Allison Stanford, owner-mgr. Oaks Drive-In, Paso Robles. . . . Barney Nebler of Redwood City has been appointed by Harvey Theatre Construction Co. to draw plans for the $200,000 theatre they will build for the John Survant estate at Glasgow Mont. . . . Local 162, Motion Picture Operators, and Cinerama Corp. have been negotiating a contract for the company's particular style of exhibition. . . . TV set ownership in the San Fran. Bay Area increased by 24,465 sets during Feb. and 209,700 over a year ago.

WASHINGTON

Nathan D. Golden, director of motion picture, scientific and photographic products div. of NPA, was admitted to the practice of law by the U. S. Supreme Court.

Complete plans and program have been announced for the annual convention of the Virginia M.P.T.A. by Syd Gates and Leonard Gordon, co-chairmen of the convention. The three-day affair will be held at the Hotel Chamberlin, Old Point Comfort, May 5, 6 and 7. Committee chairmen for the three-day affair are: Amplification, John Bateman; Banquet, Syd Gates; Distinguished Guests, Sy Hoffman and Jeff Hofheimer; Drive-Ins, Oliver P. Chandler, Jr. and Eli Dreylinger; Exhibits, James Booth; Film Clinics, Robert Levine; Ladies, Mrs. Constance Crosby and Mrs. Helen Smith; President's Cocktail Party, Hal J. Lyon; Publicity, George E. Ward, Jr.; Refreshments, Jerome Gordon; Registration, William E. Jasper, H. C. Copeland, and J. K. Crockett; Speakers, Leonard Gordon; Sports, Dave Garvin, Jr.; Trans-transportation, Earle Westbrooke.

Para Slates 10 Releases From April Through July; Six In Color, One In 3-D

Paramount has scheduled 10 pictures, of which six will be in Technicolor and one in 3-D, for release from April to July.

For release in April are: "Off Limits," starring Bob Hope, and "The Girls of Pleasure Island," Technicolor, starring Don Taylor. For May: Cecil B. DeMille's "The Greatest Show on Earth," Technicolor; "Pony Express," Technicolor, starring Charlton Heston, and special pre-release engagements of "Sangaree," 3-D production, Technicolor, starring Arlene Dahl.

For June: "Jamaica Run," Technicolor, starring Ray Milland; "The Vanquished," Technicolor, starring John Payne, and "Sacred Stiff," starring Dean Martin and Jerry Lewis. For July: "Houdini," Technicolor, starring Janet Leigh, and "Stalag 17," starring William Holden.

Todd System For Rivoli

With Cinerama scheduled for a shift to the Warner Theatre and the Roxy installing a CinemaScope screen, it now becomes known that the Todd A-O process, extra-dimensional projection and stereophonic sound system will be installed in the Rivoli Theatre. Radio City Music Hall, in addition, has placed an order for CinemaScope with 20th-Fox.

Indie Production Rise Traced To Stereo Avalanche

HOLLYWOOD.—There has been a rise in independent production in Hollywood and it can all be traced to 3-D. With most of the majors going 3-D or wide screen, many of the indie producers feel that the exhibitors will have a dearth of 2-D films and supporting features for the undersize of a big 3-D or wide screen feature. They also believe that the smaller theatres will need plenty of 2-D product.

It isn't that the smaller theatres can't convert to any process, but the indie producers, at least some of them, believe that the exhibitors are going to wait for something standardized before they make the leap.

What with a semi-production lull, the exhibitor is going to have a time getting enough films to keep changing his bill. This is where the indie producer and his picture comes in.

Filming Lull Noted

Some indies, however, have climbed on the 3-D and wide screen bandwagon and are making pictures for these mediums.

Quite a few indie producers are staking their bankrolls on the belief that the so-called 2-D film is far from through. They emphasize that the story is still the most important thing and that the public will see a good film even if it is projected on a screen made of glued-together popcorn bags.

Quite a few money men are going along on this theory and financing for the independent producer is loosening up a bit. But there is still the same problem of getting a big name star to appear in the independent production. This has been solved quite a bit though, by the producer giving the name player a cut of the picture.

New Film Lab Organized

HOLLYWOOD. — Organization of General Film Laboratories Corp., and the start of operations at its multi-million dollar film processing plant to meet the expanding needs of motion picture and television film industry has been announced by G. Carleton Hunt, president.



Ferd Nauheim (right), advertising and public relations manager for Kogod-Burka circuit, Washington, D. C., is greeted at Paramount studio in Hollywood by producer Nat Holt. They discussed plans for the "Modern Pony Express" cross-country campaign for openings next week of Holt's "Pony Express" on the historic route of the first Pony Express.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Bette Davis and Gary Merrill, headed for a movie together in England, plan to form a producing team when they return to Hollywood. They're looking for a story. . . . Producer William F. Broidy set July 10 as the starting date for "Wanted By The F.B.I.," the second of three films he will make this year at Allied Artists. It will be followed in September by an untitled Kirby Grant starrer to be based on a James Oliver Curwood story dealing with the Royal Canadian Mounted Police. Meanwhile, Broidy's current film, "Murder Without Tears," to star Craig Stevens with Joyce Holden, is rolling. Film is locationing at Malibu Beach.

* * *

"Jubal Troop," the best selling novel by Paul Wellman reissued by Doubleday, has been added to Lewis Rachmil's production schedule at Columbia. Currently assisting Jerry Wald on the Rita Hayworth-Joe Ferrer-Aldo Ray starrer for Beckworth Productions, "Miss Sadie Thompson," Rachmil will bring "Ten Against Caesar" to the screen as his first solo assignment at Columbia. This picturization of K.R.G. Granger's novel will roll in Technicolor early in June.

* * *

M-G-M signed Max Shulman to write the screen play for his original story, "Half Married," which gives the author two story properties to script during the coming year. He is working at present on the screen play of "Dobie is My Darling," a sequel to the recently completed "The Affairs of Dobie Gillis," which Arthur Loew, Jr., will produce. "Half Married" is a comedy drama of the problems of a young couple who had decided on a long engagement.

* * *

RKO's "Son of Sinbad" will roll Apr. 20. Cast will be headed by Keith Andes, Mona Freeman, Ursula Theiss, and Vincent Price. Robert Sparks will produce and Ted Tetzlaff will direct. . . . At Republic, "Flight Nurse," which Allan Dwan will serve on as associate producer and direct, rolls May 1. The Vaughn Monroe starrer, "The Professor and The Coed," is film on which Sidney Picker will serve as asociate producer. . . . Wayne-Fellows will put "Hondo" before the cameras May 15. It will be shot in 3-D and WarnerColor with John Farrow directing. . . . Veronica Hurst, British star, has been signed for the femme lead in Allied Artists' first 3-D film, "The Maze," to be produced by Richard Heermance and directed by William Cameron Menzies starting Apr. 20.

* * *

Republic announced that it will send a complete cast and full production crew to Africa for the filming of "The Dakar Story," with associate producer-director John H. Auer leaving shortly for Dakar, Kenya and Nairobi to finalize all official arrangements for production of the picture. Virginia Kellog, who spent considerable time in Africa doing research for the film, has just turned in a completed screen play which deals with the Mau Mau African secret society and spotlights espionage and counter-espionage. Picture will be filmed in the midst of Mau Mau activities. Production will be in September, which marks the end of the African rainy season.

* * *

Gene Barry has been cast in a major dancing role in Paramount's upcoming 3-D musical, "Red Garters." Teamed opposite Joanne Gilbert, he also is headlined with Rosemary Clooney, Anna-Maria Alberghetti and Guy Mitchell. It will be directed by Mitchell Leisen with Pat Duggan, the producer, starting May 16. . . . Walter Mirisch, Allied Artists executive producer, announced "Battle Star," a story about helicopter crews in rescue and assault operations in Korea, as a forthcoming large-scale production to which he has assigned William Calihan, Jr., as the producer. The screen play, now being written by Simon Wincelberg, will be filmed in color and will go before the cameras in mid-summer after completion of "Fighter Attack," which Calihan is now preparing as a Sterling Hayden starrer. . . . Gig Young was selected to co-star with Joan Crawford and Michael Wilding in "Why Should I Cry," at M-G-M. Charles Walters will direct and Henry Berman will produce.

* * *

A 3-dimension featurette, "College Capers," has been completed for Lippert Pictures release and will be ready for national distribution May 1. The novelty is the second in 3-D for the company, which has "A Day in the Country" now in release. Both can be projected on standard theatre equipment. The new subject, prduced by Robert L. Lippert, Jr., and directed by Elmo Williams, is based on the recent college "panty raids." It will be released in combination with "Bad Blonde," starring Barbara Payton, and the comedy feature, "Bachelor in Paris."

* * *

Earl McEvoy, former Columbia Pictures director, has turned independent producer and plans to place his first film, "Wyoming," before the cameras this summer on location in the Jackson Hole country in Wyoming. McEvoy, who will direct as well as produce, purchased the original story, "Wyoming," from writer Clark E. Reynolds, who has been assigned to do the screen play. The production will be filmed in color for the new wide screen. A top-flight star is being sought for the lead role. McEvoy plans to produce four more pictures in the next three years. He has taken options on two screen stories and is negotiating for the purchase of two others. All will be filmed in color for either wide screen or 3-D.

* * *

Walt Disney's next feature, "Rob Roy," will be filmed in Technicolor. Gynis Johns and Richard Todd head the cast. . . . "The Long Noose," a novel by Lee E. Wells, was bought by Universal-International. The book, published by Rinehart and Co., will hit the stands about the middle of May. John W. Rogers will produce the story which is set in Texas in 1895.

...So Exciting
THE CRITIC OF THE N. Y. DAILY NEWS
"DARNED NEAR HAD A HEART ATTACK!"

...So BIG THE GLOBE, N.Y.
HAD A RECORD FIRST DAY!
MOTION PICTURE DAILY
$8,000 Opening Gross for 3-D 'Man'

So HAPPY... TO REPORT
ABOUT HUGE
OPENING WEEKEND
AT ORPHEUM, SAN FRANCISCO

COLUMBIA'S
3 DIMENSIONS!
MAN IN THE DARK

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

HEADS HIT EXHIB CLAIMS
PROBE POSTPONES

INDUSTRY SCORES IN
CENSORSHIP CASE

UNVEILS 3-D HOME VIDEO

REPEAL SENTIMENT
GROWS IN CONGRESS
TREASURY BALKS

CINEMASCOPE PRICED FROM
TEN THOUSAND

AAM EXHIBS BACK SKOURAS
IN FOX PROXY TIFF

FCC CLARIFIES THEATRE
NEEDS IN STEREO

REVIEWS
pages 10, 11, 21

No. 8 May 2, 1953

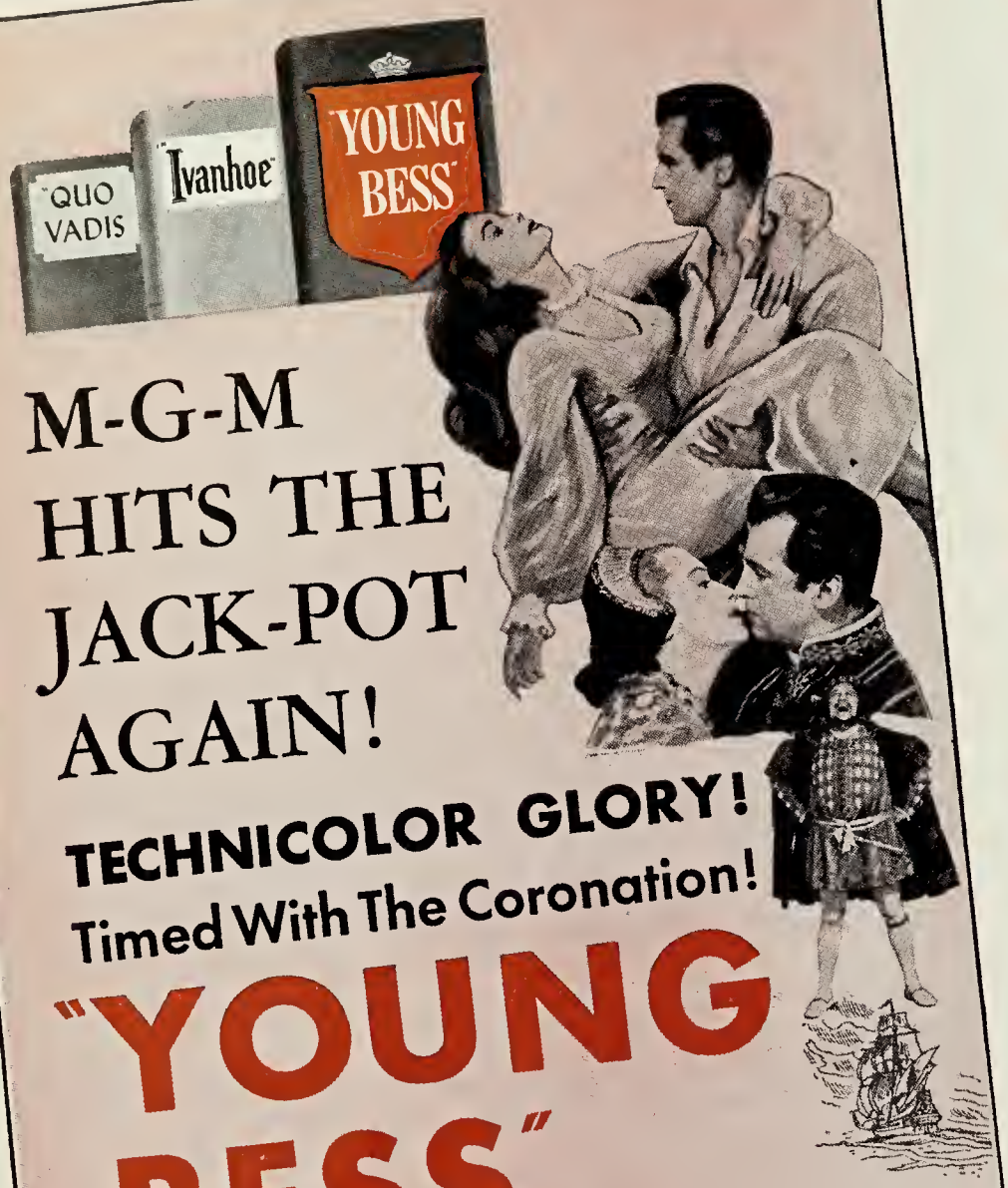
Entered as second class matter October 25, 1946, at the post office at New York, N. Y., under the act of March 3, 1879. Published Weekly by The ITOA Independent, 1501 Broadway, Room 1201, New York 36, New York. Subscription $3.00 a year. Single copy 10 cents.

COMMON SENSE— OR CONFUSION!!

IT is no understatement to observe that there is a great deal of uncertainty in the ranks of exhibition. This stems mainly from an industry failure to pursue a course of action which would utilize fully the wide-scope, extra-dimensional projection systems that have already made their debut or are to be unveiled in the near future. Lack of standardization is responsible for the confusion—but only in part. It is also due to the fact that the greater majority of exhibitors across the nation have not yet seen the different systems and have been subjected to a welter of conflicting reports.

We of the INDEPENDENT have seen practically every new device. As exhibitor representatives, we

(See Page 3)



M-G-M HITS THE JACK-POT AGAIN!

TECHNICOLOR GLORY!

Timed With The Coronation!

"YOUNG BESS"

The Famed Novel Now A Great Screen Romance!

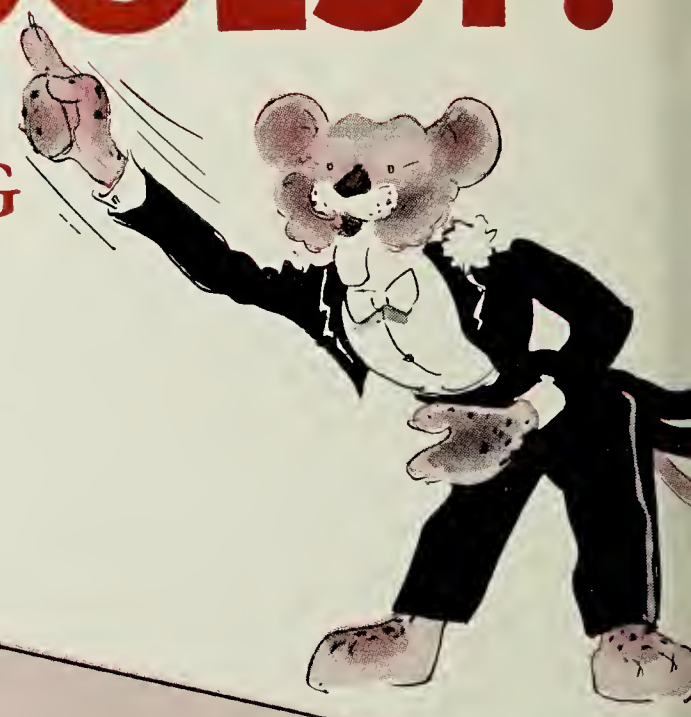
M-G-M presents In Color by Technicolor "YOUNG BESS" starring JEAN SIMMONS • STEWART GRANGER • DEBORAH KERR • CHARLES LAUGHTON • with Kay Walsh • Guy Rolfe Kathleen Byron • Cecil Kellaway • Leo G. Carroll • Screen Play by Jan Lustig and Arthur Wimperis • Based on the novel by Margaret Irwin • Directed by George Sidney • Produced by Sidney Franklin

"KING GABLE and QUEEN BESS will get you the JACK!"



TWO OF THE BIGGEST!

COMING YOUR WAY IN MAY!



gable and his Captive bride



M-G-M's SCREENFUL OF EXCITEMENT!

"NEVER LET ME GO"

M-G-M presents CLARK GABLE • GENE TIERNEY in "NEVER LET ME GO" • with Richard Haydn • Screen Play by Ronald Millar and George Froeschel • Adapted from the Novel "Came The Dawn" by Roger Bax Directed by Delmer Daves • Produced by Clarence Brown

Vol. 31 No. 8
May 2, 1953

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

ould like to report on a course of action that we rec-mmend in the light of existing circumstances.

First—and there can be no question about this—ere CinemaScope available today, both in equipment nd production—it would unquestionably be the an-wer for every theatre owner and every producer. How-ver, with the bottleneck which now exists in produc-on for CinemaScope and in supplying the necessary quipment, the average exhibitor is faced with the roblem of what to do NOW—and here common sense ould prevail.

THERE ISN'T A SINGLE PICTURE NOW BE-NG PRODUCED ON THE COAST WHICH CAN-OT BE SHOWN IN 2-D. There is also no question hat just as scope will play a very important part in the uture of our business—witness "Shane" at the Radio ity Music Hall—stereophonic sound will play an qually important part. Therefore, common sense dic-ates that exhibitors should immediately start the in-tallation of stereophonic sound.

There are two further bottlenecks in equipment hat must be overcome. One is the availability of mag-etic reproducers which must go into all booths at the resent time if a picture like "House of Wax" is to be hown in the same manner as it is being presented at he Paramount Theatre in New York. With the in-enuity of the American technician and the aptitude f the motion picture industry, it is only a question of very short period of time before one piece of 35mm lm will adequately take on the necessary sound rack and picture, and thus eliminate the magnetic eproducer.

The other bottleneck is the production of an all-urpose screen which exhibitors must ultimately install n their theatres. So far, no company has fully devel-ped an all-purpose screen although several are on the erge of announcements. Our recommendation, insofar s a screen is concerned, is to place the largest screen ossible in your theatre on a temporary basis until a roven all-purpose screen is available.

Ultimately, the experimentation now going on will ring its own standardization. Boxoffice receipts have hown that the public will buy 3-D pictures. Since here are enough such pictures in production now to nore than pay off for the necessary equipment that must be installed, our suggestion is that every theatre should order 3-D equipment. This is a calculated and expendable item that should more than pay for itself.

Summing up, common sense tells us that every exhibitor should eventually be prepared to install CinemaScope. During the transitory period, and as cheaply as possible, exhibitors should put in large screens and 3-D equipment. One further bit of advice—make it your business to go to your local exchange area to see every new process as it is being demonstrated.

No Time To Relax

The House Ways and Means Committee has given the motion picture industry a sympathetic and understanding hearing on H.R. 157—the Mason Bill designed to eliminate the Federal 20% tax on admissions.

The industry now enters a period where enough support must be rallied for the measure to have the bill reported favorably out of committee with the approval of the Rules Committee that no amendments be added. This would mean that no collateral or unrelated matters could be tacked on to the bill to becloud the issues—and this is what is needed by our distressed business.

In the meantime, it is incumbent upon every exhibitor throughout the breadth of the nation to maintain liaison with his Congressmen, inquiring as to the status of the measure and soliciting their active support in having the Mason Bill reported out favorably for floor action. They should also communicate with the Secretary of the Treasury and the executive branch of the government with pleas for a green light for H.R. 157.

The industry tax fight has gone a long way. It must not be permitted to expire with the goal in view.

Let's Arbitrate

We are entirely in disagreement with the presentation before the Senate Small Business subcommittee by certain theatre interests. There is no evil in the motion picture business that cannot be cured by arbitration. This is a stand we have taken for years and which we now reiterate.

HE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. elephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast ureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Vashington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Sales Heads Hit Exhib Claims; Probe Put Off

WASHINGTON.—Postponement for an indefinite period of the investigation into alleged trade practices abuses, as conducted by a Senate Small Business monopoly subcommittee, was abruptly called this week by Sen. Andrew F. Schoeppel (R., Kans.), chairman. Postponement was made following three days of testimony by distributor sales managers who denied exhibitor charges that their companies were indulging in wide-spread pre-release and bidding tactics.

Postponement came on the heels of a Justice Department anti-trust division request. Justice reportedly wanted Stanley Barnes, its new anti-trust chief, to familiarize himself with the tiff.

Earlier this week, Alfred Starr, Theatre Owners of America president, testified in favor of arbitration as the only long run satisfactory solution to trade practices problems. Sen. Schoeppel later reiterated this position.

Starr Testifies

Testimony by Charles M. Reagan and Charles J. Feldman, sales chiefs of Loew's and Universal, respectively, plus that of RKO's William Zimmerman and Paramount's Austin C. Keough, was given.

At sessions a week before, spokesmen of National Allied had given testimony. Allied, through a disclosure made this week by Abram F. Myers, general counsel and board chairman, announced its intention to file a supplementary statement with the subcommittee, amplifying its position and answering distributor testimony.

Reagan told the subcommittee this week that Loew's has always respected the "letter and spirit" of the decrees in its sales policies and denied that the company was deliberately restricting film production so as to create higher film rentals.

Feldman denied also that distributors were attempting to force small theatres out of business. Nothing could be worse for distributors, said Feldman, if they wound up with nothing but circuits to sell.

Reagan said that any curtailments in production were a result of wartime shortages in materials, and he pointed to figures showing that Loew's had increased the number of pictures it released each year since the last world war.

Reagan Explains

When asked about arbitration, both Reagan and Feldman said that their companies were in favor of it, but Feldman said that he did not think that prices could be arbitrated.

As for competitive bidding, Reagan said that Loew's used the practice to a "very limited extent," and only after specific exhibitor request. Feldman said that the policy of Universal also was to employ bidding only when it was asked for.

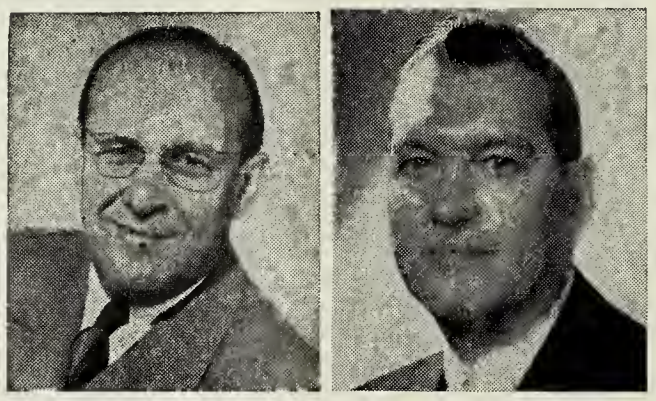
Feldman countercharged that exhibitors in areas where there was no bidding disposed of films among themselves without consulting distributors and forced distributors in many cases to take any price the exhibitor would pay.

On the issue of pre-release, Reagan said that only two out of 500 Loew's pictures had been offered in the last 14 years on a pre-release basis: "Quo Vadis" and "Ivanhoe."

Feldman said that industry disagreements resulted mainly from the better pictures which, he said, exhibitors wanted to buy for as little as possible.

Starr, in testifying, declared that in the long run arbitration between the different segments of the industry was the only satisfactory solution to problems of trade practices.

Legislation and court decrees designed to



FELDMAN REAGAN

regulate industry practices have usually "created new problems to plague theatre operators," Starr said.

But at the same time, the TOA head came out in favor of limited legislation to fill out existing decrees and to cover certain alleged practices of distributors that arbitration could not control.

Starr called for legislative action primarily in regard to the pre-release method of selling films, which, he said, should be outlawed by injunctive relief in amendment of existing consent decrees.

The pre-release systems, said Starr, violate the Supreme Court decision in the Paramount case and the consent decrees growing out of it.

Claims TOA Support

TOA was in favor of this "drastic action," declared Starr, because "we believe" that the "pre-release practice is born of the inordinate greed of distributors who are too short sighted to see . . . its devastating effect upon the . . . industry."

Starr said that TOA would be reluctant to accept the pre-release practice as a "matter for arbitration," but would prefer an amendment to the consent decree which would outlaw the method.

He added, however, that the burden of action in this regard was on the Justice Department "to set in motion the necessary procedure for compelling distributors" to choose either arbitration or legislation by amendment to the decrees.

Starr described also the period of time between pre-release and subsequent exhibition of a picture as "a period of clearance between runs." The long time interval involved, Starr said, is "unreasonable," and therefore "in violation of the injunctive pro-

(*Continued on page* 18)

Myers Enthusiastic Over Postponement

Washington.—Enthusiasm was the rea tion of Abram F. Myers, National Alli board chairman and general counsel, news of the Senate Small Business su committee postponement of its trade pra tices investigation. Postponement was ma in order to permit the new Justice Depa ment anti-trust chief to acquaint himse with the exhibitor-distributor case.

Myers said: "I am glad we are not goi to get testimony from one of the (Justi Department) hangovers, interested in clea ing his own skirts. The situation bad needs the attention of someone with a open mind."

Industry Scores In Censor Case

COLUMBUS.—A bill repealing Ohio fil censorship was approved this week by t State Senate Education and Health Commi tee in a five to three decision, marking first rounding victory for the MPAA, whi vigorously supported the measure.

Bill must now pass the rules committ and be placed on the Senate calender befo the House can act on it. Campaign for repe was sparked by the Independent Theat Owners of Ohio and was strongly oppos by church representatives.

The industry's case, introduced by Se Charles Mosher, indicated censorship as u necessary in view of the Ohio General Cod which contains provisions punishing moti picture violators. Representatives of t industry stated also that films not screen by censorship boards were being shown television in Ohio.

ABC Unveils 3-D Video; Telemeter To Seek FCC Nod For Subscription TV

LOS ANGELES.—A system of 3-D hom television was unveiled this week by t American Broadcasting Co. while Intern tional Telemeter Corp. disclosed an intenti to apply later this year for FCC approv of its subscription TV system, for possib use in New York.

The 3-D video system, shown in a 3 minute test, requires polaroid viewing glass and a specially designed TV receiver. Sy tem utilizes the sequential transmission left and right pictures and has FCC a thorization.

Regarding "pay-as-you-see" TV, Paul M Namara, Telemeter international vice-prex said that mechanics of a workable coin-i box apparatus had been perfected at a estimated cost of $30 per box plus installation.

MPAA Okays Japan Pac

Terms of the new one-year import licen and remittance agreement for Japan, negotiated in Tokyo for the American i dustry by the MPAA, have been approve

3-D HIGHLIGHTS

Columbia Pictures has converted its schedle of forthcoming product entirely to 3-D, ith pictures slated for shooting in both urved screen and stereo 3-D methods utilizg stereo sound. Curved screen aspect ratio mployed is 1.85 to 1.

* * *

Negotiations have been completed for inerama's Chicago opening at the Palace heatre in July. The Los Angeles engagement of Cinerama opened at the Warner ollywood Theatre. A screen almost half a ze larger than the ones used in New York nd Detroit was installed at the Warner.

* * *

M-G-M's curved screens, along with stereohonic sound systems, will be installed in all letro theatres abroad, to give panoramic imension to conventionally-sized prints and or use in regard to other 3-D processeses. t home, the Stephens Manufacturing Corp. as contracted to deliver M-G-M's stereo ound equipment for 3-D experimentation nd other purposes.

* * *

The following companies have begun anufacture of 25-inch magazines for 3-D rojection: Natural Vision Theatre Equipent Corp., Lou Sommerfeld, Inc., and harles Cifre, of Boston. Natural Vision ill begin deliveries to theatres on May 4. he Sommerfeld product is already available.

* * *

A new interlock system for projectors is eing produced in quantity by General Elecric for houses converting to 3-D. System ill keep two or more projectors operating t the same speed; or by simply turning a witch, will enable them to operate indeendently.

* * *

Allied Artists technicians have developed he company's own 3-D camera mount: a win-camera construction using twin mirrors o achieve the required inter-axial. It is already in use on "The Maze," AA's first 3-D roduction.

* * *

Altec will expand production facilities and nlarge its engineering staff to meet increasng exhibitor demands for stereo sound quipment. Stereophonic installations have been completed for 11 theatres.

* * *

The total number of theatres to date that ave contracted for installations of Warner-Phonic sound equipment has surpassed 500, according to Warner Bros., which will use he system with the studio's second 3-D film, "The Charge at Feather River." There are 13 additional theatres preparing for playdates of "House of Wax," bringing the total n that category to 59.

* * *

A curved screen plus a shorter focal length ens is being used by theatres to achieve a 3-D effect with an aspect of three-by-five, reported National Theatre Supply Co. Theatres to install the process are the New York Rivoli, currently presenting an aspect ratio of 3.40-by-five; the Beacon, East Orange, N. J.; the Palace, Orange, N. J., and the Bliss, L. I.

Tax Repeal Sentiment Grows In Congress; Treasury Balks

The industry's case for repeal of the 20 percent Federal admission tax kept gathering support this week in the wake of the one-day hearing in Washington on behalf of the tax-killing measure introduced by Rep. Noah M. Mason (R., Ill.)

While COMPO leaders were endeavoring, via messages to members of the House Ways and Means Committee, unit which held the hearing, to press for an early vote on the bill, Committee Chairman Daniel A. Reed (R., N. Y.), reportedly continued to push his weight in favor of a delay.

The Mason bill and/or any other aiming to exempt film theatres from the admission tax was opposed by the Treasury Department at the time the hearing took place.

The Committee, outside of Rep. Reed, seemed to favor almost to a man complete repeal. Forty-three Congressmen and one Senator appeared personally to testify.

Coming to the aid of the industry was Sen. Wayne Morse, Oregon independent, who said he felt that "we ought to get rid of the theatre admission and excise taxes, if not entirely, then substantially."

Morse Blasts Tax

Sen. Morse maintained that the nation's theatres "are being subjected to a very discriminatory tax that is working a great hardship on them."

Rep. Reed told a reporter the day following the hearing that it isn't much use in his Committee's reporting out bills if they are going to be blocked. Asked whether he would at least call an executive session on the bill, he replied that such a meeting would not be called very soon.

During the hearing, Rep. Reed had addressed the industry leaders present with an appeal to back his income tax reduction bill as a way of getting much more effective relief than outright appeal. He said that with Federal tax elimination, cities would slap on new levies.

The industry's presentation on the Mason bill was, however, labelled "a very strong case for elimination of the admission tax" by Rep. Philbin (D., Mass.)

He said that "if persons are staying away from the movies because of these taxes, that is not only harmful to the industry but to the government as well, since the government is, in effect, responsible for setting up a situation taxwise which tends to decrease its own revenues."

The industry's case began with the showing of M-G-M's 22-minute film favoring repeal. Col. H. A. Cole and Pat McGee, COMPO Tax Repeal Committee co-chairmen, and Albert E. Sindlinger, statistics firm representative, then answered questions.

Questioning by Committee members was almost entirely of a nature to indicate sympathy for the industry's position, with several promising support. Rep. Jere Cooper (D., Tenn.) asked the only critical questions.

A hopeful sign for the industry was the fact that two members of the House Rules Committee appeared to urge favorable action on the Mason bill. They were Reps. William M. Colmer (D., Miss.) and Donald W. Nicholson (R., Mass.).

Statement Given

In a statement addressed to exhibitors throughout the country, Sam Pinanski and Trueman T. Rembusch, members of the COMPO governing triumvirate who attended the hearing, gave enthusiastic praise to the presentation of the case and called on all exhibitors to continue the fight for tax relief without let-up.

"Effective as the presentation was, however, it was in no way superior to the work done by thousands of exhibitors throughout the campaign. The results of this grassroots work were made plain at the afternoon session of the hearing when a long parade of Congressmen appeared before the committee and advocated passage of H.R. 157, the bill introduced by Rep. Mason of Illinois which the industry is supporting.

"Nearly everyone of these Congressmen told of having seen exhibitors' balance sheets that proved to them the serious state the industry is in. Every Congressman was obviously well aware of the theatres' situation in his own district, which was proof that the exhibitor campaign committees had done their work well.

"Obviously, the presentation of our story to the House . . . Committee is not the end of our campaign. There is a great deal of work yet to be done. Therefore we urge all exhibitors to keep up their courage and to keep punching. The tax campaign committee has done a great job so far, but the fight must go on with all the strength we have."

If the Committee acts favorably on the bill the Rules Committee must still give it the right of way for an actual House vote. The Rules Committee has bottled up the income tax cutting bill introduced by Rep. Reed.

Editorials In Four New York Dailies Flay Federal 20 Percent Admish Tax

Four leading metropolitan area daily newspapers to date have published editorials flaying the Federal 20 percent admission tax. Papers are the ''Journal-American,'' ''World Telegram & Sun,'' ''Daily News'' and ''Daily Mirror.''

Latest of the editorials, printed this week in the ''Telegram & Sun,'' declared that the tax should be lifted "by all means.'' The ''News,'' under the sub-heading, ''Take off That Tax,'' called the levy ''big'' and ''burdensome'' and one may easily having something to do with the box office decline.

The ''Journal-American'' stated in its tome that the tax is ''hurting the movie theatre business, related businesses—and the Government itself, by forcing the closing of a substantial number of theatres throughout the country. It has ceased to become an emergency tax and has become a discriminatory one.''

The "Daily Mirror'' editorial was the first of the group to see publication. It noted that the tax was causing ''death by strangulation'' for the industry.

From Paramount

In May

SANGAREE

IN 3 DIMENSION

In Color by TECHNICO

Stars That Are Big

Action That Thrills

Adventure That Excites

Sex That Allures

Sets And Exteriors That Amaze

Technicolor That Beautifies It All

AND IT'S ALL IN

3 DIMENSION

TO GIVE A NEW DIMENSION

TO BOXOFFICE PROFITS!

This is the 3-D picture that was worth waiting for! Not speed but bigness was Paramount's goal in assembling the great selling elements that make this an important attraction for every screen!



The Best-Selling Novel of Young America's Lustiest Days Comes Turbulently Alive!

STARRING

FERNANDO LAMA

with FRANCIS L. SULLIVAN · C

SCREENPLAY BY

DAVID DUNCAN · FR



RLENE **DAHL** · PATRICIA **MEDINA**

ORVIN · TOM DRAKE · JOHN SUTTON · WILLARD PARKER

S · FROM THE NOVEL BY FRANK G. SLAUGHTER · DIRECTED BY EDWARD LUDWIG · PRODUCED BY WILLIAM H. PINE AND WILLIAM C. THOMAS

Gotham Exhibs Back Skouras In Proxy Dispute At 20th-Fox

Apparently feeling that a switch in 20th Century-Fox management that would place Charles Green, dissident and suing stockholder, at the helm might result in a drastic change in the company's production output, leading metropolitan exhibitors moved forward this week with plans to support the Spyros P. Skouras-Darryl F. Zanuck group in its upcoming battle.

Proxy statement mailed to stockholders this week by 20th-Fox management carried a strong reply to Green's statements regarding the market price of 20th-Fox common stock, the salaries of top executives, and the proposal to retain cumulative voting.

Management commented also on the fact that all but one of Green's proposed directors to the 20th-Fox board had no experience in the film industry.

Green, in a directive issued to stockholders, denied for a second time that he sought control of the company. He termed "utterly ridiculous" the charge that he planned liquidation of 20th-Fox.

Green Issues Denials

He said, however, that he "would not hesitate to recommend cutting out or curtailing any phase of the company's operations that could not be run profitably for the stockholders."

Added Green: "if this be liquidation, then I am for it."

Management noted that contrary to Green's claim, market price of common stock is substantially as high currently as it has been in the past three years.

Statement disclosed in addition that Green, critical of salaries in excess of $100,000 per year, makes no mention of the 20th-Fox voluntary plan for 50 percent cuts in salaries over $26,000 yearly.

Skouras, in a broadside to stockholders against Green, charged the use of "cold war tactics" on the part of the dissident stockholder. Skouras claimed that Green and his associates desire control of the company for liquidation purposes. The 20th-Fox prexy stated, moreover, that Green told him that the company should sell its pictures to television now. Current sale would not net a profit, Skouras maintained.

It was simultaneously disclosed by the 20th-Fox prexy that his company will reduce from $45,000,000 to $30,000,000 its annual production budget beginning May 1 as part of its approach to production via CinemaScope. Skouras noted also that he plans to reduce the company's inventory over the next two years by $15-20,000,000.

Voting Urged

As part of his broadside, Skouras urged shareholders to vote their proxies this month in favor of ending cumulative voting as proposed by the management and cast their ballots in favor of management's slate of 10 directors.

The voting issue will be settled May 5 at a special meeting in Wilmington, Del. Annual meeting will be held May 19 at the home office.

According to the company's proxy statement, new nominees to the 10-man board are: Colby M. Chester, Jr., honorary chairman and director of General Foods Corp.; Gen. James A. Van Fleet, retired, former United Nations commander in Korea; Kevin C. McCann, Defiance College president, and B. Earl Puckett, chief executive officer of Allied Stores Corp.

The above four nominees would, if elected, fill vacancies created by the recent resignation of three 20th-Fox executives from the board and the death of Seton I. Porter.

The three who resigned from the board are: Donald Henderson, treasurer; Murray Silverstone, 20th-Fox International prexy, and Wilfred Eadie, comptroller.

The six board members proposed by the company for re-election are: Skouras, L. Sherman Adams, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman and William C. Michel.

Green, in his proxy statement, offered a slate of five directors. Green heads the slate. Others are Patrick J. Frawley, president and director of the Frawley Corp.; Harry T. Silverman, Donsey Products, Inc., director and secretary-treasurer; Robert Roy Dann, attorney, director since 1951 of Five Continents Films, Inc., and William B. Rothschild, M. Rothschild & Co., executive vice-prexy.

The Green proxy statement asked opposition to management's proposal to curtail cumulative voting. If the voting issue is decided in favor of the Skouras-Zanuck

(*Continued on next page*)

General Wants In On Proxy Battle

Desire of Gen. James A. Van Fleet, retired, to join the 20th Century-Fox board of directors "immediately" in order to assist Spyros P. Skouras, president, in his proxy contest against Charles Green, dissident stockholder, was disclosed this week in a special statement by the General to stockholders.

Gen. Van Fleet revealed that when Skouras first suggested him as a director, he told the 20th-Fox prexy that he would be "available." "When he (Skouras) suggested that my election be proposed after the annual meeting when the proxy fight was out of the way, I informed him," added the General, "that I had given the whole matter much thought and . . . decided that if there was a fight going on, I would not avoid it."

CinemaScope Priced From Ten Thousand; East Lauds System

Following the first eastern demonstration of CinemaScope, 20th Century-Fox disclosed this week that costs to exhibitors for the curved-screen process and stereophonic sound installations would range from $10,000 to $25,000.

The CinemaScope demonstrations, held during morning hours at theatres in New York, Chicago, Philadelphia and Detroit were witnessed by members of the press along with figures from all branches of the motion picture and allied entertainment worlds.

The program, supplemented by stereophonic sound effects, was essentially the same as the one presented at the recent west coast premiere of the new system. Comments of and impressions by the invited audiences were as positive as those for the coast showing.

Program consisted of scenes from the forthcoming production of "The Robe"; a sequence from "How To Marry A Millionaire," another forthcoming film; a musical interlude from "Gentlemen Prefer Blondes"; a performance of the 20th-Fox orchestra and a number of scenic views, of which two were photographed from aboard an airplane in flight.

Costs Will Vary

Costs of CinemaScope installation in theatres, including the cost of the screen, the stereophonic sound system and the projector lens, can vary from $10,000 to $25,000, according to the size of the house, said A. Lichtman, distribution director for 20th-Fox.

The stereo sound system alone can amount to $12,000 in a large theatre, Lichtman disclosed, while the entire system for a medium-sized house would cost from $15,000 to $17,000. Installation expenses may eventually come down, Lichtman added, as the amount of equipment produced increases.

Comments on the CinemaScope demonstration uniformly were in praise of the effectiveness of the system.

David Weinstock, Raybond Theatres, asserted, "after 47 years in . . . exhibition . . . I think the industry is headed for a new era. The patrons that have been missing from the theatres the last few years will without doubt return to the motion pictures again."

Irving Renner, Endicott Circuit, re-

(*Continued on page* 16)



Spyros Skouras, 20th-Fox prexy, (center), holding a conference at Fox's home office with members of the trade press.

Washington Closeups

Act Exemption Asked

Walter Pidgeon, president of the Screen Actors Guild; John Dale, also of SAG, and Roy Brewer, IATSE chief, appeared before the Senate Labor Committee to ask that the film industry be exempted from the 30-day provision of the Taft-Hartley Act. Under the Act, a worker may work for 30 days without joining a union.

The film industry representatives said that workers in this industry usually do not work for one employer, but frequently change employers so often that the effect of the 30-day provision is frequently to permit employees to work under union protection without the necessity of joining the union.

They asked that, in respect to the film industry, the provision either be scaled down to seven days or else be eliminated entirely.

Distrib Payrolls Rose

Film industry production and distribution payrolls subject to the unemployment tax rose sharply in the third quarter of 1952, compared to the same quarter of 1951. According to figures supplied by the Labor Department, production and distribution payrolls reached a total of $76,381,000 in the third quarter. During the same period of 1951, the total was $74,650,000.

Accompanying the greater activity in this branch of the industry was a rise in payrolls of so-called "service industries" allied with the film industry.

Film theatre payrolls covered by the tax, on the other hand, took a drop from $80,728,000 in the third quarter of 1951 to $79,090,000 in the third quarter of 1952.

Bidding Upheld

The decision in the Paramount case did not outlaw competitive bidding, six majors told the Supreme Court. Loew's and five other majors asked the highest court to turn down appeals by the operators of Milwaukee Town and Chicago's Jackson Park for a review of an Appeals Court decision in a competitive bidding case. The majors also asked that the bid of Allied to file a brief in support of the exhibitors' case as "a friend of the court," be denied

DeMille Takes Post

Cecil B. DeMille has accepted the post of chief film consultant to the State Department's International Motion Picture Service. Asked to serve by Dr. Robert L. Johnson, international information administrator, De Mille replied that, "knowing the American motion picture people as I do, I share Dr. Johnson's expressed confidence in the industry's response to a call which reflects so clearly 'the national interest and the cause of freedom and peace throughout the world.'"

Johnson said he hoped DeMille will enlist the co-operation of the film industry and all its component organizations, and he "naturally looks to the American motion picture industry, which has developed the science and art of the films into one of the most effective media of information."

Settlement Reached

Parties involved in the anti-trust suit filed by the Homeland Amusement Co. of Baltimore against eight distributors and the Durkee circuit have agreed on a settlement. Suit arose out of a dispute over clearances. Partially revealed terms of the settlement allow Homeland's Rex Theatre an opportunity to bid for first run films against the Durkee's Senator, or to play them without bidding 28 days subsequent to first run.

Tax Collections Declined

The Federal government collected $315,481,918 in taxes on admissions during 1952, according to the final, revised figures released by the Treasury Department. During 1951, the government collected $346,742,434 from this source. The figures include admissions of all kinds except cabarets and roof garden and certain over-price ticket sales, but film theatres contribute most of the total.

New Station Awarded

The Federal Communications Commission has granted a license for the first television station in New Hampshire, at Keene. Vermont is now the only state without a single operating station or an authorization to construct one.

Dividends Dropped

Final figures on 1952 film industry publicly declared dividends released by the Commerce Department showed total payments of $25,946,000, compared to $35,043,000 in 1951. The 1952 drop extended to all but three of the companies covered by the report.

Zenith Launches Concern For Production Of Films

Zenith, manufacturers of television sets, has organized a subsidiary called Zenith Pictures, Inc., for the production of films for theatres and TV. Formation was disclosed over the weekend with the announcement of the formal opening of the firm's studio.

Program will consist in a series of 69 half-hour shows consisting of condensed versions of operas done in English. Entire program will be called "Thrills of Great Operas.'

President of the new company is Harry Donahue, who has had 30 years' experience in the industry. Edward Lewis, a contractor, is vice-president.

RKO Disbands Branch

MINNEAPOLIS.—The RKO branch office in Sioux Falls, S. D., was discontinued this week and manager Sherm Fitch was transferred to the Minneapolis sales staff, as part of RKO's economy program. Fitch will retain a sales staff in Sioux Falls but staff will not handle distribution. Arvid Olson, a salesman at the Sioux Falls office, was shifted to the Omaha exchange, while Ralph Meyers, another salesman, left the company.

New York Xhibs Support Skouras

(*Continued from preceding page*)

management, it is believed that Green's chances of electing his slate will be lessened.

Green claims representation for 118,230 company shares. Skouras charges that Green's battle is being conducted in the interests of a special group and not on behalf of the stockholders as a whole or the company.

Green, in a suit filed against the company, maintains that certain portions of the employment pact of Zanuck and Skouras are invalid. His action seeks to declare these portions null and void. It was filed in New York Supreme Court, naming as defendants Skouras, Zanuck, TCF Film Corp. and 20th-Fox Film Corp.

As special trial counsel in the suit, 20th-Fox retained Milton Pollack who, a few years back, represented a group of National Theatres' shareholders in a victorious action against the circuit.

Regarding sale at this time of company films to TV, Skouras claimed that such transactions would net five cents on the dollar. Result, he said, would be "that theatres would close their doors because of the overwhelming competition of these free shows."

Vote Scheduled

Skouras added that after three years' time with CinemaScope and other new techniques that protect theatres, 20th-Fox's "old product would have no substantial value" to houses and could then be sold to video "at a tremendous profit."

Skouras said that management's board nominees have been planned for some time in the desire to add directors "who will have a sense of responsibility to the community as well as to the stockholders, and who bring experience from other fields to the company."

The May 19 meeting will see a vote on two Green proposals: to deprive the directors of the power to pass on employment pacts with individuals and the corporation; to bar payments upwards of $100,000 per year to any officer without authorization of stockholders. Both proposals are opposed by management.

The management's proxy statement disclosed the following compensation paid to certain officers last year: Skouras, $246,760; Zanuck, $260,000; Al Lichtman, $154,960; Silvertone, $128,960; Michel, $105,635; Henderson and Eadie, $61,360 each.

Ozoner—Motel Introduced

Brattleboro, Vt. — A novel combination drive-in theatre and tourist motel has been originated by Marius Bonneau, owner of the Parkway Drive-in, who added a number of motel cabins with picture windows facing the theatre screen to the situation.

Overnight guests can switch on a speaker inside the cabin and watch the films offered at the drive-in, said Bonneau, who added that the free entertainment is an inducement to the cabin business.

Staff Reviews

"Young Bess"

(M-G-M) Technicolor 111 Min.

Cast: Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton, Kay Walsh, Guy Rolfe, Kathleen Byron, Cecil Kellaway, Rex Thompson, Robert Arthur, Leo G. Carroll, Norma Varden, Alan Napier, Noreen Corcoran, Ivan Triesault, Elaine Stewart, Dawn Addams, Doris Lloyd, Lumsden Hare, Lester Matthews.

Credits: Produced by Sidney Franklin; Directed by George Sidney; Screen play by Jan Lustig and Arthur Wimperis; Based on the novel by Margaret Irwin.

A best-selling novel of several seasons back about the life of Elizabeth in 16th century England before she became Queen has been turned into a colorful and intimate ticket-selling motion picture. The entire family should derive entertainment from "Young Bess," for its romance, drama, near-tragedy and action will have wide appeal. A top name cast does well in recreating the private lives and loves of the nobility of the time. Personalities such as Jean Simmons, who plays the title role; Stewart Granger, as her loved one; Charles Laughton, portraying Henry VIII, and Deborah Kerr, the King's last wife, comprise a hard-to-beat box office cast. Besides the presence of these stars, "Young Bess" has tasteful sets; authentic period costumes, winning Technicolor and direction of the calibre to keep things well-oiled throughout.

"Young Bess" is essentially an intimate romance with a heroic rather than a happy ending. The story shows how Elizabeth, as a Princess, was deprived of romantic happiness due to the killing, for political reasons, of her only love. As such, the tale tends to depart from history for the sake of drama; but due to the little-known period depicted, audiences will probably fail to detect the fictions. In its attempt to recreate the events of Elizabeth's early life, the production achieves a timeliness consistent with the coronation this year in England of the modern Queen Elizabeth. Tie-ins and exploitations along this line are a natural.

STORY: On the eve of Elizabeth's coronation as Queen of 16th century England, her servants recount the earlier events of her life. Bess was born to Ann Boleyn, who was beheaded by King Henry VIII, Charles Laughton. Later in her youth, Bess, Noreen Corcoran, developed contempt and distrust for Laughton's subsequent wife-beheadings. But when Laughton married Deborah Kerr, whom Bess, now Jean Simmons, liked, she came to live at court. Here she fell in love with Stewart Granger, an admiral. When Laughton died, willing the government to a protectorate which included Granger and Guy Rolfe, his brother, Jean lost favor. Rolfe plotted to seize control of the reign for himself, and began a political persecution of Granger. Meanwhile, Jean found her love for Granger unrequited. Granger married Deborah, who soon died. Then Granger went to sea, confessing his love in letters to Jean. But Rolfe intercepted the letters and charged Granger and Jean with treason. Granger was imprisoned and executed. When Edward, the child who was heir apparent to the throne, died, Jean became queen — unhappy in spirit but determined to rule England justly.

"The Juggler"

(Columbia) 86 Mi

Cast: Kirk Douglas, Milly Vitale, Paul Stewart, Joe Walsh, Alf Kjellin, Beverly Washburn, Charles Lan John Banner, Richard Benedict, Oscar Karlweis, Joh Bleifer, Greta Granstedt, Jay Adler, Shep Menki Gabriel Curtis.

Credits: A Stanley Kramer Co. production; Produce by Kramer; Directed by Edward Dmytryk; Scree play by Michael Blankfort; Based on his novel, "Th Juggler."

"The Juggler" is a powerful motion picture filmed largely in Israel, about a refugee fro Europe who is trying to run away from him self. With careful selling it should do very wel In its favor are a sensitive, moving perform ance from Kirk Douglas in the title role Douglas' name on the marquee; the presenc of an attractive newcomer, Milly Vitale; an the prospect of favorable word-of-mouth onc the film is in general release. Scenes shot i Israel and in Hollywood are blended togethe so skillfully that it is almost impossible to te where one left off and the other began. Film' sense of realism and the touchingly huma drama of many of the scenes brought tears t onlookers at the Columbia studio projectio room in Hollywood, where "The Juggler" wa previewed.

STORY: Kirk Douglas, a former juggler, a rives as an immigrant from Europe in Haif Israel. Grown neurotic and with a fear of con finement, Douglas sees his dead wife and chil dren wherever he goes and as a result flees hi refugee camp. He mistakes a policeman for a SS trooper, beats him up, and runs. Pau Stewart, a police official, learns of Douglas neurosis and begins pursuit. Reaching a far in the company of young Joey Walsh, Dougla meets Milly Vitale. With her he begins to los his fears. He agrees to entertain the childre with his old act. While performing, Stewar shows up. After some indecision, Douglas give up, knowing that Milly will be waiting for hi after his release.

"The Farmer Takes A Wife"

(20th-Fox) Technicolor 81 Min.

Cast: Betty Grable, Dale Robertson, Thelma Ritter, John Carroll, Eddie Foy, Jr., Charlotte Austin, Kathleen Crowley, Merry Anders, Donna Lee Hickey.

Credits: Produced by Frank P. Rosenberg; Directed by Henry Levin; Screen play by Walter Bullock, Sally Benson and Joseph Fields; From the stage play by Frank B. Elser and Mark Connelly; Based on the novel, "Rome Haul," by Walter D. Edmonds; Music and Lyrics by Harold Arlen and Dorothy Fields.

Betty Grable is back in "The Farmer Takes A Wife" and grosses should rise accordingly wherever this Technicolor musical is played. Picture is a remake of an earlier 20th-Fox story that contained no music. This one, however, offers some lively Harold Arlen tunes, rendered mostly by Miss Grable against picturesque settings along the Erie Canal 100 years ago. The plot, however, provides the picture's main weak spot. It is a talky romance, punctuated by a few barroom brawls, between a farmer and a canal barge cook. While not up to snuff for a Betty Grable tunefest, "The Farmer Takes A Wife" does come across with a couple of production numbers. A bathtub sequence starring Miss Grable registers in sharp focus.

STORY: In Rome, N. Y., 100 years ago, Betty Grable quits her job as cook aboard an Erie Canal barge because the captain, John Carroll, drinks too much. But Betty decides Carroll isn't a bad fellow after all, and signs on again. She brings Carroll a new assistant, Dale Robertson, a farmer en route to Buffalo to marry his girl. Betty falls in love with Robertson and prevents his passage to Buffalo from materializing. Then Carroll gets into a brawl and is jailed, leaving Betty and Robertson in charge of the boat. Carroll, jealous of Robertson, refuses Betty permission to work the boat for money to pay his fine. So Betty and Robertson buy an old boat and put it into shape. Meanwhile, Robertson, who has fallen in love with Betty, learns that his sweetheart has jilted him. He plans to enter his boat in a stake race and buy a farm with the prize money. Betty doesn't like farms, rebels and raises Carroll's fine. Latter races against Robertson and loses. Victory brings Betty back to Robertson's side.

"The Desert Song"

(Warner Bros.) Technicolor 110 Min.

Cast: Kathryn Grayson, Gordon MacRae, Steve Cochran, Raymond Massey, Dick Wesson, Allyn McLerie.

Credits: Produced by Rudi Fehr; Directed by Bruce Humberstone; Screen play by Roland Kibbee; Based upon the play by Lawrence Schwab, Otto Harbach, Oscar Hammerstein II, Sigmund Rombergand Frank Mandel; New song by Jack Scholl and Serge Walter; Musical numbers staged and directed by LeRoy Prinz.

Warner Bros.' latest remake of the time-honored Broadway operetta by Sigmund Romberg is a composite of desert action, songs and dancing girls, all draped in Technicolor, that should pay off adequately in the general market. Emphasis is placed heavily on the plot, which casts Kathryn Grayson in a romantic triangle with Gordon MacRae and Steve Cochran at opposite ends. MacRae, who plays the secret leader of an underprivileged Arab band, shares top singing honors with Miss Grayson on such perennials as "One Alone," "Romance" and "The Desert Song." Cochran rounds out the romance as a career-happy Foreign Legion officer. The girlie numbers, set in an exotic castle, fulfill their promises. With all its colorful flourish and songs, "The Desert Song" frequently manages to gloss over the sluggish plot and stilted humor this operetta has always carried on its back.

STORY: Gordon MacRae, an American in Morocco who poses as an Arab leader against the attacks of Sheik Raymond Massey, spends half his time as a harmless-looking scientist in the town of Djiba. There MacRae is hired by General Ray Collins of the Foreign Legion as a tutor for Kathryn Grayson, his daughter. Kathryn, however, is fascinated by Captain Steve Cochran, thinking MacRae a weakling. Learning that Massey has deluded Collins into a treaty which would be used against the poorer Arabs, MacRae dons his robes again to settle the score. He carries off Kathryn as a captive until he can convince Collins of Massey's treachery. When Massey kidnaps Kathryn, MacRae's men storm the latter's palace. In a pitched battle, Massey is killed and Kathryn rescued by the Legion. Kathryn then learns to her surprise that MacRae is the Arab leader. She spurns Cochran for his embrace.

"Scandal At Scourie"

(M-G-M) Technicolor 90 Mi

Cast: Greer Garson, Walter Pidgeon, Donna Co coran, Agnes Moorehead, Arthur Shields, Phili Ober, Rhys Williams, Margalo Gillmore, John Luptor Philip Tonge, Wilton Graff, Ian Wolfe.

Credits: Directed by Jean Negulesco; Porduced b Edwin H. Knopf; Screen play by Norman Corwi Leonard Spigelglass and Karl Tunberg; Based on story by Mary McSherry.

Here is a family film that has much to offe Plot is a heart-warming affair about a sma girl looking for parents and a home to live i and of a childless couple seeking someone t fill that spot. A problem, however, is presente in the story: since the parents are Protestan and the girl Catholic, can their differences i religion be resolved not only within the parents circle but within their community? Subsequen communal religious flare-ups, taking place i Canada, pose factors exhibitors should tak into consideration when booking. Picture ha fine performances, moving direction and highl efficient production, clad in Technicolor. A more explanatory title, however, would bette serve in the selling.

STORY: Young Donna Corcoran accidentall sets fire to a Catholic orphanage in Canad where she is a charge. The youngsters, mad homeless, are taken on a cross-country trip fo adoption purposes. In Scourie, Donna is adpote by Greer Garson, a Protestant, despite th wishes of Walter Pidgeon, her politician hus band who also owns the general store. Ton Taylor, another orphan, is adopted by anothe family. Soon Pidgeon is attacked by the loc newspaper as adopting Donna in order to gai the Catholic vote. His business consequentl suffers and he decides to return the child. Whe

the local school catches fire, Donna is blamed. Pidgeon, disgusted, resigns his political job and decides to keep Donna. But the girl, feeling unwanted, disappears. Reassurance by her new parents makes her feel accepted. Meanwhile, Taylor confesses to burning the school and the town patches up its argument with Greer, Pidgeon and Donna.

●

"Remains To Be Seen"

(M-G-M) 89 Min.

Cast: June Allyson, Van Johnson, Louis Calhern, Angela Lansbury, John Beal, Dorothy Dandridge, Barry Kelley, Sammy White, Kathryn Card, Paul Harvey, Hellene Millard, Peter Chong, Charles Lane, Larry Blake, Morgan Farley, Howard Freeman, Frank Nelson, Robert Foulk.

Credits: Produced by Arthur Hornblow, Jr.; Directed by Don Weis; Screen play by Sidney Sheldon; Based on the play by Howard Lindsay and Russel Crouse.

A light mystery-comedy that cast June Allyson a hep songstress and Van Johnson as an amateur bee-bob drummer, "Remains To Be Seen" offers enough laughs and suspenseful moments to provide pleasant diversion for the family. Bee-bop vocabulary and a rendition of the song "Toot, Toot, Tootsie" by Miss Allyson, with Johnson accompanying on the drums, are presented for the gratification of stars' fans. But an unconvincing plot that does not always adapt itself to the comic tone of the piece prevents the film from being as laugh-provoking as would be desirable.

STORY: June Allyson, songstress, arrives in New York to find that her rich uncle has been murdered, thus making her an heiress. She is comforted on her loss by Louis Calhern, lawyer, and Van Johnson, manager of the Park Avenue apartment house in which her uncle lived. While Johnson and Calhern contend for the privilege of dating June during the day, she is the prey at night of Angela Lansbury, who is planning to kill her for the money. But Angela is killed first by John Beal, the uncle's doctor, who is also about to slay June when Johnson and police intervene. Beal is revealed as the murderer of June's uncle, while June and Johnson clinch.

●

"Mahatma Gandhi"

(United Artists) 81 Min.

Credits: An American Academy of Asian Studies presentation; Produced by Stanley Neal Productions, Inc.; Narrated by Quentin Reynolds.

This compilation of newsreel and documentary clips taken from the files on Mohandus K. Gandhi, the late spiritual leader of 400,000,000 people in India, provides the basis of an interesting and educational account of the life and achievements of the late Mahatma. Piecing the clips together for narrative purposes is a commentary spoken by Quentin Reynolds. An appropriate musical score lends an effective atmosphere to this attraction and the majority of newsreel clips used are of good quality.

Film begins with shots of the house in which Gandhi lived in childhood; takes in his education in England and first job of public service in South Africa; then swings to India, where the major part of Gandhi's career was lived. In chronlogical order, then, the efforts Gandhi made to win India's freedom from British rule are portrayed. These efforts include his many hunger strikes, his visits to the "Untouchables" and his parleys with numerous government officials.

In treating Gandhi's philosophies of "passive resistance" to British rule, and British-Indian politics, the film and the commentary alike present a surface picture which will easily be understood by the general audience. Because of its documentation, picture shapes up as a "must" for students and special groupings interested in world affairs.

"Serpent Of The Nile"

(Columbia) Technicolor 80 Min.

Cast: Rhonda Fleming, William Lundigan, Raymond Burr, Jean Byron, Michael Ansara, Michael Fox, Conrad Wolfe, John Crawford, Jane Easton, Robert Griffin, Fredric Berest, Julie Newmeyer.

Credits: A Sam Katzman Production; Produced by Katzman; Directed by William Castle; Story and screen play by Robert E. Kent.

There is enough exploitation potential in "Serpent of the Nile" to nab okay returns. Rhonda Fleming looks great, Raymond Burr turns in a top grade acting performance as the Mark Antony who is in love with the shapely Rhonda, who portrays Cleopatra, and there are plenty of dancing girls and a spectacular dance by curvy Julie Newmeyer, covered from head to foot in gold paint. There are stretches of talkiness in the script, but enough scheming and action to hold interest. Technicolor is a big asset to the film, as are the colorful costumes which vividly display the charms of all the lovely ladies of the cast.

STORY: Raymond Burr goes with Rhonda Fleming, Cleopatra, to Alexandria to form an alliance with her Egypt and the Roman Empire. With him is Willam Lundigan, a captain of Brutus' army, whom Burr takes a liking to and makes an officer under his command. Lundigan, who knew Rhonda during the reign of Caesar, tries to warn Burr about her plotting, but Burr is so smitten that he pays no heed. Rhonda wants to return to Rome a queen. Seeing Lundigan as a menace, Rhonda frames him and has him confined to his room. Despite the fact that he has become a drunken pleasurist, Burr helps Lundigan escape. Lundigan returns to Rome and tells the leaders of Rhonda's designs. The Roman armies battle their way to Egypt, routing Rhonda's forces. Burr and Rhonda kill themselves.

●

"I Believe In You"

(Universal-International) 91 Min.

Cast: Cecil Parker, Celia Johnson, Harry Fowler, Joan Collins, George Ralph, Godfrey Tearle, Ernest Jay.

Credits: A J. Arthur Rank Organization presentation; An Ealing Studios Michael Balcon production; Produced and directed by Michael Ralph and Basil Deardon; Screen play by Jack Whittingham, Ralph and Deardon; Additional scenes by Nicholas Phipps; From a book by Sewell Stokes.

A creditable and engrossing story about probation officers in London and the police cases they must investigate is unfolded to maximum dramatic effect in this adult British production. Art house and class patrons will find the film absorbing and in good taste. Many of the scenes, depicting the plight of lonely old people who haunt the probation office in the police station, are certain to generate an abundance of audience sympathy. Story is told from the viewpoint of Cecil Parker, a bachelor of middle age who joins the probation department in order to give his own life meaning. Except for a melodramatic climax dealing with an attempted robbery, "I Believe In You" utilizes potent human drama to make its points.

STORY: Cecil Parker, a bachelor retired from the British colonial service and now working as a probation officer in London, reviews his efforts at rehabilitating two young charges, Joan Collins and Harry Fowler. At first, Parker, a man of means, found it difficult to win the friendship of the poor people whom he helped. But when Celia Johnson, another probation officer, told him to develop a liking for his cases and to discard his upper class clothes, Parker began to get results. He managed to set Fowler, a delinquent adolescent, on an honest path and help renew faith in life for Joan, a potential prostitute. Joan and Fowler, although breaking their probations in a minor way, saw it better to steer clear of further trouble and marry.

"The Assassin"

(United Artists) 90 Min.

Cast: Richard Todd, Eva Bartok, John Gregson, George Coulouris, Margot Graham, Walter Rilla.

Credits: A J. Arthur Rank Organization presentation; Produced by Betty E. Box; Directed by Ralph Thomas; Screen play by Victor Canning; From the novel, "Venetian Bird," by Canning.

International skullduggery in Venice, with stabbings, chases and beatings staged against authentic backgrounds in that Italian city, is presented for mildly entertaining results in this British melodrama. Plot has an element of surprise in its combining of a political assassination and a chase at the climax, but too much time is wasted earlier on meaningless talk. Moreover, the poor continuity will serve to distract audiences and lessen the suspense values. Picture, with its list of familiar cast names, headed by Richard Todd, should find best response at art houses for midweek dates with patrons seeking a cook's tour of Venice.

STORY: Richard Todd, a British private eye, arrives in Venice after World War II in search of John Gregson, a partisan in hiding. Since George Coulouris, a police inspector, also wants Gregson, the latter's friends, including Eva Bartok, his wife, and Walter Rilla, her boss, make Todd's search difficult. Todd soon discovers that Rilla and Gregson are planning a political assassination. But Todd is caught eavesdropping and is framed for the murder. Todd gains his freedom by leading Coulouris to Gregson, the assassin. Latter dies during a chase over rooftops, leaving Todd to clinch with Eva.

●

"Raiders of the Seven Seas"

(United Artists) Technicolor 87 Min.

Cast: John Payne, Donna Reed, Gerald Mohr, Lon Chaney, Anthony Caruso, Henry Brandon, Skip Torgerson, Frank DeKova, William Tannen, Christopher Dark, Claire DeBrey, Howard Freeman, Anthony Warde.

Credits: Produced and directed by Sidney Salkow; Story and screen play by John O'Dea and Salkow.

To be found in this Technicolor melodrama is romance, plenty of action, a story that is interesting pretty much throughout, suitable performances by the cast and direction and production that are average. It moves at a good pace, and where historical action films about pirates play well, this should, too. It should make up well as part of the program.

STORY: John Payne, pirate, in escaping from the Sultan of Morocco, seizes a ship bearing slaves, converts them to his crew, then proceeds to raid Spanish outposts as well as their ships. In one of his escapades, he captures countess Donna Reed, fiancee of officer Gerald Mohr. Until a ransom is paid for her, she and Payne seem to be in love unknowingly. Before a raid on Havana, Donna escapes with the aid of a lieutenant, Anthony Caruso, who gives Mohr the plans for the raid, hoping to receive a pardon. But he is killed by Mohr who hopes to profit by Payne's raid and wipe out Payne's fleet. Donna, seeing Mohr in his true colors, escapes to warn Payne of the plot against his ships, but too late. Via trickery, they recapture Mohr's ships. The latter is arrested for treason as they sail off to a new life together.

●

"Ambush At Tomahawk Gap"

(Columbia) Technicolor 73 Min.

Cast: John Hodiak, John Derek, David Brian, Maria Elena Marques, Ray Teal, John Qualen, Otto Hulett,

(*Continued on page* 21)

TALK ABOUT TITAN BUSINESS!

BIGGER THAN "CALL ME MADAM"

AT GRAUMAN'S CHINESE, L. A.!

3-THEATRE SMASH IN MIAMI!

ALL SET FOR RECORD SAILING

COAST-TO-COAST MAY 13th!

THERE'S NO BUSINESS LI

IC

UNSURPASSED
in the annals of motion picture making!
TITANIC

20th Century-Fox presents
THE BIG PICTURE THAT BARES EVERY HUMAN EMOTION!

TITANIC IN CONCEPT!
TITANIC IN CAST!
TITANIC IN CLIMAX!

TITANIC

20th Century-Fox presents
THE GREATEST HUMAN DRAMA EVER TOLD!
The awe-inspiring story they said could never be filmed. Every titanic emotion known to man—woman—or life!

TITANIC

STARRING
CLIFTON WEBB · BARBARA STANWYCK
ROBERT WAGNER · AUDREY DALTON · THELMA RITTER
with BRIAN AHERNE · RICHARD BASEHART
Produced by CHARLES BRACKETT · Directed by JEAN NEGULESCO
Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

Titanic

The champagne-and-dance revelry, the violence and vengeance, the pulsing love of the greatest human drama ever told!

CLIFTON WEBB · BARBARA STANWYCK
ROBERT WAGNER
TANIC
AUDREY DALTON · THELMA RITTER

ROBERT WAGNER
AUDREY DALTON
THELMA RITTER

TITANIC

ERNE · RICHARD BASEHART
ETT · JEAN NEGULESCO · CHARLES BRACKETT, WALTER REISCH
SIGNATURE

Some of 20th's powerful newspaper ads available to launch your engagement!

SPECIAL MATERIAL FOR ALERT SHOWMEN!
Write, wire, phone for
FREE SPECIAL TV PREVIEW TRAILER!
GREAT TICKET-SELLING TRAILER!
FREE RADIO SPOT TRANSCRIPTIONS!
TV SLIDE OR "TELOP"! ...*and more!*
See the pressbook!

TANIC BUSINESS!

20th CENTURY-FOX

SMPTE Lists 3-D Projection Hints As Organization Convenes On Coast

Special attention to practical exhibitor problems has been paid by the Society of Motion Picture and Television Engineers in a report and supplement recommending standards for three-dimensional projection and exhibition.

The report included recommendations on filters, interlocks, magazine and reel sizes, screens, rewinding, projection requirements and projector alignment.

Appointed to committees to assist in coordinating engineering aspects of the development of systems utilizing 3-D and wide screen, and to avoid any possible misunderstanding, were the following TOA members.

Screen brightness committee, Benjamin S. Conviser, American Theatre Supply Corp., Boston, and Joseph J. Zaro, Bijou Amusement Co., Nashville; Steroscopic motion pictures committee, A. D. Brooks Neighborhood Theatres, Richmond.

Members Appointed

Also, theatre engineering committee, Lucian E. Pope, Fox Midwest Theatres, Kansas City, and Henry Anderson, United Paramount Theatres. Theatre television committee, R. H. McCullough, National Theatres Amusement Co., Los Angeles, and Harry Rubin, UPT.

SMPTE noted that polarizing projection filters, made originally for experimental purposes, have been utilized by theatres with resulting complaints about poor picture definition. To avoid this, the Society advised exhibitors not to improvise, but to use filters made specifically for 3-D projection.

The opening on the projection filter should be held in a vertical position and kept as far as possible from the end of the projection lens. However, if there is a projection angle, the bottom of the filter should be slanted out from the booth wall to match the angle of the projector, said SMPTE.

The report called for the development of a filter mounted in B-glass, which could be supplied with a permanent holding fixture that would enable it to be slipped out for cleaning with carbon-tetrachloride and kleenex.

Cooling Necessary

If plastic filters are used, it is necessary to cool the filter. Projecting white light through the plastic type would ruin them, said the report.

A single switch electrical interlock system involves a cleaner booth and less maintenance costs than the mechanical, the report stated.

SMPTE recommended the use of 25-inch magazines accommodating 24-inch reels, which allow a show of 10,000 feet with only one intermission.

Strain on the film when projectors are started can be minimized, said the engineers, by adjusting the tension on the upper magazine and by taking up the tension constantly on the lower magazine, or by the use of free wheeling flanges.

The 25-inch magazines and 24-inch reels are now being manufactured, noted the report. Where space limitations prevent use of larger reels, use of a 21-inch magazine and a 20-inch reel was recommended.

But since three 20-inch reels will hold about the same amount of film as two of the larger kind, using the 20-inch reel means two intermissions instead of one.

When rewinding, care should be taken to wind the film without slack, especially at the start.

A screen metalized with aluminum which reflects all colors equally was recommended by SMPTE.

Among the points exhibitors ought to watch for, said the report, are whether the burning time of the carbon trim is sufficient to cover one hour's running time, and whether the power capacity of the generator or rectifier used is sufficient to run two projectors continuously without overheating.

Also, velvet-black masking for 3-D pictures was recommended over light color masking, which may take away the depth effect. Every means of getting maximum light from available equipment must be used, since the brightness of the 3-D picture is less than that of a regular picture.

Test Film Available

For this purpose, proper size carbons should be used at their rated voltage and current; the mirror or condenser in the lamp house should not be pitted; projector lenses should be the fastest obtainable, and care should be taken to see that the light path is in perfect alignment.

The report stated that the two projectors must be aligned so that their vertical and horizontal center lines are superimposed on the screen. Target test film for alignment purposes can be obtained from SMPTE.

Because of differences in photographic techniques, either the left print or the right print, or both, may be projected emulsion-toward-the-light or emulsion-toward-the-lens, said SMPTE.

In order to be certain of proper alignment, test loops should be threaded with the emulsion in the same position as it is on the prints to be projected. When the elignment film loop is projected emulsion-toward-the-lens, it must be run backward so that the sound track will be in proper position, said SMPTE.

Projector alignment should be checked frequently as vibration may upset the alignment. If a picture is out vertically when looked at minus the 3-D glasses, find two points near the center of the screen, advised SMPTE, and slowly frame the left machine to make the two points level.

To check alignment at the start of projection, use the same technique while looking at at the main title.

Permanent Glasses Advised For 3-D

The use of permanent polaroid glasses for professional viewers of stereo 3-D films has been advised by the Society of Motion Picture and Television Engineers. Regular watchers of such films may find the cardboard glasses "inconvenient," SMPTE said.

For those who wear corrective lens glasses, it would be best to have lenses made especially with polarizing material inserted as a sandwich, which can be done without difficulty, the engineers added.

Wolfson Clarifies Theatres' Needs Regarding Stereo

LOS ANGELES.—Exhibitor hopes and needs for the future in regard to stereo 3-D and its immediate standardization were clarified in a speech this week by Mitchell Wolfson, former president of Theatre Owners of America and co-owner of the Wometco Theatre circuit, at the convention here of the Society of Motion Picture and Television Engineers.

Wolfson said that, after standardization, the big problem for exhibitors was that of "an improved light source," which involved an "adequate cooling apparatus," a film that can "endure . . . greater temperature," and a more reliable power supply. Drive-ins especially need brighter lighting for 3-D, he said.

Also of importance to theatre owners was "a not-too-costly screen" that would accommodate all types of film projection, as well as stereophonic sound "at a reasonable cost."

"You who create must also educate," Wolfson told the engineers, calling for a "widespread but simply worded educational program" to disseminate the knowledge of the new techniques.

Caution Urged

Wolfson urged SMPTE to be cautious in bringing forth recommendations on new equipment, as no one knows "what single technique" will emerge as the best. Until such time as the industry does know, exhibitors are in no hurry to change their systems, Wolfson added.

Wolfson restated his advocacy of an "effective" theatre-TV system. He pointed out that in addition to its revenue-producing potential, threatre-TV was important from the cultural and educational point of view.

TV advertising of films was a compelling sales medium, stated the executive, who pointed up the compatibility of the two entertainment systems.

He was sure, said Wolfson, that the public wanted and would pay for "better viewing techniques," including improvements in viewing, in color and in depth-illusion.

Wolfson pointed out that the engineers might help the industry to economize on the cost of shipping charges for films, either by making lighter film or by making the shipping cases lighter and more durable.

Meeting Addressed

The noise being made about three-dimension should not be allowed to stifle the urgency of the "3-T's"—taxation, television and trial in court, Wolfson told a meeting last week of Theatre Owners of Washington, Northern Idaho and Alaska.

Wolfson stated that arbitration and theatre television were the two great needs of the industry. ". . . It is the little exhibitor who should be clamoring for arbitration and it is folly to junk the progress that has been made," said the former TOA head.

The "potential" of theatre TV "is as great as ever," said Wolfson, who predicted that the establishment of the process would be similiar to the creation of new and appealing product which could come from only one source.







"INVADERS FROM MARS" MAKES BOXOFFICE HEADLINES!

RECORD OPENING IN FIRST ENGAGEMENT, BROADWAY-CAPITOL, DETROIT! SMASH OPENINGS, WICHITA and MINNEAPOLIS!

Watch it next in Dallas, L.A., Chicago, Cleveland, Cincinnati, Boston!





starring HELENA CARTER • ARTHUR FRANZ • JIMMY HUNT • Production Designed and Directed by WILLIAM CAMERON MENZIES • Screenplay by RICHARD BLAKE • Associate Producer EDWARD L. ALPERSON, JR. An Edward L. Alperson Production • Released by 20th Century-Fox

EXHI-BITS

Oregon TOA Organized

PORTLAND, ORE.—A group of exhibitors, at a meeting here last week, organized an Oregon chapter of Theatre owners of America. Those present included Alfred Starr, TOA president; Herman Levy, general counsel for TOA; Mitchell Wolfson, former TOA president, and Roy Cooper of United California Theatres. Presiding as hosts at the session were pioneer exhibitors Art Adamson, Jess Jones and Ray Grumbacher.

County Tax Imposed

BALTIMORE.—Howard County will impose a one and a half percent amusement tax, instead of one-half percent, on motion picture theatres, under a new ruling passed by the county Board of Commissioners, which is empowered by Maryland's code to set the tax amount.

New Techniques Featured

ST. LOUIS.—Three-dimension, curved screen and stereophonic sound systems will be the main subjects to be discussed at the Tri-States convention to be held here May 5-6 for members of the Kansas-Missouri Theatres Association and the MPTO of St. Louis, Eastern Missouri and Southern Illinois.

$600,000 Suit Filed

OMAHA.—An anti-trust suit requesting $600,000 in trebled damages was filed last week by Admiral Theatre Corp. against Loew's, Warners, 20th-Fox and Paramount. Suit charges infringement of the Sherman Act by the distributors in allegedly refusing second runs with clearance to the Admiral over the Avenue, Dundee and Military Theatres.

Towne Return Recommended

CHICAGO.—A court order returning the 200 shares in Milwaukee Towne Theatre Corp., purchased in 1946 by United Artists, to the Towne was recommended in a report filed here last week by William Saltiel, Master-in-Chancery of the U. S. District Court. UA filed an exception to the recommendation.

Trust Action Started

LOS ANGELES.—A suit of $880,935.51 in triple damages has been filed by Moses and Raquel Maryenas against 20th-Fox, National Theatres and Belmont Theatre Corp. The Maryenas, who own the Belmont Theatre here, say that the defendants forced a close down of the theatre after they had obtained a lease on it for 15 years at $2,187 per month.

Discrimination Charged

MINNEAPOLIS.—A suit asking $870,000 from Minnesota Amusement Corp., RKO Orpheum and major distributors, has been filed by the Nicollet and Eleventh Corp., which formerly operated the Lyceum Theatre here. Suit charges that the defendants prevented the Lyceum from buying first run product.

Fox Prices CinemaScope From $10,000; System Lauded In Eastern Area

(*Continued from page 8*)

marked: "I think it is very effective and it is an answer to our future problems in this business."

". . . it is a revelation," said Maurice Miller, Central, Passaic, N. J. "Don't think anything can match it. Stereophonic sound very impressive. The magnitude of the picture will certainly pick the industry up by its boot straps."

Declared Wilbur Snaper, National Allied president: "I was tremendously impressed by this new type of presentation. I'm sure the ratio can be adjusted for smaller theatres. It's a great boon to the industry."

Ed Lachman, chief barker of New York tent Variety Club and Lorraine Carbons president, said: "I think it is definitely a giant step in the progress of our industry, and I believe it is a definite improvement over Cinerama."

Comments Given

Emanuel Frisch, Randforce Amusement Corp., declared: ". . . CinemaScope opens up new horizons for the industry and has sensational possibilities for the future."

Joe Ingber, Brandt Theatres, described the demonstration as "very exciting. I think that this is the best I have ever seen on the screen . . .," said Ingber. Bingo Brandt called it "Sensational!" Bill Brandt said it was "Great!"

Leslie Schwartz, vice-prexy, Century Circuit, remarked: "I enjoyed it very much. Has very good possibilities."

"I was certainly thrilled with what I saw," said Ed Hyman, United Paramount vice-president.

Nate Yamins, Yamins Theatres, Fall River, Mass., declared: "this is the new future of motion pictures, and I am going to back my confidence with contracts to have CinemaScope equipment installed in all of my theatres."

Sam Pinanski, American Theatres, TOA, said: "I want to congratulate Mr. Skouras . . . this new method will bring new entertainment pleasure to movie patrons."

Circuits Represented

"I thought it was wonderful," asserted Harry Mandel, RKO Theatres.

Charles Moss, Moss Circuit, referred to CinemaScope as "greatest entertainment stride since the advent of sound. The most practical system for the exhibitor to bring back his movie patrons."

"I saw it on the coast," said Max A. Cohen, Cinema Circuit, "but this was better. . . . I call it sensational."

Among industryites who attended the New York showing, held at the Roxy Theatre, were representatives from Brandt Theatres, Brecher and Cinema Circuits, Combined Bronx Amusement Co., Endicott and Fabian Theatres.

Other leading chains to be represented included Hardin, Harris and Hecht Theatres, Independent Theatre Service, Interboro, Island, J&J, Lane, Liggett & Florin, Loew's, Moses and B. S. Moss.

Also, Newsreel. UPT, Associate Prudential, Randforce, Rayland, Rantan, RKO Booking, Rosenblatt & Welt, Rugoff & Becker, St. Cloud, Skouras, Snaper and Stanley-Warner.

Among the industry leaders who saw CinemaScope were James E. Grainger, Nickolas M. Schenck, Barney Balaban, Major Albert Warner, Nate Blumberg, Arthur B. Krim, Harry and Jack Cohn, Steve Broidy, Herbert J. Yates, James Mulvey and Herman Robbins.

Also, George Dembrow, Paul Terry, Louis Nizer, Charles Boasberg, Charles M. Reagan, A. W. Schwalberg, Ben Kalmusson, Alfred Daff, Charles Feldman, Bernard G. Kranze, Abe Montague, Maurice Goldstein and William Heineman.

NEW APPOINTMENTS

Bill Hendricks was appointed studio publicity director at Warner Bros. Hendricks has served 24 years with the studio in all phases of publicity, exploitation and exhibition, having begun his career with WB's theatre department in Memphis. Bill Rice was named assistant publicity director and top aide to Hendricks.

Albert E. Rook was named southern division manager of IFE Releasing Corp. Rook, who has been in distribution and exhibition for more than 30 years, will make his headquarters at the IFE office in Atlanta.

Mervin Houser was officially named eastern director of advertising and publicity for RKO. In addition, Houser will supervise the company's eastern sales promotion and foreign publicity departments.

Nat Liebeskind was made vice-president and general-manager of International United iFlms. Liebeskind has been a distributor and foreign manager of major companies for many years.

Raymond Powers, formerly head booker in the Albany Warner exchange, took a similar position with the United Artists office after an absence of several years from the industry. Irving Shiffman, formerly with UA in Pittsburgh, was named salesman in charge of the UA Albany office.

Ralph Carmichael was appointed branch manager in Los Angeles for Favorite Films of California, Inc. Carmichael recently left the Paramount office in that city, where he was sales manager.

Rosel H. Hyde, veteran Republican member of FCC, was appointed chairman of the Commission by the President. Paul A. Walker, the present chairman, will remain as a member of FCC.

Major Marshall Wortman, an accountant, will join Samuel Goldwyn Productions as an assistant to James Mulvey, president, after he is discharged from the Army on May 18. Maj. Wortman has had no previous affiliation with the industry.

Dick Williams was named radio and television contact for RKO Pictures in the east, succeeding Walter Wood, who resigned to enter another industry.

Harold Goldman was named national sales director of Television Exploitation, and Noel Meadow took the post of national publicity director. At the same time, Abe Teitel of Chicago; Sam and Ross Wheeler, Washington, D. C.; Donald Schwarz, Minneapolis; Al Dezel, Detroit; Harold Schwarz, Texas; William Beagle, Pittsburgh, and Bernard Rubin, Cleveland, were appointed territorial representatives, according to an announcement by general manager Oliver A. Unger, who said they will operate as franchise-holders.

Palsy Trailer Completed

"One Woman's Family," a trailer featuring Joan Crawford, has been completed by M-G-M for the United Cerebral Palsy 1953 campaign to take place this month. Directed by David Miller, trailer runs 2½ minutes.

COLUMBIA'S

3-DIMENSIONAL

NERVE-SHATTERER

"MAN IN THE DARK"

SHATTERS

HOUSE RECORDS

COAST-TO-COAST

Chairmen Appointed For '53 JDA Drive

Barney Balaban, Ned Depinet, Milton Rackmil and Albert Warner were appointed honorary chairmen of the 1953 Joint Defense Appeal at a meeting last week presided over by William German, president of the amusements division of the drive. Addresses were given by Edwin L. Weisl, Harry Brandt and Irving Engel.

Named vice-chairmen were Charles Moss, Harold Rinzler, Burton Robbins, Chick Lewis and Paul Lazarus, Jr. Appointed associate chairmen were Brandt, Leonard Goldenson, Leon Goldberg, A. Montague, Harry Kalmine, James .R. Grainger, Samuel Rinzler, Herman Robbins, A. Schneider, A. W. Schwalberg, Fred Schwartz and Herbert J. Yates.

Exhibs Assured 2-D Pix

CHICAGO.—Exhibitors have been assured of a sufficient product line-up of standard pictures during the transition to 3-D by five major companies, in replies to requests from Jack Kirsch, president of Illinois Allied, for statements of policy in regard to 3-D and 2-D. Latest to reply were James Grainger, RKO Pictures prexy, and Alfred M. Schwalberg, Paramount Film Distributing Corp. head.

Para Mulls 3-D Shorts

Paramount will be ready with stereo 3-D and curved screen shorts when they are needed, in addition to a schedule of 60 one-reel shorts and 104 semi-weekly issues of news during the year beginning Oct. 1, the company disclosed this week.

NCCJ Drive Nets $108,486

The industry collected $108,486 for the National Conference of Christians and Jews during Brotherhood Week. A gain of $27,288 over last year's figure was attributed to the efforts of exhibitors throughout the country, who turned in $46,100 to date. $17,000 was turned in last year.

$750,000 Suit Filed

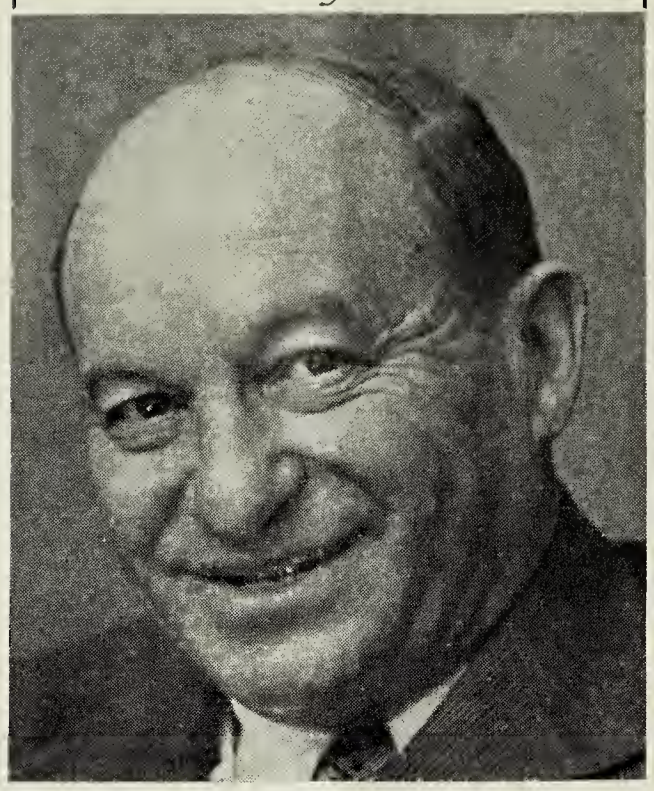
A triple damage suit of $750,000, charging monopoly and discrimination, has been filed against eight majors and a group of circuits by the Mindell Theatre Corp., operators of the Bell Cinema, Brooklyn.

RKO Drops Exhib Trade Shows

Exhibitor trade screenings were ordered dropped wherever possible last week by RKO Pictures. But branch offices were advised by the company that such screenings may have to be continued in spots where exhibitors insist on viewing a film before entering bids.

RKO said that since few exhibitors take advantage of the special showings they represented a wasteful expenditure. Instead, exhibitors will be invited to screenings held for exchange staffs or for publicity reasons.

Named By Tent 35



William Brandt, Brandt Theatres prexy, was appointed this week to serve as campaign chairman of the New York Variety Club Foundation to Combat Epilepsy by William J. German.

Sales Heads Hit Exhibitor Claims

(*Continued from page 4*)

visions of the decrees."

The TOA president assailed the "failure" of the Justice officials to act against the pre-release policies involving advanced admission prices, and referred to a record of protests filed by TOA with Justice.

Competitive bidding was also attacked by Starr, who called the practice "an inherently dangerous instrument." Distributors, he charged, in spite of "protestations to the contrary," have used it as "a means of obtaining increased film rentals."

"The measure of control . . . in regard to competitive bidding" he said, "is such that (distributors) can do anything they please." It would not be difficult, he added, for a distributor to use a bid from one company to get a higher bid from another."

TOA's position on competitive bidding, as outlined by Starr, was that it should be either enjoined by amendment to the decrees or be declared a matter for arbitration.

The responsibility for current exhibitor troubles, Starr declared, lay primarily in the "unrealistic and senseless practice (of) distributors in . . . adhering to a national sales policy for each of their pictures."

At previous sessions, several Allied witnesses said that intimidation accounted for the fact that many small exhibitors had been unwilling to testify. Schoeppel said that a staff investigator would be sent out into the field to check up on these charges and indicated that if they were found true the subcommittee would believe the distributors have something to hide.

UJA Luncheon Slated

Annual luncheon of the amusement industry for the United Jewish Appeal May 26 at the Plaza Hotel will honor S. H. Fabian and Sam Rosen, Fabian Theatres executives. Guest speakers will be Dr. Joseph Schwartz, UJA vice-chairman and director of the Joint Distribution Committee, and Eric Johnston, MPAA prexy.

Para Filmakers Explain Changes Wrought By 3-D

Paramount Studio has made a survey of its various departments to determine in language which the layman can understand what changes 3-D is making in film production.

Edward Ludwig, director who megged "Sangaree," a Pine-Thomas Technicolor production, reveals that distance is the main problem confronting the director in the new medium:

"You have a constant problem of distance because the new dimension tends to pull people apart on the screen," he reports. "If an actor is six inches away from his leading lady he will appear to be about three or four feet away from her on film.

"Thus, the director is constantly on the lookout for angles which will hide this separation. Props also present unique headaches in 3-D. If you're not careful, the prop will seem to be dangling in the audience and detract from the players," added Ludwig.

3-D Problems Noted

Lionel "Curly" Lindon, one of Hollywood's top cinematographers, has photographed two movies in 3-D: "Sangaree" and "Those Sisters from Seattle," both Pine-Thomas films. He says, "as far as the cameraman is concerned, there is very little difference in 2-D or 3-D movies.

"We had several major problems in the beginning, such as keeping the two cameras in focus," he said. "The two cameras are used simultaneously to get a left eye and right eye view. The lighting is the same but we have to space people differently to take avantage of the depth."

Wally Westmore, head of Paramount's makeup department, says, "it's going to take a 'peaches and cream' complexion to make the grade in 3-D. The very fact that it imparts a feeling of depth is the reason it's giving some stars the jitters.

"In the conventional flat movie, skin blemishes and coarse textured skin were hidden under a protective coating of makeup. Today, that very same technique would only serve to make the defects more apparent."

Title Changes

Columbia: "**Gun Fury**" is the new title for "Ten Against Caesar." (Star Rock Hudson; Lewis Rachmil produces).

Allied Artists: "**Loose in London**" has been set as the release title for "Bowery Knights." (Stars Leo Gorcey and the Bowery Boys; Ben Schwalb produced).

Warner Brothers: "**South Sea Woman**" is the new title for "South Sea Paradise." (Stars Burt Lancaster and Virginia Mayo; Arthur Lubin directed).

Republic: "**Sweethearts On Parade**" is the new title for "Sweetheart Time." (Stars Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley and Estelita; Allan Dwan directed).



Astronomical!

If HIGH PRICES have you *seeing stars* . . . you'll find the answer in the Bureau of Labor Statistics report . . . which shows that the *cost of living* has shot skyward an average of 90.8% since 1939 . . . with *Food* contributing to the tune of 133.2% . . . *House Furnishings* 105% . . . *Clothing* 102.3% . . . and so on, to dazzling heights!

Exhibitors Digest reports an even *greater* skyrocketing of your theatre's *operating costs* . . . with an average increase of 98.9% since 1940 . . . including an increase of 115% in the cost of *projection equipment and supplies* . . . 143% in the cost of *seats* . . . 106% for *janitor supplies* . . . 93% in *stationery supplies* . . . and so on . . . into the wild blue yonder!

When you compare these *astronomical* figures . . . with the negligible increase, IF ANY, you have paid NSS during all these years of rising costs . . . you will recognize the *down-to-earth*, service-with-a-smile policy that has earned the reputation of The Prize Baby of the Industry!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



TOA's Unit Chairmen To Confer With Officials On Fall Conclave Details

CHICAGO. — Committee chairmen of the 1953 convention-trade show of Theatre Owners of America, to be held Nov. 1-5 in the Conrad Hilton Hotel, will meet with officials from TOA's New York headquarters here late this month to finalize conclave plans.

Committee chairmen are: honorary chairman, John Balaban; convention co-chairmen, James Coston, George Kerasotes, Al Kvool, and Edwin Silverman; convention co-ordinator, Abe Platt; TOA convention and trade show director, Charles E. "Chick" Lewis; hotel reservations & transportation, Charles McBreen; finance officer, Elmer C. Upton; publicity and advertising, William K. Hollander.

Also, entertainment, Nate Platt; banquet chairman, Charles Cottle; decorations, Herb Wheeler; arrangements, William B. Holden; reception, Ralph Smitha; film exchanges, Harry Lustgarten; newsreels, Alex Halperin; printing and badges, Dave Jones; women's committee, Mrs. John Balaban, Mrs. James Coston, Mrs. Edwin Silverman, and Mrs. David Wallerstein.

Student Theatre Telecast Mulled By AB-PT, NYU

Plans for a national theatre telecast to give U. S. high school students information on careers and professions are being discussed by American Broadcasting-Paramount Theatres, New York University and the National Vocational Guidance Association.

Proposals resulted from the telecast last March 21 for high school students in three theatres in the New York metropolitan area, which met with a highly favorable reaction from educators, public and press. The proposed national telecasts, unlike the March 21 event, reportedly would offer theatres some compensation.

Carroll Pictures Formed

Carroll Puciato has formed Carroll Pictures, Inc., following his resignation as an officer and director of Realart Pictures, Inc.

Financial Reports

Stockholders of RKO Theatres, at the company's annual meeting on May 7, will vote on an incentive stock option program for key employes and re-election of the present six-member board, as proposed in a proxy statement issued by management.

Maximum number of shares involved in the stock option plan is 150,000, of which the president, Sol Schwartz, is entitled to 25,000, according to the proxy. Schwartz recently signed a contract with the circuit to run through Apr. 30, 1957.

Board members up for re-election are David J. Greene, A. Louis Oresman, Edward C. Raftery, Schwartz, Ben-Fleming Sessel and William J. Wardall.

Among the issues to be voted on at the meeting is an amendment providing that the board shall have no power to grant stock options to employes without stockholder approval.

Another is a proposal to reduce authorized but unissued common stock from 8,000,000 shares to 4,500,000 in a move to reduce franchise taxes in Delaware.

The proxy statement listed the following salaries for 1952: Schwartz, $81,040; William W. Howard, vice-prexy, $33,350, and Thomas F. O'Connor, vice-prexy and treasurer, $28,600.

* * *

S. H. Fabian, president of Stanley Warner Corp., explained in a letter to stockholders that the board of directors will not decide on a dividend policy until a later date, as large capital expenditures in converting theatres to new 3-D systems are anticipated. Fabian said that estimates for the first six months to Feb. 28 of the current year indicated a lower net profit for the company.

* * *

Hugh Fulton and Leonard Lyon, Sr., were elected to the board of Technicolor, Inc., and the board of Technicolor Motion Picture Corp., respectively. Fulton is senior partner in the law firm of Fulton, Walter & Halley of New York and Washington. Lyon is senior member of the firm of Lyon & Lyon, patent attorneys of Los Angeles.

A loss of $164,464 for 1952, and an accumulated loss to the end of 1952 of $1,012,766, was reported by Cinecolor Corp. in the company's annual message to stockholders. Income amounted to $1,990,973 for the company during 1952, but costs of sales and services came to $1,992,286, causing a deficit on operations of $1,312, while selling and administrative expenses came to $210,680.

* * *

Cinecolor Corp. stockholders will vote on a change of name for the company this month on the coast. One proposal would change the name to "Color Corp. of America," and have no brand name for the company's process. This would permit an independent producer to use his own name in connection with the color process.

* * *

Net earnings last year of $3,757,918, amounting to $5.13 per share on Common A stock, were reported by General Aniline & Film Corp. This compares with a net for the previous year of $4,556,506, or $6.22 per share. Income during 1952 increased to $100,072,312, as against $99,694,246 during 1951.

* * *

A net profit of $3,480,126, or $2 per share, for 1952 was disclosed by Famous Players Canadian Corp. The figure represents a $488,108 increase over 1951, when the net equalled $1.75 per share. Company's earned surplus at the end of last year was $18,284,817. Working capital advanced $1,000,000 to $8,195,095.

* * *

A profit of $1,629,509 was disclosed by Balaban & Katz Corp. for 1952 in the company's annual report. Dividends of $5.75, aggregating $1,507,602, were paid.

* * *

Dave Wallerstein, B&K general manager, and Sid Markley were added to the B&K board of directors. Action gave the board seven members.

* * *

The board of directors of Columbia Pictures declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock. Dividend will be payable May 15, to holders of record May 1.

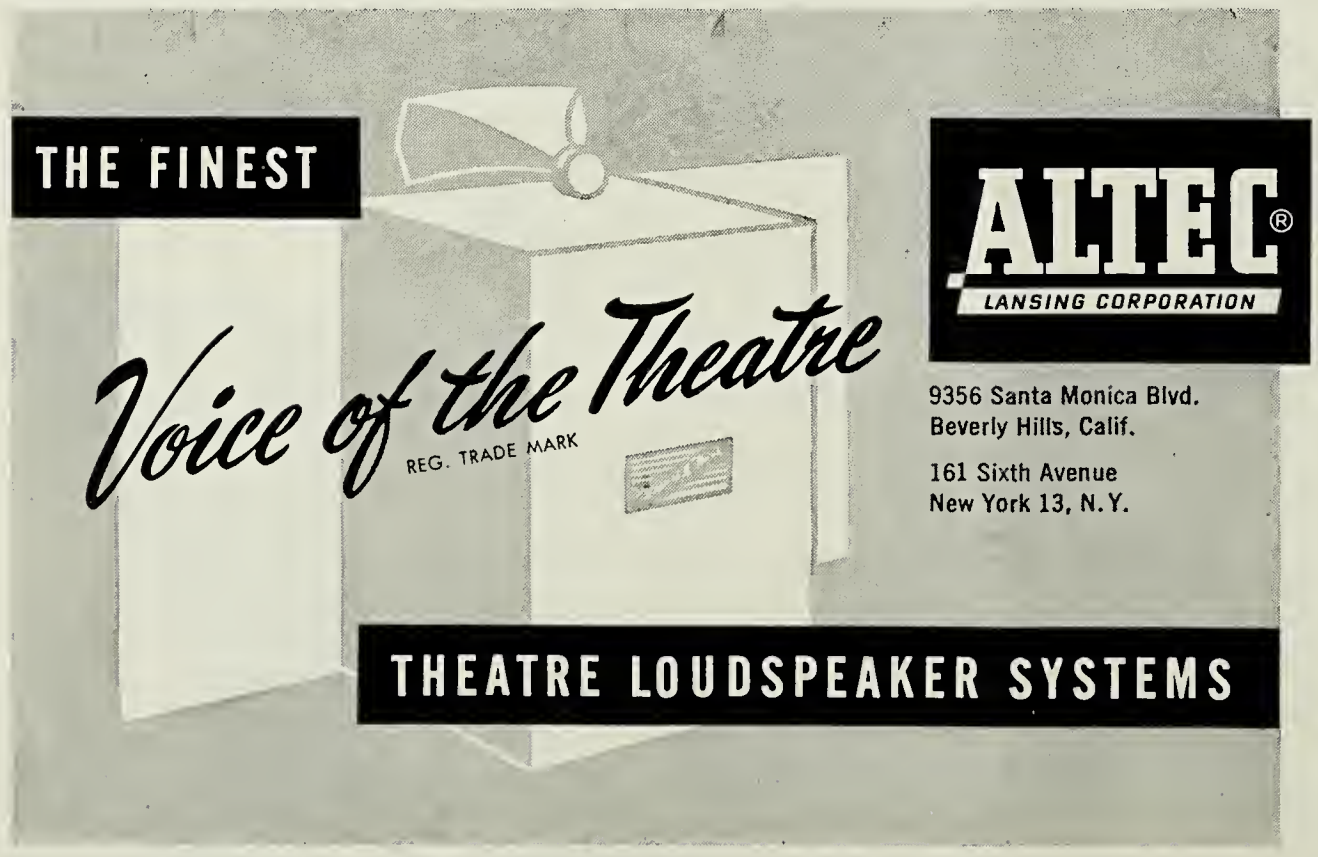
* * *

Earnings of American Broadcasting-Paramount Theatres, Inc., for the first quarter of 1953, amounted to $5,732,000, including $1,480,000 from operations and $4,252,000 of capital gains. Per share earnings, after preferred dividends of $84,625, on the 3,967,531 shares outstanding, were 35 cents from operations and $1.42, including operations and capital gains.

Leonard H. Goldenson, president, received a salary of $184,000 for the 53 weeks of the 1952 fiscal year. Meanwhile, a continuation of the present board of 18 directors was proposed for the annual meeting of the company, to take place May 19 in New York.

* * *

A net profit of $1,839,523, or 36 cents per share, was reported by Loew's, Inc., for the second quarter ended March 12. This was a rise over last year's figure for the same period of $1,647,977, or 32 cents per share. Gross sales and operating revenues for the latest quarter were estimated at $55,853,000, compared with $55,121,000 in the prior year's period.



Staff Reviews

(*Continued from page* 11)

Percy Helton, Trevor Bardette, John Doucette.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Screen play by David Lang.

"Ambush At Tomahawk Gap" is a hard-hitting blood-and-thunder western that will please action fans who like their sagebrush epics brutual and savage. Diogenes would have a hard time finding an honest man in this film, which is the story of four men who travel to get some stolen gold they had served time in prison for stealing. The picture's title is a strong exploitation item and the star names of John Hodiak, John Derek and David Brian should help at the box office. Still another plus item is the excellent Technicolor photography. There are some very good scenic shots that also help.

STORY: John Hodiak, John Derek, David Brian and Ray Teal, having just finished time in prison for a robbery, head toward Tomahawk Gap to recover the loot for which they did time. Hodiak, innocent of the crime, was framed so that the real accomplice could get away. In their travels, they pick up an Indian girl, Maria Elena Marques. Once at their destination, Tomahawk Gap, they have a tough time finding the hidden money and are joined by John Qualen, an eccentric gravedigger, and conniving Otto Hulett, who has followed the quartet in order to get the loot from them. The Apaches, drawn by gunfire, swoop down on the town and everybody is killed except Derek, who escapes with Maria.

●

"Guerilla Girl"

(United Artists) 81 Min.

Cast: Helmut Dantine, Marianna, Irene Champlin, Ray Julian, Michael Vale, Gerald Lee, Charlotte Paul, Dora Weissman.

Credits: Produced and directed by John Christian.

"Guerilla Girl" is a confused and often silly action programmer involving guerrilla warfare in Greece that has little to recommend it for any audience. A romantic sub-plot in which the two lovers are killed is used to knit the action scenes, which are supposed to take place over a period of years before and after the ending of the last war. Attempt is made to inject the script with significant dialogue on the international situation, but this only adds to the awkwardness of the plot. Flickering images and annoying static push the photography and sound into the poor category.

STORY: Helmut Dantine, undercover agent for the Greek government during the Nazi occupation, meets and falls in love with Marianna, another agent. But they are separated by their respective duties. War's end finds Dantine back in Greece looking for Marianna, now with the Greek Communists, who stage a civil war. During the attack, Dantine and Marianna, who has become disillusioned with the cause, find one another; but they are killed by a Communist officer.

●

"Cow Country"

(Allied Artists) 82 Min.

Cast: Edmond O'Brien, Helen Westcott, Bob Lowry, Barton MacLane. Peggie Castle, Robert H. Barrat, James Millican, Don Beddoe, Robert Wilke, Raymond Hatton, Charles Courtney, Steve Clark, Rory Mallinson, Marshall Reed, Brett Houston, Tom Tyler, Sam Flint, Jack Ingram, George Lewis.

Credits: A Scott R. Dunlap Production; Produced by Dunlap; Directed by Lesley Selander; Screen play by Adele Buffiington; Adaptation bv Tom W. Blackburn; From the novel, "Shadow Range," by Curtis Bishop.

"Cow Country" is an average entry in the western action market. However, its chances of obtaining better than average results are good due to the marquee lure of Edmond O'Brien and all around good performances by Helen Westcott, Peggie Castle, Bob Lowry, and Barton MacLane. Weak link in the film seems to be the writing, with some stilted dialogue slowing the film in spots, plus the presence of some pretty familiar situations. Film lacks action in quite a bit of the footage with the first fist fight and gunshot coming after quite a bit of reelage has unspooled.

STORY: The cattle market has slumped so much that the only value in cows is in hides and tallow. Cattle baron Robert H. Barrat unites the cattlemen in working together to beat the recession. However, Robert Wilke and Bob Lowry have teamed up with crooked banker Barton MacLane in his plot to break the ranchers and then take over their bankrupt ranches. Lowry plans to marry Barrat's daughter, Helen Westcott, but is also wooing Peggie Castle on the side. After Peggie's father is killed after a frameup, O'Brien, with James Millican's aid, defeats the heavies. O'Brien gets Helen and Millican ends up with Peggie as the cattle market gets on steady footage again.

Foreign Films

"Rome 11 O'Clock"

(Times Film Corp.) ITALIAN 92 Min.

Cast: Eva Vanicek, Carla Del Poggio, Massimo Girotti, Lucia Bose, Raf Vallone, Elena Varzi, Lea Padovani, Delia Scala, Irene Lughin, Paolo Stoppa, Maria Grazia Francia, Naudio Di Claudio, Armando Francioli.

Credits: A Paul Graetz production; Directed by Guiseppi de Santis; Screen play and dialogue by Cesare Zavattini, B. Franchina, R. Sonego, G. Puccini and de Santis; English titles by Herman G. Weinberg.

A powerful story about a group of unemployed women injured when the staircase on which they are standing collapses is unleashed within this Italian-language semi-documentary photographed on the streets of Rome. The picture, fraught with real sensation and a good deal of social implication, should be a natural for art houses. Film also has a chance on the general market for the cast is peopled with very attractive women, caught by the camera in almost every pose conceivable. Although the plot is a downbeat affair, many of the incidents depicted burst with solid drama, thereby managing to rivet the viewer's attention whosoever he may be. The story is based on an allegedly authentic even that took place two years ago in Rome. It has a full set of English titles. The fictitious portions, dealing with the lives of the persons involved, are portrayed in as competent and imaginative a manner as are the reportedly true occurrences.

STORY: An assortment of young women, all unemployed, answer a newspaper ad in Rome calling for a typist. The women arrive early and assemble on the staircase of the old building in which they hope to be interviewed. Since all are possessed by anxiety, a dispute among them breaks out. The dispute becomes a fight which strains the staircase, causing a collapse. A good many are injured and brought to a hospital, where one dies. The resulting investigation by the police as to the cause of the disaster proves inconclusive. Finally, the girl who was first in line for the interview prior to the disaster resumes her spot, hoping to get the job that still has not been filled.

●

"What Price Innocence?"

(IFE) ITALIAN 100 Min.

Cast: Mariella Lotti, Lyda Baarova, Otello Toso, Mino Doro, Ignazio Balsamo, Paolo Quattrini.

Credits: Produced by Fortunato Misiano; Directed by Luigi Capuano; Screen play by F. Palmieri, G. Lanzi and L. Capuano,

A serious and generally absorbing adult drama concerning a man and woman who gradually grow to love each other, this Italian-language film should elicit a genuine response from art house patrons. Plot, which is unfolded at a slow but effective pace, tells the story of a man who has found happiness in leading the simple life. Good performances and an ironic ending in which the guilty perish through their own scheming, maintain audience interest. English titles are adequate.

STORY: Otello Toso obtains a job as dog trainer on a wealthy estate. There he meets Lyda Baarova, mistress of Mino Doro, who owns the estate. Lyda is being secretly kept by Doro, who wants her child, Paola Quattrini. Toso makes friends with Paola and learns that Doro and his servant, Ignazio Balsamo, are planning to kidnap her. Toso prevents this. Doro and Balsamo then plot in revenge to kill Toso. But Doro is killed by mistake. Toso and Lyda then go away together to make a life for themselves.

Hospital Chooses Skouras

Spyros P. Skouras, 20th-Fox president, has been appointed associate chairman for the 54th anniversary celebration of the National Jewish Hospital, Denver.

FILMS TELEVISED APRIL 18 to MAY 1

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Atlantis	Marie Montez	UA 12-15-48
Beneath Western Skies	Bob Livingston	Rep. 5-25-44
Carnival in Venice	Arthur Risko	
Desert Victory		
Gun Ranger	Bob Steele	Rep. 2-9-37
Heart of Virginia	Robert Lowrey	Rep. 5-3-48
Hidden Corpse	Zazu Pitts	
Hot Curves	Rex Lease	
Icecapades	Jerry Colonna	Rep. 8-20-41
Jamboree	Ruth Terry	Rep. 4-24-44
The Leathernecks Have Landed	Lew Ayres	Rep. 2-17-36
Local Bad Man	Hoot Gibson	Allied Artist 3-27-32
The Long Night	Henry Fonda	RKO 8-6-47
Meet The Wife	Loring Smith	
The Old Homestead	Anne Jeffreys	Rep. 8-24-42
One Minute To Twelve	Lars Hansen	
Rock Against The Sea	Marjorie Bennett	
Secret Service Investigator	Lloyd Bridges	Rep. 6-4-48
Sing, Neighbor, Sing	Ruth Terry	Rep. 8-23-44
Traitor Within	Donald M. Barry	Rep. 12-7-42
Unfinished Business	Dane Clark	

Letter-Writing Ballyhoo, "Look" Magazine Tie-Ups Push "Melvin"

A novel letter-writing contest, plus special tie-ins based on unique aspects of "I Love Melvin," were employed by theatres running the M-G-M picture to stimulate local interest. Included in the tie-ins were stunts centering on "Look" magazine, which figures in the plot of the film.

Contest, sponsored by Rudy Koutnik, manager of the Fox-Palace Theatre, Milwaukee, for the run of "Melvin," offered free tickets to those who could write "I Love Melvin" the most on a two-cent post card.

Koutnik also used a candid camera stunt in which pictures were taken of persons passing the theatre, then displayed on the house front. Those appearing in the photos received free tickets.

Screening Held

Previons to the opening, Koutnik held a special screening for record shop operators and "Look" magazine representatives. As a result, "Look" trucks were bannered with playdate credit on the run, and a juke box was placed in the lobby of the theatre which played M-G-M Records from the movie.

As additional promotional gimmicks, a tie-up was made with a department store on the Debbie Reynolds sweater worn in the movie and on the cover of "Look," and the Palace ushers all wore bow ties during the "Melvin" engagement.

A personal appearance by Miss Reynolds highlighted the campaign plugging the opening of "Melvin" at the Paramount Theatre, Des Moines.

A local paper ran a story-in-pictures strip of the film the day before opening, and another daily included a full-page spread on "Melvin," using a layout called "A Day with Debbie."

Co-Op Ads Used

In addition, a co-op quarter ad tying in with a local department store showed a picture of Miss Reynolds modeling fashions. A dairy company ran another co-op ad showing Miss Reynolds drinking the firm's milk.

In other aspects of the campaign, a candy store tied in by using the catch copy: "Debbie says 'I Love Melvin,' and you'll say 'I Love Suzette's Candies'," giving full playdate credit, in store window.

Street ballyhoo was utilized also in the form of a walking "Look" magazine cover —sandwich board effect—the man carrying a picture of Miss Reynolds on the cover with playdate credit.

Cheese Spread Savors "Princess" Date

New York.—Utilizing the picture's theme about a unique type of cheese, the Sutton Theatre tied up with the cheese department of Macy's department store in a full-page newspaper spread for the run of "The Penny Princess," a Universal-International release.

The ad showed five scenes from the film and gave a teaser synopsis of the screen play, which tells the story of a young girl who leaves her job in Macy's basement to become princess of "Lampidorra," a bankrupt country somewhere in Europe.

Popular Song Promotion, Flower Giveaways Color "Blue Gardenia" Opening

CINCINNATI. — Management of the RKO Capitol Theatre, for the run of Warner Bros.' "The Blue Gardenia," took advantage of the film's title in a flower give-away stunt and in a tie-up with local disc jockeys to promote interest in the engagement.

Blue gardenias were given away to the first 150 women patrons to attend the opening. The flowers were also presented to disc jockeys, women newspaper writers, columnists and critics the day before opening.

Each flower was specially packaged in a cellophane bag, with pin attached. Package had a tag clipped to it, reading: "Compliments of the RKO Capitol," and below, a playdate credit followed by a reproduction of the press book ad on the picture.

A recording of the title song, sung by Nat King Cole, was supplied local disc jockeys who plugged the playdate and tune for two weeks in advance of opening.

Manager's Plug, Paper's Contest Aid "I Confess"

A "lucky names" contest run in a newspaper, a series of personal appearances, plus an endorsement by a house manager were campaign features at various theatres backing up engagements of "I Confess," a Warner Bros. release.

The contest, sponsored jointly by the Capitol Theatre, Willimantic, Conn., managed by Russ Barrett, and the local daily, was announced via a special insert in a newspaper.

Five names and addresses, taken at random from town directories, were scattered across the page each week. Paper offered 10 guest tickets to the Capitol run to those finding their name printed on the page.

Anne Baxter, "Confess" star, and Alfred Hitchcock, director, made personal appearances in San Antonio, Texas, for the Aztec Theatre run.

In addition, a tie-up with a Ford agency was arranged in which the Ford that Miss Baxter drives in the film was decorated with a banner plugging the Aztec engagement.

Harry Furst, of the Plaza Theatre, Stamford, Conn., used a personal endorsement gimmick in an ad plugging "Confess" run. Endorsement consisted of a money-back guarantee for patrons who did not enjoy the picture.

Hoopla Campaign For "All Ashore" Lands Tie-Ups



Stunt Larry Caplane worked for the Brandeis Theatre, Omaha, run of Columbia's "All Ashore" involved a bevy of pretty girls and a cab driver in a situation that could easily and inexpensively be used for maximum free publicity by other houses playing the film. Caplane had four girls, each wearing "All Ashore" sweaters, ride a cab and pay a $50 fare at end of trip. Girls in this case were Hollywood starlets.

SPRINGFIELD, MASS.—A free admissions gimmick, radio contests, tie-ins with Naval recruiting stations and store windows, plus street ballyhoo, were utilized by manager Arthur Darley of the Arcade Theatre to promote the run of Columbia's "All Ashore."

The free ticket stunt, which gained newspaper and radio publicity, granted admission to anyone willing to donate two records of film's star Dick Haymes to a local veterans hospital.

Three radio contests were employed by Darley on as many stations. One was based on letters telling which Dick Haymes record was the listener's favorite and why.

Another, aimed at ex-sailors, turned on their "funniest experience during shore leave." Darley also utilized the limerick contest from the press book, altering it to fit radio requirements.

Local music stores mounted displays featuring Haymes records plus playdate credits on the film. A department store tied in with the run of "All Ashore."

In another feature of the campaign, over two dozen Navy recruiting "A" boards around town ballyhooed the film and the Navy loaned Darley equipment for display purposes.

For street bally Darley had two boys in navy uniforms, wearing signs on their backs with playdate credits, signalling to each other with semaphore flags.

AN
EDMUND GRAINGER
PRODUCTION

'Will have 'em hanging limp from EXCITEMENT'

'Sock thrill drama... will have 'em hanging limp from excitement!... for ultimate in audience response!... blasts its way to a wild climax!'

—FILM DAILY

'Intensely exciting... from opening shot to spectacular fadeout... exceptionally fine performances...will long be remembered!'

—MOTION PICTURE DAILY

'Keeps you on the edge of your seat from start to finish... Steve McNally is another Clark Gable...Alexis Smith just great!'

—LOUELLA PARSONS

'Strong suspense action-melodrama... comes off with a punch... tough... plenty of dramatic meat...Jan Sterling is a standout!'

—VARIETY

'One of the season's top mellers... should bring in financial returns commensurate with its high entertainment value... McNally in a brilliant performance!'

—HOLLYWOOD REPORTER

'Packs a terrific wallop!... will give any audience its money's worth in entertainment... potent box office names!... has one of the most unusual and hair-raising climaxes ever projected on a movie screen... super-duper suspense and action show!'

—SHOWMEN'S TRADE REVIEW

'Audience barely drew a breath until it broke into rousing applause at the finish... one of the most effective melodramas of recent years...figures to play its way into deep black ink!'

—MOTION PICTURE HERALD

SPLIT SECOND

starring **STEPHEN McNALLY • ALEXIS SMITH • JAN STERLING**
KEITH ANDES • ARTHUR HUNNICUTT with **PAUL KELLY**

Directed by DICK POWELL • Screenplay by WILLIAM BOWERS and IRVING WALLACE • Produced by EDMUND GRAINGER

RKO RADIO PICTURES

Pre-Selling:

Columbia Begins Quadrangled Drive With "Dr. T" Kiddie Merchandise

Key point of the merchandising campaign Columbia Pictures is according Stanley Kramer's "The 5,000 Fingers of Dr. T," is a series of four-way tie-ups by the studio with manufacturers, retail stores and theatres centering on the beanie cap worn in the film.

The hat, an unusual affair for youngsters, has an outstretched, five-fingered hand on top. It is being manufactured by the Loring Hat Co. so that it will be in use across the country by the time "Dr. T" is released.

Co-operating merchants will utilize the beanie as the theme of displays and advertising concurrently with local playdates of the film. The campaign was set by Joyce Selznick, of the Kramer organization, working with Columbia's ad-pub chief, Howard LeSieur.

Sample product for giveaway purposes, theatre display and theatre sale is being made available by the manufactures. In addition, kits will be delivered by Columbia to key situations booking the picture. Kits contain samples of each article tied in with "Dr. T."

Firms co-operating in the campaign include Magnus Corp., Cullen Jewelry, B&R Electronics, Shapiro-Bernstein-Mood Music, Jet Shirts, Multiple Products, Allison Mfg. Co., Moen and Patton, D. H. Neuman Co., Waulbaum Cipes, V. Zimmerman Co. and Van Dam Rubber Co.

Firms Named

Retail stores through which the "Dr. T" merchandise will reach the public include Macy's, New York; Hecht's, Washington; Lit Brothers and Gimbels, Philadelphia; May Co., Calif. and Indianapolis; Meyer Frank, Portland; F.A.O. Schwarz, New York, and J. L. Brandeis, Omaha.

The Magnus Corp. is keying their line of musical instruments around the "Dr. T" motif of the hand-beanie, including packaging. Magnus distributors are being set to work with theatres on a local basis.

B&K Electronics, phonograph manufacturer, is slated to put out a line of "Dr. T" phonographs decorated with the picture's theme. Publicity over network television shows has already been received in connection with the company's novel piano-phonograph combination based on the film.

Cullen Jewelry will market a line of boys and girls costume items. Included are a "Dr. T" ring, charm bracelets in the form of the weird instruments featured in the film, charms of the "Dr. T" hand and other novel pieces.

Allison Mfg. Co. will produce T-shirts for boys and girls which carry picture's title across the front. Similarly, M. Besen & Co. will manufacture dungarees with the "Dr. T" hand and title over the pockets.

Stereoscopic viewers will be utilized for promotional purposes in connection with a shirt being produced by Jets Mfg. Co. for boys. Shirt carries the "Dr. T" theme. Viewers will display the merchandise and scenes from the picture.

A roller skate manufacturer, Moen and Patton, will market a skate strap carrying picture's motif and will package skates in boxes highlighted by film credits. In addition, company will endorse "Dr. T" advertising.

Music Outfit Included

Multiple products will introduce a new type of string instrument along with a "Dr. T" promotion campaign, and also a novel style of musical score for children.

A complete line of ties, belts and suspenders carrying the "Dr. T" theme will be marketed by D. H. Neuman Co. Shaprio-Bernstein Music Co. is putting out a score book for children with arrangements of music from the film. Book also contains the story of "Dr. T."

Inexpensive silk scarfs for girls carrying the motif of the picture will be produced by Wauldbaum Cipes, and V. Zimmerman Co. will manufacture a puppet clothed like the child star in the film, complete with the hand-beanie.

Van Dam Rubber Co., which specializes in balloon promotions for stores, will put out "Dr. T" balloons for theatre display, exploitation stunts and giveaways.

Cartoon Packages Given Timely Slants

Walt Disney cartoon packages, consisting of six selected cartoons in each group, with a total running time of 45 minutes, can now be keyed by the exhibitor to the current season of the year or holiday, according to an announcement by Sidney Kramer, RKO short subjects sales manager.

Each package, of which there will be 15 this year, is combined as a feature presentation with a main title and is supported with accessories, including a trailer, a one-sheet, four ad mats and pressbook. Accessories can be ordered from National Screen Service.

Titles include: "Drive-In Capers," "April Fool's Frolics," "Easter Parade," "Summer Jubilee" and "Fourth of July Firecrackers.'

Customed Comic's Tour, Taxi Cards Boost "Clown"

HARTFORD.—Unusual ballyhoo treatment was given the double bill run of M-G-M's "The Clown" plus a cartoon carnival from the same company by the Loew's Palace via street ballyhoo and a tie-up with taxi companies.

Street stunt had a local comic, garbed in circus clown's attire, parade the downtown streets carrying a playdate sign which plugged the Palace attractions.

Fred R. Greensway, Palace manager, and Albert R. Lessow, his assistant, arranged for taxis of various local concerns to carry cards in each vehicle to plug the playdate.

Abbott & Costello Pic Nets Contest, Frontage Trims

DENVER.—A "date party" contest at a local Air Force base and personal appearances of starlets from the film highlighted the promotional campaign accorded the premiere engagement of Universal-International's "Abbott and Costello Go To Mars" at the Paramount Theatre.

Contest, developed by Jack Wodell, Paramount manager, and Velma Bulkley, of Wolfberg Denver Theatres, tied-in with a local paper to invite airmen to send in letters in 25 words or less on why they would like a date with a U-I star on Mars.

Winners were awarded dates with Mari Blanchard, featured in the film, and two of the "Miss Universe" girls. Airmen met the girls at the airport.

In addition, a spectacular front with a rocket ship theme was provided the Paramount. A large model of a space ship carrying the film's title was suspended above the marquee above a gala arrangement of flags.

Contest Initiated

The lobby entrance was covered with banners consisting of comic letter arrangements plugging the film and title, plus blown-up photos of Miss Blanchard and the "Miss Universe" girls.

Appropriately bannered 1953 Hudson autos were utilized in a parade in connection with the opening. A local department store displayed the costumes worn in the picture with models for several days in advance of playdate. The girls, themselves, made personal appearances at the store.

In another aspect of the campaign, Wodell initiated a contest among theatre employes for the best exploitation ideas, offering a U.S. Savings Bond. One winning idea had two models attired in Venusian costumes tour the town in a convertible, promoting film's run.

Pre-Selling:

Auto-Lite Mag Insertions, Theme Of Women's Hats Generate 'Gobi' Publicity

A new line of women's hats, inspired by headgear worn in 20th Century-Fox's "Destination Gobi," is being prepared by the Caspar-Davis Millinery Co., Calif., which is conducting a national promotional campaign for the modes.

Picture also will be fully credited in a series of national magazine advertisements resulting from a tie-up effected with the Auto-Lite Co.

Displays Arranged

Designed for late winter into spring wear, the hats are being featured by leading department and specialty stores in key cities, where fashion shows are staged and window and in-store displays arranged.

Promotional material, including a distinctive newspaper mat showing Jeanne Crain wearing one of the creations, went out to Caspar-Davis accounts along with outlines for effective exhibitor tie-up campaigns.

IN EVERY ENGAGEMENT THEY'RE DOING 3 WEEKS BUSINESS IN THE FIRST WEEK OF



'HOUSE OF WAX'

3D WB

FROM THE

HOUSE OF WARNER

"HOUSE OF WAX" NATURAL VISION 3-DIMENSION · COLOR BY WARNERCOLOR* · WARNERPHONIC SOUND · STARRING VINCENT PRICE · FRANK LOVEJOY · PHYLLIS KIRK · CAROLYN JONES · PAUL PICERNI

SCREEN PLAY BY CRANE WILBUR · PRODUCED BY BRYAN FOY · DIRECTED BY ANDRE deTOTH

*59 theatres already have installed WarnerPhonic Sound and almost 500 theatres more are now scheduled to follow

REGIONEWS

ALBANY

Neil Hellman opened his 40-room Mount Vernon Motel at East Greenbush, near the Auto-Vision. Hellman plans to add another wing for commercial travelers, to include a sales meeting room and display rooms. . . . Irving Shiffman, one-time Eagle-Lion salesman, is now performing similar duties for UA, while Ray Powers, formerly head booker for Warner, is date setter for UA at its sub-branch in the National Screen Service headquarters at 443 N. Pearl St. . . . Louis W. Schine of Schine Circuit, Harold Gabrilove, pres. of RTA Distributors, and their wives sailed on a six-week tour of North Africa, Israel, Rome, France, Spain and Portugal. . . . A number of Schine theatres in the Albany and Buffalo territories are reported to have placed orders for CinemaScope installations. So have Benton Theatres of Saratoga Springs. National Drive-In Theatre Institute, Inc., which registered a certificate here some months ago, changed its name to National Theatre Institute, Inc.

ATLANTA

Carl Floyd & Associates, new owners of the Silver Moon Drive-In at Lakeland, Fla., have appointed Phil Lentz as mgr. . . . The new 35-car Holiday Drive-In at Erwin, Tenn., owned by Earl Hendren, opened to the public. . . . Kenneth Wiliams, new owner of the Booker T Theatre in Knoxville, Tenn., took over from Tom Bolden. . . . Buying and booking for the Ruby Drive-In, Rockwood, Tenn., will be handled by Al Rook Booking Service. . . . George Weeks, owner of the Carver Theatre, Decatur, Ga., has acquired the American Theatre in Atlanta. . . . A 20-ton air-conditioning system was installed in the Largo Theatre, Largo, Fla., unit of Floyd Theatres. . . . Jay Soloman, Independent Theatres, Chattanooga, Tenn., will be married in Chicago in May.

Florida State's Hillsboro Drive-In at Tampa, Fla., first to be built in that area, reopened after extensive remodeling. Theatre will now have room for 750 cars. . . . Bill Wolfson, city mgr. for Alabama Thas., reports that the Fairview Drive-In at Montgomery, Ala. is to be expanded considerably. . . . M. H. Haymans opened his new Candler Drive-In at Metter, Ga. for 292 cars. . . . Manley Popcorn Co. opened a branch office in Jacksonville, Fla., with Harry Gardner as mgr. . . . E. K. Cargill, former owner of an ozoner at Macon, Ga., will open a new one at Albany, Ga. in May, to accommodate 400 cars.

A unique screen tower, eliminating distortion at the fringe of a drive-in lot, has been developed and constructed at the Pinecreast Drive-In, Jacksonville, Fla. The ozoner is owned jointly by Capt. Hans G. Vige and L. L. Broward who collaborated in inventing the new screen with the assistance of projectionist Tom Lewis. . . .Cascade and West End theatres, Atlanta, have closed. . . . Installation of a 3-D screen has been completed at the Ritz Theatre, Winter Haven, Fla. . . . The Bar-X Drive-In at Jasper, Fla. opened for the season with improved playgrounds, new equipment and enlarged snack bar. . . . Despite military protests and senatorial backing, an 850-car ozoner is rapidly taking shape at Opa-Locka, Fla., 1,500 feet from a jet plane runway. Owner N. B. Bernstein started a squabble that reached all the way to Washington when he took out a permit to erect the theatre. . . . A group headed by Larry Morris has purchased the Ritz Theatre, Hollywood, Fla. Extensive alterations will be made. . . . John McKinnon appointed mgr. of the Miracle Theatre, Coral Gables, Fla.

20 Hollywood stars have volunteered to play a big part in the annual Old Newsboys Day on May 15, sponsored by Atlanta Variety Club and The Constitution and Journal. Funds from sale of a special edition of the Journal Constitution will go to Cerebral Palsy. . . . In Ala., the Melba, Birmingham; Princess, Florence; and Lanett, Lannett, installed 3-D equipment. . . . Charles L. Funderburke was appointed mgr. of the Gem Theatre, Cuthbert, Ga., unit of the Martin Theatres. . . . Frank Lavery, formerly with RKO, Atlanta, appointed mgr. of the Bailey theatres in Panama City, Fla. . . . Glover Johnson's new 350-car 411 Drive-In at Centre, Ala. will be ready for opening in June. Johnson owns two theatres in that town. . . . The new 700-car Bel Air Drive-In, Nashville, Tenn., set to open in June, cost some $120,000. . . . Mr. & Mrs. Charles Rook's new ozoner at Bushnell, Fla. made its debut with free admissions on opening day. . . . Lewis Cook, theatre owner in Millport, Ala., is a new member of the Lamar County Commission, appointed by Gov. Pearson to succeed his father, who resigned on account of ill health. . . . Mrs. Anne Green appointed mgr. of the Bama Theatre, Hackleburg, Ala.



20th-Fox executives enjoy the reception accorded the CinemaScope demonstrations which were held at the Roxy Theatre in New York for five consecutive days to take care of the 30,000 eager viewers. L to R: Charles Einfeld, vice-pres.; Spyros P. Skouras, pres., and Al Lichtman, director of distribution.

BOSTON

Tom Dowd has resigned as mgr. of the Beacon Hill Theatre to become managing director of Lockwood & Gordon's Avon Theatre, Providence, R. I., effective May 16. . . . The Allen Theatre, Lowell, closed for four years, was sold at public auction for $7300 plus back taxes of $3400. Highest bidder was the Five Cent Savings Bank of Lowell, holders of the first mortgage, so the theatre is up for sale again. . . . Al Lourie, Adams Theatre, Dorchester, has taken a long-term lease on the Bowdoin Drive-In, Brunswick, Me. from Sgt. Tom Foley of the Portland police. Lourie is air conditioning the Adams with Westinghouse equipment. . . . Mary Baldasari of Walpole is Bill Koster's new secy. at Variety Club headquarters in the Statler Hotel. . . . WNAC-TV, which played a prominent part in the TV coverage of several motion pictures, has upped its signal to 220,000 watts, promising a much clearer picture.

Louis Richmond moved his offices from the Hotel Bradford to 90 Beacon St., a building which he purchased recently. . . . TV set installations in the Greater Boston area have exceeded the million mark. . . . Philip Smith, head of Smith Mgmt Co. and Mid-West Drive-Ins, is equipping his 15 conventional theatres for 3-D showings. His engineers are working on development of new 3-D wide angle projection for drive-in use in the 1954 season. . . . Charles Cifre is heading a company to distribute the new 25-inch diameter 3-D magazines as set by the SMPTE and promises May deliveries from his headquarters at 20 Piedmont St. . . . Clifford E. Parker of Alexander Film Co. was upped from northern sales mgr. to gen. sales mgr. for the company. . . . For the fourth consecutive year, Hy Fine, dist. mgr. for New England Theas., was appointed chairman of m.p. theatre div. in New England for the national Cerebral Palsy Drive.

Ed Rosenfeld of Trans-Lux Theatres in N. Y. has been appointed dist. mgr. for the circuit here. . . . An injunction was granted against picketing the drive-ins at Fairhaven, Dartmouth and Wareham, Mass. Picketing started when non-union projectionists were hired following failure to come to agreement on new contracts. Exhibitors claim that under revised Mass. licensing regulations, the union's demand for two men in a booth is no longer re-

BOSTON (cont'd.)

quired. . . . Samuel Goldstein, Western Mass. Theas. prexy, announced a $175,000 improvement program for houses in Pittsfield, Greenfield, Northampton and Holyoke. Goldstein has 14 houses and recently gave bonuses to his circuit employees.

BUFFALO

An official announcement, confirming the reported leasing of the Century Theatre for a 10-year period by UA, is expected soon, and 3-D equipment developed in the Buffalo plant of American Optical Co. will be installed. The Century is presently operated by Midland Properties, Inc. . . . A tax lien of $2,874.98 against Jack D. Fairchild of Buffalo, an operator of the Encore Theatre in Los Angeles, has been transferred to the Erie County Clerk's office. . . . Midway Drive-In at Maple Springs, N. Y., owned by Blatt Bros., reopens May 8. . . . The George F. Drive-In of Meco Theatres has reopened at Endicott. . . . Reopened under new ownership of Paul Fields of the Berfield Corp. is the East Drive-In at Bennett, formerly owned by Auburn East West Drive-In Thea. Corp., headed by Anna Wallace. . . . Francis Tate's Phelps Theatre at Phelps is closing to redecorate.

Tom Hopkinson of N. Y. is the new M-G-M public relations representative for the Buffalo-Albany exchange area. . . . Mike Jasco, formerly with Republic, has joined Paramount as city salesman. Leo Murphy replaces Jasco at Republic. . . . Nine area drive-ins are cooperating to devote the entire receipts, including concessions, from one night's show to the local Children's Hospital Medical Building Fund. They are Al Wright's Aero, Alex Wintner's Buffalo, Marvin Atlas' Broadway, Harry Berkson's Delaware, Frank Stephen's Park at Orchard Park, Irving Cohen's Sheridan and the Niagara and Lake Shore SkyWays operated by Bill Rosenow of Theatre Service Org. Myron Gross will make the presentation. . . . The Buffalo Historical Society is showing free colored motion pictures each Sunday afternoon in the Society Bldg.

The Transit Drive-In, Lockport, is now operated by a partnership of Anthony Ragus and Louis Battaglia. G. F. Tatar was Ragusa's former partner. . . . The Cinema at Rochester is picking up the corporation name, Philmore Ent. Inc. . . . Julius Ricci closed the Park at Lackawanna.

Robert C. Russell, an usher at the Center Theatre, was stabbed with a hunting knife when he tried to bar four teenage rowdies from breaking into the theatre through a rear exit. Mgr. Leon Serin reports plans to install new type doors to eliminate attempts to break in. . . . The State at Waterloo has changed its policy and will now play WMT-WT-FS. . . . The Camèo in Binghamton will be closed Mon., Tues. and Thurs.

CHARLOTTE

Colonial Theatre at Florence, S. C., has been remodeled and redecorated. It seats 906. G. E. Schnibben is owner and D. C. Barbot mgr. . . . Jack Pardue, mgr. of the Starlite Drive-In at N. Wilksboro, N. C., is printing a direction map on the back of his weekly programs, indicating principal highways leading to the theatre. . . . The Sumter Drive-In, Sumter, S. C., was sold by Max Edelsburg to his former mgr., E. C. Jackson. . . . Leon Gibson, mgr. of Broadway Theatre, Fayetteville, N. C., re-elected to a three-year term on the board of the Carolinas' Red Feather Service. . . . A bill to outlaw Sunday movies in Davie County was introduced by Rep. J. N. Smoot.



Debbie Reynolds, on a cross-country tour for M-G-M's "I Love Melvin," in which she is starred with Donald O'Connor, is photographed in Boston with branch manager Ben Rosenwald (left) and New England exhibitor Norman C. Glassman.

CHICAGO

Marks Bros.' Skokie, Ill. drive-in has added a bottle-warming service for parents who bring babies to the shows. . . . Great States' Majestic Theatre is receiving a $40,000, 340-ton Westinghouse air-conditioning unit, installed by Kroeschell Engineering Co. . . . Southern Theatre, Oak Park, reopened April 17. . . . "Silver Lining" will be released in the loop by Warner following "House of Wax" premiere at Chicago Theatre May 1st. . . . Gardner Theatre Supply installed 3-D Motiograph equipment in the Palos Theatre, Lowell, Ind., managed by Pat and Lorette Burns. . . . Sam Gorelick, RKO exchange mgr., is passing out cigars on the birth of a grandson. . . . Essaness loop Woods Theatre has received 1200 American bodiform seats and new carpets for the entire house. . . . Abbott Theatre Supply reports orders for 26 stereophonic installations, with B&K, Great States, Coston Circuit, Standard Theatres among firms placing orders.

Compco Corp. is introducing Triad stero projection system, with Hal Fischer heading the new department. . . . Three Dimension Co. moved its plant and offices to 3512 N. Kostner Ave. . . . Great States equipping its theatres in South Bend, Peoria, Rockford and Joliet with stereophonic equipment. . . . Fox exchange here, in an all-out drive to obtain proxies for management, reports much cooperation. . . . Subsequent runs in this territory for "Salome" will have to wait until July 1 as the film is in the Grand Theatre for eight weeks and doing well. . . . Oriental Theatre has secured first run for "The Juggler" to follow current attraction. . . . The Winston Theatre anti-trust case, based on the limited two-week loop run in the Jackson Park decree, has been set for arguments in Seventh District Appeal Court May 15.

Now that the stage version of "Call Me Madam" has departed, the Oriental Theatre management reports much better box-office with the movie version. Having them in direct competition with each other hurt both shows. . . . Otto Eitel's Palace Theatre gets Cinerama about July 15. Seating capacity will be cut from 2500 to 1800. Union will have same number of operators as N. Y. run. . . . John Schaffer was named mgr. of H&E Balaban's Hilltop outdoor theatre, Joliet. Sol Weitzenfeld named co-mgr. of the circuit's Commercial Theatre. 3-D equipment is being installed in their Windsor, Commercial and DesPlaines theatres. . . . Telenews is suspending its newsreel policy to try out run of "Peter Pan" and "Bear Country." . . . R. J. Miller opened his McHenry, Ill. drive-in for the season.

The four suits filed in Federal and State courts by Emil Stern, former v.p. of Essaness, and Katherine LeRoy, executrix,

Watch These Dates!

May 4-5: Pittsburgh — Allied MPTO of Western Pennsylvania convention—William Penn Hotel.

May 4-5: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 5-6: Little Rock—Independent Theatre Owners of Arkansas convention — Marion Hotel.

May 5-7: Old Point Comfort, Va.—Virginia Motion Picture Theatre Owners Association convention. Hotel Chamberlin.

May 11-12: Oklahoma City—Theatre Owners of Oklahoma convention.

May 12-13: Des Moines — Allied Theatre Owners of Iowa and Nebraska convention.

May 13-14: (changed from Apr. 28-29) Kansas City—Allied Theatre Owners of Kansas-Missouri convention — Phillips Hotel.

May 18-23: Mexico City—Variety Clubs, International convention.

May 26: Denver — Rocky Mountain Independent Theatres convention — Variety Club. Dinner-dance at the top of the Park.

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

July 8-10: Atlantic City — Allied Theatre Owners of New Jersey convention—Traymore Hotel.

Sept. 28-30: Dallas—Texas COMPO Conference—Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 6-7: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

CHICAGO (cont'd.)

widow of Sidney Spiegel, Jr., claiming damages in excess of $2,600,000 were dismissed. The court findings were that neither Essaness nor Silverman was guilty of fraud or misrepresentation in connection with disposal of their stock.

CINCINNATI

James W. McDonald was named gen. mgr. of Theatre Owners Corp. to succeed Rex Carr, who will assume management of the two Indianapolis theatres he purchased. Carr resigned from the board of Variety Club and from the Heart Committee. . . . Albert Weinstein and Noyes McGowan also resigned from the board of Variety. Two of the vacancies were filled by Pete Palazzo and Wm. Borack and Rube Shor replaces Rex Carr on the Heart Committee. . . . Eli Kalisch, former student salesman for M-G-M in Buffalo, N. Y., joined the company's sales staff here to cover the Kentucky territory. . . . New sales representative in the Ohio territory for National Screen is Mel Lischkoff. . . . Proceeds from the first donor luncheon given by Variety Wives will be turned over to the Hamilton County Council for Retarded Children. Mrs. Sam Weiss is pres. of the group. . . . Jack M. Onie, mgr. of the Rialto Theatre and associated with his father, Wm. Onie, circuit exhibitor, was married to Shirley Mae Guttman.

Vance Schwartz had to close his Guild Theatre because of lack of proper emergency exit. It will remain closed until he complies with city regulations. Schwartz recently opened the Hyde Park Theatre, where he is showing "prestige movies." . . . Louis Wiethe arranged to have 40 minutes of stage attractions at his Valley Theatre, headlined by The Modernaires, in conjunction with "Destination Gobi," April 29-May 1, an innovation for a suburban theatre.

3-D prints of the May 15 Walcott-Marciano bout are expected here May 20. . . . "Hans Christian Andersen" opens its first suburban run at five theatres here on May 8. . . . Paramount contract clerk Betty Turner has been upped to booker. . . . The Realart combination, "Salome Where She Danced" and "Abbott and Costello in Society" is tentatively scheduled to play day and date in seven Columbus theatres starting June 14. Already set are the Avondale, Indianola and North Hi Drive-In. . . . Lev Bugie, veteran film exec. now associated with American Sign Co., returned from a W. Va. hospital to be treated at the Bethesda Hospital. Also on the sick list are Guy Greathouse, Aurora, Ind. exhibitor, recovering from major surgery at Christ Hospital, and Robert Morrell, mgr. of the Twin Drive-In, Cincinnati, undergoing treatment at St. George Convalescent Home in Westwood.

DALLAS

The recent law passed by the Texas Legislature, which eliminates state taxes on admissions up to 80¢, also contains other reduced tax provisions. Formerly the state taxed all admissions over 50¢. Tax on admissions up to 90¢ is only 3¢; over 90¢ is 5¢ plus 1¢ for each 10¢ or fraction over $1. Passes are not taxed. The law also contains penalties for failure to file reports or pay the tax. . . . Texas COMPO will conduct a statewide contest in connection with the 1954 Academy Awards, says Kyle Rorex, exec. dir. It was suggested by Phil Isley, Dallas theatre operator. Paul Short, div. mgr. for National Screen Service, has been authorized to create the campaign and contest. A contest package will be available to Southwestern exhibitors and also nationally for $48.50. . . . Ezell and Associates drive-in chain in Texas has ordered CinemaScope for its 19 ozoners.

San Antonio theatres instaling 3-D equipment include the Majestic, Josephine and Woodlawn. Theatres in Fort Worth doing likewise include the Palace, Parkway, Bowie, Ridgelea and Tower. . . . The Granada Theatre on Houston's north side was the scene of a 5-day cooking school between 10 a.m. and noon, sponsored by Henke and Pillot, supermarket chain. . . . Several thousand postcards were sent to Picture-of-the-Month Club patrons for showing of "The Star" at Interstate's Metropolitan Theatre in Houston. . . . One theatre man was chosen for a city council in the recent municipal elections in southeast Texas. He is A. O. Muske of Brookshire, elected by a write-in vote. . . . John E. Lilly, Sulphur Springs theatre owner, died recently at 78. . . . Airline Drive-In, Houston, had a complete display of Korean War combat clothing and equipment for promotion of "Go For Broke," arranged by the 442nd Infantry Battalion, with local Marines on hand to answer questions.





Erika Nordin, previously known as Renate Roy ("Miss Germany" in the 1952 "Miss Universe" contest), on a tour of key cities in behalf of U-I's "Abbott and Costello Go To Mars," is welcomed to Muncie, Ind. by Mayor Joseph R. Barclay (right) and Vic Sicilia, city mgr. for Y & W Mgmt. Corp. Film played at Muncie's Rivoli Theatre.

DENVER

Mel Madero, formerly with Fox-Intermountain in Cheyenne, Wyo., has been named mgr. of the Atlas Theas. Kar-Vue Drive-In, Brighton, Colo. . . . Frank DeVoracek was named mgr. of the Starlite Drive-In, Rapid City, S. D. . . . Vacationing Al Lawter, Denham mgr., may enter a hospital for treatment. His place is being filled by Don Lappin. . . . M. J. Konemann is building a 450-car ozoner, to be named the Hicks on 96, at Pueblo, Colo., which he hopes to open May 28. . . . Tom Knight, owner of the Acme, Riverton, Wyo., flew another of his mercy flights when he planed into Denver with an 11-day-old boy, brought for treatment of a rare skin disease.

Merrill Nygren is building a 250-car drive-in at Oshkosh, Neb. and hopes to open in May. . . . Robert and Al Kehr, owners of the Princess and Prairie, Ogallala, Neb., are building a 350-car ozoner there. Since they own a greenhouse business, landscaping will be something special. . . . J. R. (Bob) Francis, owner of the local newspaper at Melrose, N. M., bought the Rialto from Estell F. Stahl, who has gone to Glendale, Ariz. to live. . . . A large crowd was thrilled at the screening of Warner's "House of Wax" at the Denver. . . . J. E. (Tommy) Tompkins, Colorado Springs exhibitor, died there following a long illness.

DES MOINES

Owne Johnson is new mgr. of the Princess in Eagle Grove, succeeding Leo Peterson, resigned. . . . Horace Spencer has taken over management of the Ritz in Chariton, succeeding Richard Gray who resigned to enter business in Des Moines. . . . Robert Byers purchased the Osceola Theatre from V. J. Shipwright. Byers is a motel owner and member of the Lyric Theatre management. The Osceola will run in conjunction with the Lyric and will operate Fri. thru Mon. . . . Lloyd Johnston of Summer was named mgr. of the new Oelwein Drive-In, set to open soon. . . . A "fence" of rose bushes features the new Grinnell Drive-In, under construction on Hyway 146 near Grinnell by George Mart. . . . A "moon-glo" tower has been erected at the Ranch Drive-In near Ames. It will cast a blue light over the parking area and be kept on during shows to make entrance and exit easier. . . . Ray Miller, who operated the Lorimer Theatre for several years, died here at the age of 66.

Musician Meredith Wilson has accepted an invite to attend the centennial celebration of his native Mason City in June. He will be honorary mayor during the week-long festivities. . . . Earl Kerr announced a new ozoner near Knoxville, which will be ready June 1. . . . Jim Travis has a new sound system in his Lakeland Drive-In north of Milford. . . . Sheldon Drive-In Theatre Corp. was dissolved and Sheldon Amuse. Co., a partnership, has taken over operation of the Sheldon Drive-In. Officers of the new company are R. G. Faulds, E. M. Garbett, A. E. Thiele, L. P. Gilligan, Geo. D. Bloxham,

DES MOINES (cont'd.)

J. M. Beatty and Wm. J. Curry. . . . The Pix in Woodbine has been leased by Al Gatdner and is being remodeled and redecorated. . . . Tulip Theatre in Orange City has gone on a 3-night weekly schedule, according to mgr. Bob Vander Brake. . . . Less than two weeks after a $5,000 fire gutted the interior, the Princess in Odebolt was reopened by owner W. J. Horstman.

A. H. Blank, pres. of Tri-States, was welcomed home from a six-week Mediterranean cruise and presented a special citation by leaders of the industry in connection with the Look Magazine award naming him "Motion Picture Exhibitor of the Year." . . . Ralph Olson resigned as salesman for Universal after 25 years to accept management of the Decorah Theatres, owned by "Hod" Enbrechtson. They are the Lyric, Grand and the Drive-In. . . . Howard Ross is new branch mgr. for Allied Artists, replacing Bill Johnson. Also leaving is booker Dick Shields, who resigned to manage the Town Drive-In, Des Moines. . . . Clarence A. Neylan was named to succeed John R. Snyder as mgr. of the Hardacre Theatre in Tipton. Snyder was associated with Iowa United Theas. since 1938.

DETROIT

Jim Olson, circuit operator, has awarded booking and buying for his drive-ins at Rosebush, Houghton Lake and Gaylor to Bill Clark. . . . Mr. & Mrs. Al Kaftan and Mr. & Mrs. Sherman Porvin have reopened the Temple Theatre, with Tony Witkowski as house mgr. . . . . Harry and Elmer Balaban were scheduled for a Detroit visit to look over the Adams Theatre operation, managed by Norman Meyers. . . . Irving Teicher closed the Palmer Park Theatre in Highland Park. . . . Joseph Ellul, owner of the Empress, sojourning at Hollywood, Fla. for the past six months, is planning to return here for a long visit. . . . Art Cooper, mgr. of the Mt. Clemens Drive-In, puts in his winter seasons as a veterinarian. Turns his animal hospital over to another doctor for the summer. . . . Lloyd Desy, who runs the Chief Theatre at Mackinaw City, is building a new gift shop.

David M. Idzal, managing director of the Fox, booked a special presentation of Fox's CinemaScope for the trade and press in the screening room. . . . Ed Johnson, owner of the Washington at Bay City, is overhauling his yacht preparatory to taking all film salesmen of the area on a Saginaw Bay cruise. . . . Salesmen of western Mich. participated widely in the special street sale of newspapers for charity, sponsored by Grand Rapids Variety Club. . . . Butterfield's Old State Theatre at Flint is being changed into a store structure. . . . Razing of the old Butterfield-operated Whitney at Ann Arbor has been ordered by the State Fire Marshal. . . . Jack Broder's Seville Theatre was emptied suddenly when fire seriously damaged adjoining buildings. . . . Ed Miller was appointed supervisor of projection for the Music Hall, which is doing well with Cinerama.

INDIANAPOLIS

Alliance Circuit opened its ninth drive-in at Frankfort, Ind. No. 10 will be opened at Rochester, Ind. this month and plans are underway for another at Syracuse. . . . Marc Wolf of Indiana Auto Theatres, reports purchase of 10 acres near Plymouth, Ind. for construction of a 550-car ozoner to cost around $75,000. . . . George Feller, operator of the Monroe at Monroeville, assisted by local merchants, started a celebration for children having birthdays during the week, which has stimulated attendance. There is a theatre party, free gifts, luncheon and other entertainment. . . . M. H. Stucky opened his Lakeland Drive-In last week-end.

Rex Carr, former Indianapolis theatre mgr., has acquired the Zaring and Ritz theatres from Marcus Ents. Marcus will continue to operate the Alamo and Ambassador here as well as houses in Ft. Wayne and Dayton, O., besides drive-in interests at Plymouth, Terre Haute and New Castle. He is a partner in the new children's playground to be opened at Little America this season. . . . Abe Kaufman acquired the Fountain Theatre in Terre Haute. . . . Walter Weil is closing his Riley Theatre in Greenfield for modernization. He will keep his Weil Theatre open during this period.

KANSAS CITY

Dates for the Allied ITO of Kansas-Mo. convention at the Phillips Hotel have been changed from April 28-29 to May 13-14. . . . Kansas-Mo. Theatre Assn. has set May 5-6 for a joint meeting with MPTO of St. Louis and S. Ill. at Kirkwood Lodge, Osage Beach, Lake of the Ozarks. First business session will center around 3-D and a square dance will be part of the entertainment. The Assn. has scheduled its 35th annual convention for Oct. 6-7 at the President Hotel. . . . Paramount's offices have been redecorated. . . . A new ozoner is going up at Leawood, a K.C. suburb. . . . Elmer C. Rhoden, vp of National Theas., purchased 1,500 shares of common stock in March to increase his indirect holdings to 3,525. . . . "The Happy Time" has been held for four weeks at the Kimo.

Commonwealth has drive-ins under construction at Creston, Ia.; Springdale, Ark.; Trenton, Washington, Waynesville and Warrensburg, Mo., and has purchased the Spa Drive-In at Excelsior Springs, Mo. and the Meade drive-in and indoor theatre in Kingman, Kans. Bill Head will manage the indoor business at Kingman and Kenneth Quinn the drive-in. Ed Jordan is mgr. of Commonwealth's ozoner at Monett, Mo. The firm's annual convention will be held June 2-3 at the President Hotel. . . . L. E. Bloch, Jr., J. R. Jensen and I. E. Oberzan are associates in Vita Enterprise, recently chartered to own, lease and operate theatres in Mo. . . . The Roxy Theatre, recently fire damaged, reopened April 15.

LOS ANGELES

Maurice Muzquiz has assumed operation of the San Fernando Theatre, San Fernando. . . . Eddie Ashkins, veteran RKO salesman, resigned his post to enter exhibition. . . . Tom Muchmore, operator of the Canoga Theatre, Canoga Park, is modernizing the house, plus adding a new marquee. . . . Max Katz, UA booker, was awarded a gold wrist-watch for having secured the greatest amount of bookings in the W. J. Heineman drive. . . . Harry Henderson assumed operation of the Arroyo Theatre, which had been shuttered for some time. . . . Nick Syanos, and Edward and Dick Grossman, new owners of the Bay, Pacific Palisades, had a gala reopening, with comedian Jerry Lewis, honorary mayor of Pacific Palisades, on hand to take tickets.

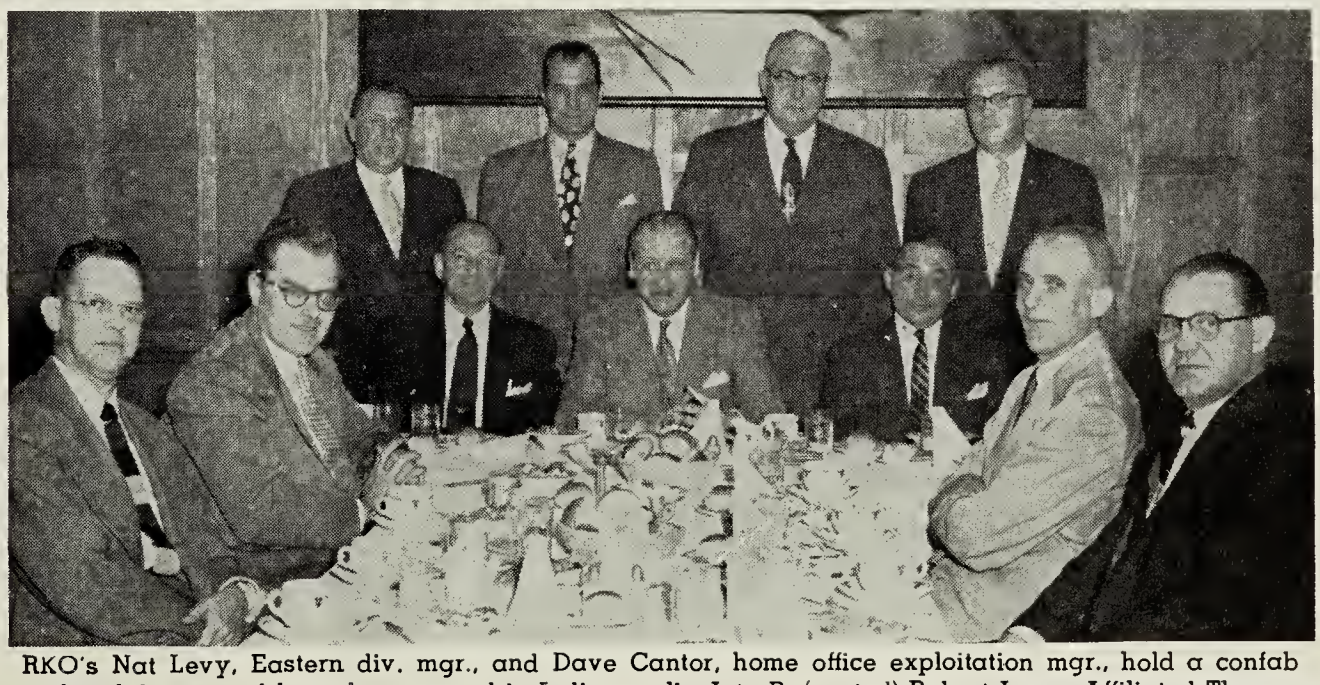
Cecil Vinnicoff, son of the pres. of Vinnicoff Theatres, has entered the metal window field and converted the long-closed Green Meadows Theatre into offices and warehouse. . . . Edwards Circuit reopened the State, Azusa. House suffered considerable damage from a fire some months ago. . . . Ray Howard, owner of the Burbank Theatre, Burbank, is remodeling the long-dark house into storerooms. . . . A county zoning board field a negative recommendation in connection with proposed construction of a $500,000 ozoner and restaurant in Bellflower. Residents raised a strong protest against the development.

MEMPHIS

The 64 Drive-In at Russellville, Ark. has been purchased by Mr. & Mrs. J. Henley Smith. . . . The new 325-car drive-in at Trenton, Tenn., owned by Andy Jones and Utra Burton, has opened. . . . Jack Marshall, mgr. of the Dyersburg Theatre, Dyersburg, Tenn., has been elected pres. of the local Rotary Club.

MILWAUKEE

Variety International has awarded a trip to the International Convention in Mexico City, May 18-21, to Larry Lawrence, editor of the Milwaukee Journal Green Sheet, because of a story he wrote about a local woman cured of a serious heart ailment at the Heart Clinic sponsored by Milwaukee Tent No. 14. . . . The Milwaukee Ass'n of Commerce urged its members to protest to congressional representatives against repeal of the excise theatre admission tax as discriminatory to other segments of business



RKO's Nat Levy, Eastern div. mgr., and Dave Cantor, home office exploitation mgr., hold a confab with exhibitors and branch personnel in Indianapolis. L to R: (seated) Robert Jones, Affiliated Theas.; Dale McFarland, mgr., Indianapolis Amuse. Co.; Morris Lefko, RKO dist. mgr.; Levy; Cantor; Herman Black, salesman; H. Sullivan, Alliance Circuit; (standing) Russ Brentlinger, RKO branch mgr.; Peter J. Fortune, Indianapolis Cooperative Theas.; Marc Wolf and Al Blocher of Y & W Circuit.

MILWAUKEE (cont'd.)

also burdened by this tax. . . . A Home sewing machine was won by Elroy Luedke, city mgr. for Delft theatres at Marquette, Mich. for his exploitation on "Plymouth Adventure." . . . Wisconsin Allied Theatre Owners' board meeting will be held here on May 15. . . . Unity Theatres took over two theatres in Oconomowoc—the LaBelle from Wm. Ainsworth and the Strand from H. Huebner. The LaBelle was completely rebuilt. . . . Big benefit show at the Fox-Wisconsin garnered $13,000 for the Cancer fund.

Under a bill filed in the Wisconsin Legislature, cars leaving a drive-in would be forbidden to cross a traffic lane. The measure would also prohibit construction of new ozoners within a quarter mile of a state or country highway and require those built after July 1 to have an exit road entering into a town road or a city village street. . . . The David White Co., manufacturers of the Stereo-Realist camera, had an eight page supplement in the local paper telling of the company's dedication of its new plant, together with articles about the stars from Hollywood who came here to attend the midwest premiere of "House of Wax" at the Warner Theatre. The picture did an SRO business. . . . Harvey C. Hartwig of Milwaukee has become associated with attorney Thomas McConnell in the Viking Theatre anti-trust case.

MINNEAPOLIS

Ben Berger, pres. of North Central Allied; E. L. Peaslee, v.p. and Stanley Kane, exec. counsel, were in Washington to testify before the Senate subcommittee on small business regarding industry trade practices which allegedly are harmful to independent exhibitors. . . . The Wing, Wing, N.D., has installed a new accoustical tile ceiling. . . . Redecoration of the Drayton, Drayton, N.D., has been completed. . . . The Chateau, Milbank, S.D., reopened after a winter shutdown. . . . The Roxy, Owatonna, Minn., was closed for the summer. . . . The Monte, Montezuma, Ia., has reopened following a fire. . . . Minn. Amuse. Co. will shutter and dismantle the Park, St. Paul nabe. . . . Ernest A. Phillips, 62, retired theatre operator, died at Rochester, Minn., of a heart attack. . . . J. E. Johnson, owner of the Lyceum, Deer River, Minn., was elected pres. of the Deer River Assn. of Commerce.

Charles Rubenstein and Abe Kaplan plan to reopen their nabe Granada next month, probably as an art house. . . . KCJB-TV at Minot, N.D. is the first TV station in the territory outside the Twin Cities to begin operation. The FCC has also granted permits to Fargo, N.D.; Rochester, Austin, St. Cloud and Duluth, Minn.; and Sioux Falls, S.D., for construction and operation of TV stations. . . . Theatre at Williston, N.D. makes juvenile patrons check their water pistols before entering the house. . . . Leo Peterson and Bert Johnson plan to open their new 820-seat State at Pierre, S.D., early in May. House replaces one destroyed by fire and will be equipped for 3-D and large-screen TV. . . . Stanley Smith is building a 300-car ozoner on the edge of Sisseton, S.D., where he also operates the conventional Sisseton. . . . Howard Clemens is new asst. mgr. of the loop Gopher, replacing Alfred Chance, resigned. . . . Ben Berger sold the 1700-seat Palace to Jack Beugen, who will convert the property to a parking lot.



W. D. Washburn (left), owner of the Park Theatre in Wautoma, Wis., and Bernard M. Okun, pres. of Biltmore Theatres, Ltd., Toronto, are greeted by singing star Teresa Brewer on the Pine-Thomas set of "Those Sisters From Seattle," Paramount's second 3-D Technicolor production.

NEW HAVEN

The local Film Exchange Bldg., also known as Kilfeather Bldg., has been purchased by the Hofwal Realty Corp. from Harry B. Frank and Henry Blum, for $385,000. Numerous exchanges, including M-G-M and RKO, are among tenants. No changes are planned. . . . Frank Lynch, formerly with M-G-M exchange here, has been named mgr. of the Meriden Theatre, Meriden, by Nick Kournaris and Paul Tolis. Lynch replaces Wm. Pilot, resigned. . . . Matthew Moriarty, Manchester businessman, announced purchase of the University of Conn. business block for $500,000, which has land available for a theatre, bank and postoffice. . . . The Plainfield, Plainfield, had first eastern Conn. showing of "Bwana Devil." . . . Blue Hills Drive-In, Bloomfield, has installed a TV set in its concession building. Paul Sullivan was named mgr. of the Blue Hills. . . . Michael Masselli, mgr. of the Plainfield Theatre, Plainfield, was married to June Cleary of Hartford. . . . Peter LeRoy of Blue Hills Drive-In Theatre Corp., Bloomfield, is recovering from surgery.

Dick Darby resigned as dist. mgr. for Lockwood & Gordon to become mgr. of the Post Drive-In, East Haven, Conn. He is replaced at L&G by Russell Ordway, former mgr. of their Webb Theatre, Wethersfield. . . . Eric A. Johnston, pres., M.P.A., and Harry F. Shaw, Loew's Poli-New Eng. div. mgr., were on the committee of 45 national execs. in charge of the May 4 testimonial for Francis S. Murphy, retiring editor and publisher of the Hartford Times. . . . Morris Keppner, Burnside Theatre Corp., and Louis Lipman, Hartford auto dealer, disclosed plans for construction of an ozoner in South Coventry, Conn. . . . At a cost of $100 per week, the Blue Hills, East Windsor, Pike, Farmington and Hartford drive-ins are using 40 spot announcements over Radio Station WCCC, Hartford, and also receiving numerous time schedule plugs.

NEW ORLEANS

The St. Bernard Drive-In on St. Claude Ave. was the first to bring 3-D to its patrons with opening of "Bwana Devil." George E. Wiltse, owner, reports that he has successfully adapted this type of film to his outdoor theatre and that many exhibitors from Texas, La., Miss., Ala. and Fla. witnessed the presentation and are pleased with the process. . . . The Orpheum Theatre and Radio Station WSMB, in a contest tieup, are offering prizes to the lucky girl who measures up to a modern Salome. . . . A new theatre is announced for Iota, La. The Derby Theatre will have 300 seats. . . . M. J. Sotile closed his Sorrento Theatre, Sorrento, La., on April 30 for good. . . . M. Sims closed the Belmont, Pensacola, Fla., and Charles Waterall closed his Bolinger Theatre.



RKO prexy James R. Grainger and Roy O. Disney, pres. of Walt Disney Productions, sign the new contract whereby RKO will distribute three forthcoming Disney pictures—"The Sword and the Rose," "Prowlers of the Everglades" and "Melody."

L. W. Stevens opened the American Legion Drive-In at Coushatta, La., to accommodate 92 cars. . . . In Sulphur, La., Percy Duplissey opened the 400-car Frontier Theatre. . . . J. Stout opened the Livonia Theatre, Livonia, La. . . . Name of the Sun Down Drive-In at McKenzie, Ala. has been changed to Star-vue. . . . Baton Rouge got its first TV station April 20, when WAFB-TV went on the air. . . ATO of the Gulf States will hold its next board meeting on May 5th at the Jung Hotel.

NEW YORK

All records for long runs in the 34-year history of the Capitol Theatre toppled on May 1, when "Moulin Rouge" began its 12th week, to continue indefinitely. The management celebrated the event by inviting many great stars who had appeared on the Capitol stage to make personal appearances. . . . Milton Hornstein has taken over the Mayfair Theatre, Flushing, from Mrs. G. Rhonheimer. . . . John Huntington, mgr. of the Spa Summer Theatre in Saratoga Springs, has joined the Walter Reade organization to operate the circuit's Savoy Theatre in Asbury Park, N. J. as a legit playhouse. . . . John J. "Jack" Bowen, veteran member of the M-G-M sales staff, succumbed to a heart attack.

U-I will introduce its first feature with stereophonic directional sound at Loew's State on May 20, when "Thunder Bay" in Technicolor has its pre-release world premiere there. . . . Si Fabian and Sam Rosen of Fabian and Stanley-Warner Theatres, will be honored at a luncheon of the amusements industry for United Jewish Appeal on May 26 at the Plaza Hotel. Adolph O. Schimel, U-I exec., was named chairman of the industry's drive. . . . Trade paper publishers and representatives attended a luncheon at the Variety Club in the Hotel Piccadilly as guests of chief barker Edward Lachman to judge entries submitted for the story and photo contest staged by Variety International.

PHILADELPHIA

"House of Wax" had its local premiere on April 24 at the Mastbaum, the only theatre in this city to install the WarnerPhonic sound system. . . . First to show a full-length 3-D film by a major studio was the Randolph Theatre, which opened with Columbia's "The Man in the Dark" on April 15. . . . Warner Theatres headquarters were moved from the Earle Theatre Bldg. to the company's 13th & Market St. location. . . . Two of this city's top movie houses of yesteryear are now up for sale. The Aldine and Palace are slated to be chopped from the Warner local holdings. . . . Harvey Keater has been named mgr. of Walter Reade's Eatontown Drive-In on Route 35 at the Eatontown, N. J. Circle, to succeed Don Iogha, who was transferred to the circuit's Lawrence Drive-In at Trenton, N. J. . . . The Stanton Theatre here is scheduled for a remodeling job.

Danny Kaye, currently appearing in "Hans Christian Andersen" at the Midtown Theatre, was in town April 20 to attend the testimonial dinner to Jack Beresin, Variety International chief barker and pres. of ABC Vending. Proceeds from the affair will be used for building a recreation hall for Philadelphia Variety Club's camp for handicapped children. . . . The Roosevelt Theatre will reopen soon with first run pictures direct from downtown and will also feature the new 3-D films. . . . Burton Stanley, who managed the Haverford Theatre for 20 years, is in Montgomery County Home recovering from a stroke. . . . The Earle Theatre is waiting for a wrecker to rip through its structure, which means that the Carmen is this city's only remaining vaudeville house.

Comerford Theatres will utilize equipment made by the Victor division of RCA to prepare 14 houses for 3-D programming at an early date.

PITTSBURGH

H. B. 1097 was introduced in the Penn. House, co-sponsored by Reps. Waterhouse (R) and Andrews (D). This bill would exempt theatres from operation of the Enabling Act, pursuant to which municipalities have levied a tax on admissions to motion picture theatres. It has been referred to the Committee on Municipal Corporations for subsequent hearings. . . . Si Fabian, pres. of Stanley-Warner, and his associate, Samuel Rosen, were welcomed to Pittsburgh with a luncheon at the William Penn Hotel. In an address to district theatre men, Fabian advocated an "all purpose" theatre which would be adaptable to all 3-D processes as well as closed circuit TV, and added that big business could be done with good pictures in any medium.

Warner's "House of Wax," now playing at the Stanley, is breaking all house records. . . . Columbia's "Fort Ti," 3-D in Technicolor, is due at the J. P. Harris in May. . . . Ralph Buring, Paramount exploiteer, will attend the Variety International convention in Mexico City. . . . A new drive-in near Greensburg, Pa. is being planned by Bernard H. Buchheit, formerly with the Manos Theatres.

PORTLAND-SEATTLE

200 exhibitors from key cities in Oregon met to organize an Oregon chapter of Theatre Owners of America. Alfred Starr, national TOA prexy; Herman Levy, gen. counsel, and Mitchell Wolfson, past pres., were on hand and hosts for the all-day session included Art Adamson, Adamson Theatres; Jesse Jones, Jones theatre chain, and Ray Grombacher, Esquire Theatre. New body will immediately increase membership and unite in protesting admission taxes. . . . There are now some 51 drive-in thaters in Oregon, either operating or under construction. . . . A 300-car ozoner is being built by Sterling Theatres at Port Angeles, Wash., equipped with Simplex XL projectors from National Theatre Supply. . . . Western Amusement is building a 450-car project at Enterprise, Ore.

Craig Turner was named office mgr. at Warner's, replacing veteran Guy Maxey, who is ill. . . . A motion picture class was established at the University of Washington. . . . Allen Amuse. Co. announces immediate construction of a drive-in near Ellenburg, Wash.

PROVIDENCE

Some 50 friends gathered at the Sheraton-Plaza Hotel on May 1 to celebrate the 100th birthday of Abraham A. Spitz of Cranston, who undoubtedly is the oldest active exhibitor in the world today. Judge James E. Dooley, old friend and associate, was in charge, aided by Edward Fay and Meyer Stanzler of R. I., and Ralph Snider and Sam Haase of Mass. . . . Tom Dowd, who resigned as mgr. of the Beacon Hill Theatre, Boston, becomes managing dir. of Lockwood & Gordon's Avon Theatre here, effective May 16.

The Majestic Theatre is being equipped with WarnerPhonic 3-D system and will make its debut early in May with showing of "House of Wax." . . . In conjunction with presentation of "The Clown" at the Boro Drive-In, Professor The Guesser, noted clown attraction, made a Saturday night appearance and free balloons were given to the kiddies. . . . Community Theatre has made arrangements to present newsreel films of local origin. Fires, accidents, civic events and other important happenings in the state will be screened. . . . A special give-away program, featuring Mr. Zero, was offered at the Castle as a Saturday matinee attraction.

ST. LOUIS

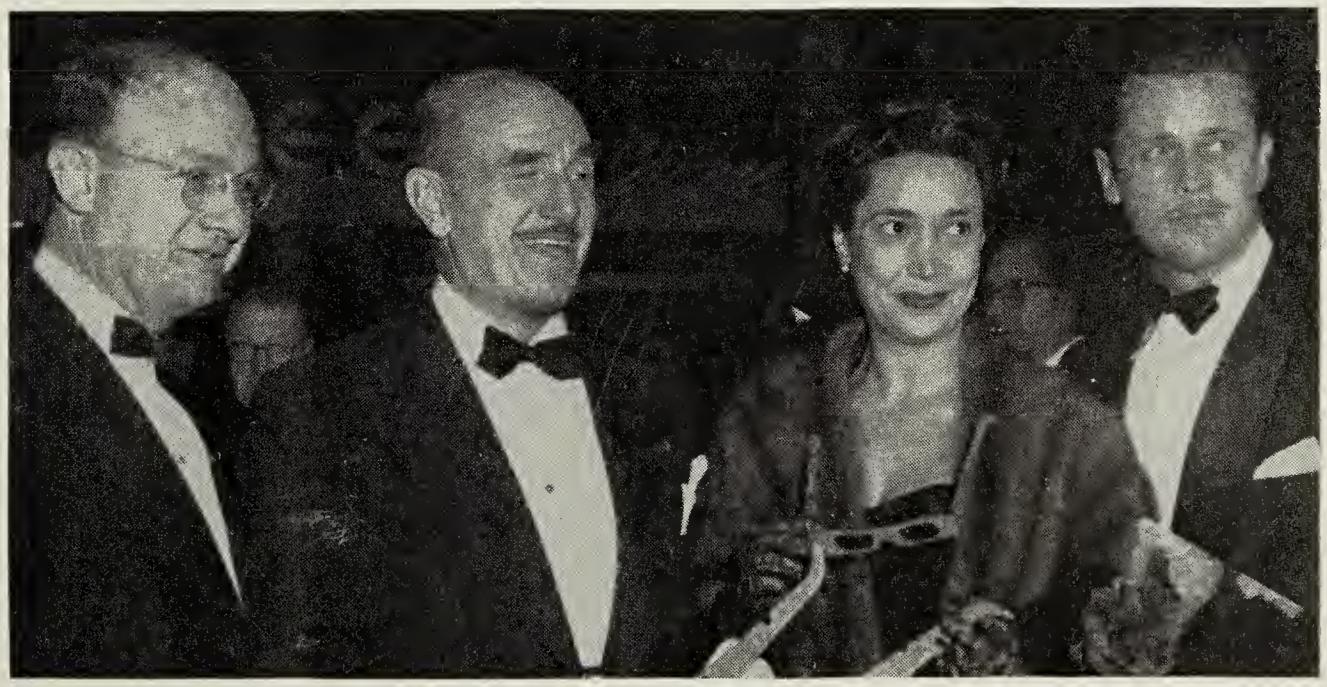
The $525,000 anti-trust suit of the Egyptian Theatre Corp., owners of the Egyptian Drive-In, against Marlow Amuse. Corp. of Herrin and Murphysboro, Ill. and John Marlow, was dismissed by Judge Fred L. Wham. . . . C. Justus Garard, owner of the Royal Theatre, Warsaw, Ill., the Woodbine at Carthage and the New Dallas in Dallas City, was elected Mayor of Warsaw. . . . A large neon sign with 16-foot lettering, was installed at the 66 Drive-In on U. S. 66 south of Springfield, Ill., owned and operated by Kerasotes and managed by Bill Ford.

The 265-seat Fox Theatre at Hutsonville, Ill. reopened under new management. . . . Harry Blount booked Columbia's 3-D "Man in the Dark" for showing at his Starlite Drive-In, Potosi, Mo., May 24-30, and invited exhibitors in the area to see it. . . . Great States' Majestic in E. St. L., Ill., managed by Vincent O'Leary, has a new air-conditioning system. . . . H. P. and O. M. Arnold, owners of the Macon Drive-In at Macon, Mo. have designated Tuesday as "Buck Night" and Monday as "Bumper Night." The ozoner, which accommodates 400 cars, also has seating for 200. . . . Pirtle's Starlight Drive-In, east of Beardstown, Ill., is also having "Buck Night" on Tuesdays.

Installation of 3-D equipment for showing of "House of Wax" is progressing at the Ritz Theatre, Belleville, Ill. . . . The big 3-state parley for members of Kansas-Missouri Theatres Assn. and MPTO of St. L., E. Mo. and S. Ill., to be held May 5-6 at Osage Beach, Lake of the Ozarks, will cover 3-D, a report by gen. counsel Herman M. Levy of TOA on the Senate small business hearings and Federal tax on admissions, followed by an open forum for exhibitors. . . . Certificate of Incorpation recently granted to Clay County Theatre Corp., Kansas Ctiy, Mo., to conduct a general motion picture business. . . . The 21-story American Hotel and Theatre Bldg. at 7th & Market is to be torn down to make way for a 1500-car parking garage. . . . Mr. & Mrs. George Faith, owners of the Linn Theatre, Linn, Mo., have taken over the M.W.A. Theatre and plan to reopen the 200-seat house soon. . . . Joseph Lyman, 63, owner of the Princess Theatre, White Hall, Ill., passed away.

Val Portwod, mgr. of the Lory, Highland, Ill. had a contest on the ten best films of the year shown at the theatre. Winners received theatre passes. . . . Harold Lawson is now mgr. of the Skyway Drive-In at Mattoon, Ill., owned by Mattoon Theas. Co.

(*Continued on page* 32)



An around-the-clock premiere marked the gala opening of "House of Wax," Warner's first motion picture incorporating Natural Vision 3-D photography, WarnerPhonic sound and WarnerColor. A record number of screen stars and leaders from all walks of life participated in the 24-hour celebration at the downtown Paramount Theatre in Los Angeles. Shown here (l to r): Jerry Zigmond, United Paramount Theatres div. mgr.; Jack L. Warner, production chief; Mrs. Orr and William T. Orr.

REGIONEWS

(*Continued from page* 31)

Their 1153-seat Mattoon has been equipped for showing of "Bwana Devil." . . . Herschel E. Webster's Webster Theatre at Steeleville, Ill. has been similarly equipped, as have the Marlow theatres in Herrin and Murphysboro, Ill.

Bill Smith is the 1953 mgr. of the Corral Theatre near Eldon, Mo., owned by Tom Edwards. New playground equipment was installed for this season. . . . Ted Dell is gen. mgr. of the Clark Theatre Circuit of Ill. and Mo., headed by Russell Armentrout. . . . Retired City Councilman Jack Bernhoster is mgr. of the St. Charles, Mo. Drive-In on Hyway 40. . . . The 265-seat Gold Theatre at Golden, Ill. reopened under management of Fred Manck, who plans to make motion pictures of residents busines houses and civic groups for showing at the Gold. . . . A new theatre building is under construction on site of the old 250-seat Majestic at Oran, Mo., destroyed by fire. Former projectionist Bernard Tenkhoff hopes to have it ready early in the summer.

The 520-car Rodgers Drive-In at Anna, Ill. is nearing completion. . . . Sunset Theatres, Inc. of Gainesville, Mo., headed by M. J. Hoerman, O. Woogwyn and R. Gavit, has been incorporated for operation of the 208-car Sunset Drive-In four miles west of Gainesville.

SAN FRANCISCO

Westland's pres. Gerald Hardy ordered 3-D equipment from B. F. Shearer for the Laurel, San Carlos; Rivoli, Fresno, and the Marina, S. F. Also ordered from Shearer are installations for F. Stamm & Son's Stamm Theatre, Antioch; Sam Levin's Seaview, Sharps Park, and all Lippert houses in No. Calif. Shearer installed 3-D equipment for May openings at the following drive-ins: Lippert's Rogue, Medford, Ore., and Starlight at Fresno; A. E. Van & B. B. Byard's 101 at Garberville, and George Gessler & Ceil Perin's Skyview, Carson City, Nev. . . . Edward Sutro took over the Gateway, Oakland, formerly operated by Golden State.

The Italian Film Exchange has taken space at 166 Golden Gate Ave. (Robert Clark Agency). . . . Tom Merry was promoted from United Artists doorman to floor mgr. there. James Ambrose moved from the Orpheum to asst. at United Artists. . . . Paul Valverde sold his interest in the Castroville at Castroville and has gone back to Manteca. H. Garcia will continue as sole operator of the house. . . . United-Calif. returned booking and buying for the State, Benicia, and the Park, El Sobrante, to its operators Elias-Jeha & Co. of Benicia.

Calif. Theatres Assn. played host to some 30 high school seniors during "Youth in Business Day," to acquaint the students with the San Fran. side of the film industry. In addition to being luncheon guests, the youths were addressed by CTA's prexy, L. S. Hamm, who thinks the theatres picked up a couple of likely asst. mgrs. in the process. Active theatre men in "Youth in Business Day" were Irving Levin of San Fran. Theas., Graham Kislingbury, North Coast Theas., and Boyd Sparrow, mgr. of Loew's Warfield. . . . Irving Levin, div. dir. of San Francisco Theas., called off reopening of the 2047-seat Coliseum with "Bwana Devil" because he could not come to terms with Operators Local 162.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

"The Gilded Rooster," an adventure novel by Richard Emory Roberts, has been purchased by Columbia Pictures and assigned to Robert Arthur's production slate for the forthcoming year. Originally a story with a western background, published in 1949, "The Gilded Rooster" will be given a Gold Coast locale for its screen version, due to the number of other westerns on the Columbia slate. It has four major roles, three male and one female, for which top name stars will be sought. Also at Columbia, a 23-year-old ex-GI, Robert Francis, won the coveted role of Willie Keith in "The Caine Mutiny," The Kramer Company's Technicolor sea saga.

* * *

Producer Lindsley Parsons announced that he will film in color a story played against Alaska's salmon fishing industry as his next large-scale production for Allied Artists. The film, "Ketchikan," will be photographed in the vicinity of Ketchikan, seaport on Alaska's inland passage and center of the salmon packing industry. It will roll July 15, to coincide with the beginning of the salmon run. . . Arthur Lubin, who will direct "Star of India," starring Cornel Wilde, abroad, will follow this with his production of "The Interruption," the famous story by W. W. Jacobs, author of the chiller, "The Monkey's Paw," another mystery classic.

* * *

Pine and Thomas' next, "Valley of the Winds" will be in 3-D and in Technicolor. It will star Fernando Lamas, Rhonda Fleming and Brian Keith, with Edward Ludwig directing. Film rolls May 18 for Paramount release. "Red Garters," a Paramount starter on May 11, will be shot in 3-D and in Technicolor with Pat Duggan producing and Mitchell Leisen directing. Cast line-up is Rosemary Clooney, Don Taylor, Guy Mitchell, Gene Barry, Joanne Gilbert. . . . Six musicals to be made in the new Columbia 3-D system will be placed in production by Columbia Pictures in 1953. The six are "Pal Joey," "My Sister Eileen," "The Great White Way," "The Franz Liszt Story" and "Debut." All will be photographed in Technicolor.

* * *

Search for the 12 most photogenic models this side of the "Iron Curtain" is already under way by RKO's Edmund Grainger, who has roles for the girls in his top-budget musical, "French Line," now being scripted by Mary Loos and Richard Sale. The film is scheduled for production this fall. . . . Keith Andes, young RKO star, has been optioned for another year. His first assignment under the newly extended agreement will be a starring role in "Son of Sinbad," a Robert Sparks production scheduled to roll shortly in 3-D and in color. Andes was re-signed on the strength of his work in "Split Second" and "Blackbeard the Pirate," both Grainger productions. . . . George Sherman was handed the directorial reins on Universal-International's Technicolor production, "Border River," which will star Joel McCrea and Yvonne DeCarlo. Albert J. Cohen produces.

Ronald Reagan was notified by the Reno Chamber of Commerce that he has been selected to act as official master of ceremonies at Reno's annual Silver Spurs Awards, scheduled for May 15, 16 and 17. Reagan will present Gary Cooper's award for the best western actor of the year to Montgomery Clift, who will be representing the star of "High Noon." . . . Paulette Goddard will play the lead in "Sins of Jezebel," which Robert L. Lippert, Jr. will make in Ansco color. Film will roll May 8 and will be released by Lippert Pictures. Reginald LeBorg will direct and Sigmund Neufeld produce.

* * *

Dan Duryea will star in "Terror Street," a murder mystery yarn with screen play by Steve Fisher, to be filmed in London for Lippert Pictures release. Anthony Hinds is the producer and Montgomery Tully will direct. . . . "The Prize of Gold," the British best-seller by Max Catto, has been acquired by Irving Allen and Cubby Broccoli for production in Germany. Mark Robson, who is directing their Warwick production, "Hell Below Zero," will meg. R. C. Sherriff will write the script.

* * *

Raoul Walsh has been signed by Columbia to direct the 3-D Technicolor western, "Gun Fury," the picturization of K. R. G. Granger's best-selling western novel, "Ten Against Caesar," which will star Rock Hudson. Lewis Rachmil will produce. . . . Writer-director Maxwell Shane has been signed by producer Alex Gottlieb to direct "Five Bullets," Gottlieb's next indie production for Warners release. Shane just completed the screen play for "The Human Beast" for Columbia. "Five Bullets" will roll May 1.

* * *

Corinne Calvet joins Joan Fontaine and Jack Palance in Nat Holt's "Flight to Tangier," a drama of modern day Europe to be filmed in Technicolor for Paramount.

(*Continued on next page*)



Norman Taurog, veteran comedy director, paid Jerry Lewis a visit on the Hal Wallis-Paramount "Scared Stiff" set.

Richard Thorpe Sees Eternity For Moviedom's Star System

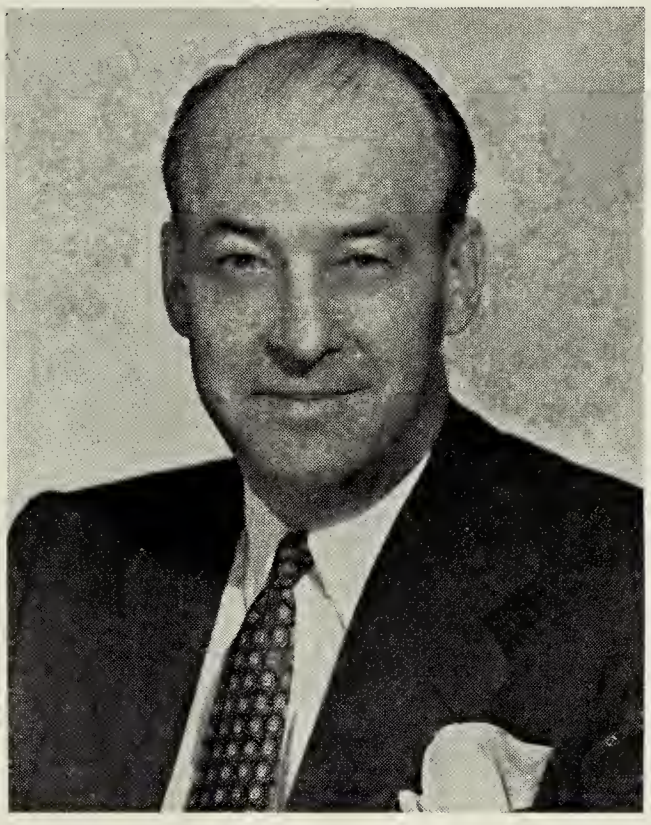
By Richard Bernstein

"In 'Knights of the Round Table,' we're sticking close to Tennyson's story," Director Richard Thorpe explained in his M-G-M office. 'There's enough material for nine pictures in this subject. It was a job of elimination."

Robert Taylor will head the all-star cast of the picture, which will be filmed in England with the actor teaming with Thorpe, who directed him in "Ivanhoe" and Pandro S. Berman, who produced "Ivanhoe."

Leading lady in the film, which will be shot in Technicolor, is Ava Gardner. Miss Gardner, who is overseas following completion of her role opposite Clark Gable in "Mogambo," filmed in East Africa, journeys to England.

From the northern part of the same continent, Mel Ferrer, another cast topper, flies to London after finishing his role in M-G-M's "Saadia," filming on location in Morocco.



RICHARD THORPE

Success Cited

In regard to the success of "Ivanhoe," Thorpe summed it up with: "I had to read it when I was a kid, but I forgot it. Lots of people went to see the film to see if they remembered it all." The director modestly omitted the fact that the film was action-laden and his direction extracted fine performances from all the cast.

Prior to his current assignment, the director finished "All the Brothers Were Valiant," the film version of Ben Ames Williams' best seller.

"This was originally a short story," Thorpe said. The film stars Robert Taylor, Stewart Granger and Ann Blyth. It was shot on location in Jamaica.

Thorpe is a strong believer in location shooting. For "Knights of the Round Table," he will location in Epping Forest and in Cornwall.

"Location jaunts help the picture," the director explained. "They help make the picture more authentic." One of the big factors is the natural sets. Audiences have become educated not to be satisfied with backlot sets and painted backdrops. They want authentic locale, he maintained.

Record Established

In regard to the current 3-D situation in Hollywood, Thorpe said: "3-D has a definite value in a certain type of picture."

Thorpe is familiar with every phase of the motion picture industry, which may account for the unique versatility he shows as a director. He has been a stage and screen actor, script and gag writer, assistant director, cutter and studio manager. Since 1923, when he turned director, he has megged more than 180 motion pictures.

Between 1923 and 1929, Thorpe established a record. In six years, he directed 72 westerns, several serials and 25 silent features. In 1935, he joined M-G-M, where he has a long string of box office hits.

He has a reputation for being more than able to cope with any subject. He has had equal success with glamour girls and action dramas—comedies and musicals. Some of his latest hits are "Carbine Williams," "The Prisoner of Zenda," "The Girl Who Had Everything."

Thorpe is a director who has no special problem that keeps recurring in picture after picture. He puts it this way: "There is a new problem every picture."

He does lots of pre-production on his picture. He is a director that understands actors, having been one himself. He knows the actor's problems.

Having directed such musicals as "Thrill of a Romance" and "Three Little Words," the director stated, "I'd like to do another musical." He also expressed a desire to do a down-to-earth western, which would be about the conflict of real people who have something to do with the west.

On a subject currently being discussed in Hollywood, "What about glamour girl stars?", Thorpe said, "glamour girl stars develop into good actresses. In order to be discovered in the first place they have to have something."

Method Explained

He agreed that the public discovers the stars and that you can't force a start on the public.

How do you make a good picture? Thorpe smiled and answered: "You just do the best you can through experience and hope you're making a good one." He further explained that as far as directing, all pictures were equally about the same amount of effort for a director. The easiest picture to direct, he said, is a bedroom farce.

Thorpe also revealed that he would have liked to have directed "Quality," from the novel by Cyd Ricketts Sumner. In regard to doing screen biopics, the director said: "doing stories on living people are really doing unfinished stories." As for remakes, he pointed out that they never seem to live up to the first film.

"We'll always have stars," Thorpe concluded. "The stars system as such is different today from what it was years back, but we'll always have stars."

HOLLYWOOD

(Continued from preceding page)

Mikhail Rasumny has been set for a picture this summer in Madrid. It is "Flight Into Darkness" by Don Appel, to be produced and directed by Edward Blatt. Rasumny will play a character lead in the film. . . . Paul Christian has just returned from a junket abroad. On his trip, he made "The Venus of Tivoli," for Gloria Films in Zurich; "Music By Night," for Helios Pictures, a German-Swiss company producing in Switzerland, and "The Blue Mask" for Herzog Films in Munich. He also co-stars in "The Beast From 20,000 Fathoms," with Paula Raymond, Cecil Kellaway and Kenneth Tobey. Eugene Lourie directed the film which Jack Dietz produced for Warner Brothers.

* * *

Over at 20th-Fox, Debra Paget will co-star with Robert Wagner in "Prince Valiant," which will be made in CinemaScope and in Technicolor. Robert L. Jacks will produce with Henry Hathaway directing. It is scheduled for a May 11 start. . . . Howard Hughes signed Dick Powell to an RKO producer contract and the actor, who recently turned director, checked onto the Gower Street lot to assume his new duties. Powell debuted as a director on "Split Second," an Edmund Grainger production. Hughes was so impressed with the results that Powell's producer contract resulted. . . . C. Bruce Newbery, Republic vice-president and general manager of sales, arrived in Hollywood for studio conferences with President Herbert J. Yates. This is Newbery's first studio visit since assuming his new post. He will be accompanied by Francis A. Bateman, western sales manager.

* * *

Phyllis Coates was set for the femme lead in "Captive City," a Wild Bill Elliott starrer which Vincent M. Fennelly will produce for Allied Artists. Film will follow Elliott's next picture, "Vigilante Terror," which Fennelly will put before the cameras with Lewis D. Collins directing. . . . Marlin Skiles has been signed by Allied Artists to score "The Maze," Richard Heermance production starring Richard Carlson, which is now in production. . . . Maurice Marsac has been signed for an important role in "How To Marry A Millionaire," at 20th Century-Fox.

* * *

Scotty Brady arrived in London, where he will begin his starring role in "They Walk At Dawn," which Bob Goldstein is producing for United Artists release. Brady plans to visit France for three weeks after completing the film and will return to Hollywood in mid-June for discussion on a video and film deal pending.

* * *

John Forsythe, who recently co-starred with Loretta Young in U-I's "It Happens Every Thursday," will co-star with Edward G. Robinson in "The Glass Web" at the same studio. Picture is scheduled for a June start. Adapted from Max Erlich's novel of the same title, it is the story of an author trapped by his own writings after he has murdered a girl who spurned him. Forsythe will play a young writer who traps Robinson through one of the latter's own stories. Leonard Lee has written the screen play.

: Hollywood Production :

ALLIED ARTISTS

Shooting

MURDER WITHOUT TEARS
Cast: Craig Stevens, Joyce Holden, Richard Benedict, Charlita, Edward Norris, Gregg Saunders, Robert Carson.
Producer .....William F. Broidy
Director .....William Beaudine

THE MAZE
(3-D)
Cast: Richard Carlson, Veronica Hurst, Hillary Brooke.
Producer .....Richard Heermance
Director ....William Cameron Menzies

VIGILANTE TERROR
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly
Director .....Lewis Collins

Cutting

BOWERY KNIGHTS
Cast: Leo Gorcey, Huntz Hall, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... Edward Bernds

THE HOMESTEADERS
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly

COLUMBIA

Shooting

MISS SADIE THOMPSON
(3-D) (Technicolor)
(Beckworth Corp.)
Cast: Rita Hayworth, Jose Ferrer, Aldo Ray, Rudy Bond, Henry Slate.
Producer .....Jerry Wald
Director .....Curtis Bernhardt

THE BIG HEAT
Cast: Glenn Ford, Gloria Graham.
Producer ..... Robert Arthur
Director ..... Fritz Lang

FROM HERE TO ETERNITY
(Shooting in Hawaii)
Cast Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra, Donna Reed.
Producer ..... Buddy Adler
Director ..... Fred Zinnemann

HELL BELOW ZERO
(Warwick Productions; Shooting in England)
Cast: Alan Ladd, Stanley Baker.
Producers .....Irving Allen, Albert Broccoli
Director .....Mark Robson

CHARGE OF THE LANCERS
Cast: Paulette Goddard, Jean Pierre Aumont.
Producer .....Sam Katzman
Director .....William Castle

I RIDE ALONE
(Technicolor) (3-D)
(Scott-Brown Prod.)
Cast: Randolph Scott.
Producer .....Harry Joe Brown

SCALPEL
Cast: Charlton Heston, Lizabeth Scott.
Producer .....William J. Fadiman
Director .....Irving Rapper

Cutting

SAGINAW TRAIL
(Gene Autry Production)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

CONQUEST OF COCHISE
(Technicolor)
Cast: John Hodiak, Robert Stack, Joy Page.
Producer .....Sam Katzman
Director .....William Castle

PRISONERS OF THE CASBAH
(Technicolor)
Cast: Turhan Bey, Gloria Grahame, Cesar Romero.
Producer .....Sam Katzman
Director .....

VALLEY OF THE HEADHUNTERS
(Esskay Pictures Co.)
Cast: Johnny Weissmuller, Christine, Larson, Nelson Leigh, Robert Foulk, Steve Rich, Joe Allen, Jr.
Producer ..... Sam Katzman
Director ..... William Berke

THE WILD ONE
(The Kramer Company)
Cast: Marlon Brando, Mary Murphy, Lee Marvin, Peggy Maley, Yvonne Doughty, Will Wright, Ray Teal, John Brown, Robert Keith.
Producer ..... Stanley Kramer
Director ..... Laslo Benedek

LAST OF THE PONY EXPRESS
(Gene Autry Productions)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

RENEGADE CANYON
(Technicolor, 3-D)
Cast: John Derek.
Producer .....Kenneth Gamet
Director .....Ray Nazarro

INDEPENDENT

Shooting

ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(IFE Release)
Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

COCOBOLO
(Kodachrome)
(Robert L. Peters Productions)
Cast: Bill Holmes.
Producer .....Robert L. Peters
Director .....Kenneth Herts

BEAT THE DEVIL
(Santana Production)
Cast: Humphrey Bogart, Jennifer Jones, Robert Morley, Gina Lollibridga.
Producer Director.....John Huston

CAPTAIN JOHN SMITH AND POCAHONTAS
(Pathecolor)
(Wisberg-Pollexfen Prod.)
Cast: Tony Dexter, Robert Shayne, Reic Colmar.
Producer .....Aubrey Wisberg and Jack Pollexfen
Director .....Lew Landers

SABRE JET
(SuperCinecolor)
(Carl Kreuger Prod.)
Cast: Robert Stack, Coleen Grey, Richard Arlen, Lynn Bari.
Producer .....Carl Kreuger
Director .....Lewis King

STEEL LADY
(World Films, Inc. for Edward Small Corp.)
Cast: Rod Cameron, Tab Hunter, Richard Erdman, John Dehner, John Abbott.
Director .....E. A. Dupont

WORLD FOR RANSOM
(Endeavor Prod.)
Cast: Dan Duryea, Marion Carr.
Producer .....Bernard Tabakin
Director .....Robert Aldrich

Cutting

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

FORT ALGIERS
(Erco Prod. Inc.)
Cast: Yvonne De Carlo, Carlos Thompson, Raymond Burr, Leif Erickson.
Producer .....Joseph N. Ermolieff
Director .....Lesley Selander

JENNIFER
(Threefellows Production)
(Shooting in Santa Barbara)
Cast: Ida Lupino, Howard Duff, Mary Shipp, Kitty McHugh, Ned Glass, Jeff York, Don Gibson.
Executive Producer....Berman Swarttz
Producer.....Richard Dorso
Director .....Bernard Girard

THE 3-D FOLLIES
(Stereo-Cine 3 Dimension; Eastman Color)
(Sol Lesser Productions)
Producer ..... Sol Lesser
Director ... William Cameron Menizes

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc
PRACTICAL PROFITABLE AGGRESSIVE

Shooting

THE GREAT JESSE JAMES RAID
(Ansco Color)
(Robert L. Lippert, Jr. Prod.)
(For Lippert Release)
Cast: Willard Parker, Barbara Payton, Tom Neal, Wallace Ford, James Anderson, Jim Bannon, Richard Cutting, Tom Walker.
Producer .....Robert L. Lippert, Jr.
Director .....Reginald Le Borg

Cutting

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

SPACEWAYS
(Exclusive Films, Shooting in London)
(For Lippert Release)
Cast: Howard Duff, Eva Bartok.
Producer .....Anthony Hinds
Director .....Terence Fisher

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

TORCH SONG
Cast: Joan Crawford, Michael Wilding.
Producer .....Henry Berman
Director .....Charles Walters

ROPE'S END
(Metrovision; Ansco Color)
Cast: William Holden, Eleanor Parker, Polly Bergen, John Forsythe, Keenan Wynn, Richard Anderson.
Producer .....Nicholas Nayfack
Director .....John Sturges

HALF A HERO
Cast: Red Skelton, Jean Hagen.
Producer .....Matthew Rapf
Director .....Don Weis

Cutting

EASY TO LOVE
(Technicolor)
Cast: Esther Williams, Van Johnson, Tony Martin, John Bromfield, King Donovan.
Producer ..... Joe Pasternak
Director ..... Charles Walters

SAADIA
(Technicolor)
Cast: Cornel Wilde, Mel Ferrer, Rita Gam.
Producer ..... Albert Lewin
Director ..... Albert Lewin

LATIN LOVERS
(Technicolor)
Cast: Lana Turner, Ricardo Montalban, John Lund, Louis Calhern, Jean Hagen, Beulah Bondi, Eduard Franz, Rita Moreno, The Modernaires.
Producer .....Joseph Pasternak
Director .....Mervyn LeRoy

THE BAND WAGON
(Technicolor)
Cast: Fred Astaire, Cyd Charisse, Nanette Fabray, Oscar Levant, Jack Buchanan.
Producer .....Arthur Freed
Director .....Vincente Minnelli

THE GREAT DIAMOND ROBBERY
Cast: Red Skelton, Cara Williams, Dorothy Stickney, Kurt Kasznar.
Producer ..... Edwin H. Knopf
Director ..... Robert Z. Leonard

THE ARENA
(3-D AnscoColor)
Cast: Gig Young, Polly Bergen, Jean Hagen, Robert Horton, Barbara Lawrence, Henry Morgan.
Producer ..... Arthur Loew, Jr.
Director ..... Richard Fleischer

TAKE THE HIGH GROUND
(AnscoColor)
Cast: Richard Widmark, Carleton Carpenter, Jerome Courtland, Robert Arthur, Steve Forrest, Rusty Tamblyn.
Producer .....Dore Schary
Director .....Richard Brooks

FAME AND FORTUNE
Cast: Spencer Tracy, Jean Simmons.
Producer .....Lawrence Weingarten
Director .....George Cukor

GIVE A GIRL A BREAK
(Technicolor)
Cast: Marge and Gower Champion, Debbie Reynolds.
Producer .....Jack Cummings
Director .....Stanley Donen

Paramount Pictures

Shooting

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)
Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

Cutting

THOSE SISTERS FROM SEATTLE
(Paravision; Technicolor)
(Pine-Thomas Productions)
Cast: Rhonda Fleming, Gene Barry, Guy Mitchell, Teresa Brewer, The Bell Sisters, Agnes Moorhead, Jean Parker, Roscoe Ates.
Producers .....William Pine and William Thomas
Director .....Lewis R. Foster

MONEY FROM HOME
(Technicolor; 3-D)
(Hal Wallis Productions)
Cast: Dean Martin, Jerry Lewis, Pat Crowley, Robert Strauss, Richard Haydn, Mara Corday, B. S. Pully, Romo Vincent.
Producer .....Hal Wallis
Director .....George Marshall

: Hollywood Production :

HERE COME THE GIRLS
(Technicolor)
Cast: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Robert Strauss, Millard Mitchell, Fred Clark, Johnny Downs.
Producer .....Paul Jones
Director .....Norman Taurog

ARROWHEAD
(Technicolor)
Cast: Charlton Heston, Mary Sinclair, Jack Palance, Katy Jurado.
Producer .....Nat Holt
Director .....Charles Marquis Warren

LITTLE BOY LOST
Cast: Bing Crosby, Claude Dauphin, Nicole Maurey, Christian Fourcade, Gabrielle Dorziat.
Producer .....William Perlberg
Director .....George Seaton

THE CADDY
Cast: Dean Martin, Jerry Lewis.
Producer .....Paul Jones
Director .....Norman Taurog

RKO RADIO PICTURES

Shooting

SECOND CHANCE
(3-D Eastman Color)
Cast: Linda Darnell, Robert Mitchum.
Executive Producer. Edmund Grainger
Producer ..... Sam Wiesenthal
Director ..... Rudy Mate

ARIZONA OUTPOST
(3-D Eastman Color)
Cast: Dale Robertson, Arthur Hunnicutt.
Producer .....Edmund Grainger
Director .....Alfred Werker

Cutting

BEAUTIFUL BUT DANGEROUS
Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

KISS AND RUN
Cast: Jean Simmons, Jane Darwell, Victoria Horne.
Producer .....Robert Sparks
Director .....Roy Rowland

Republic

Shooting

FLIGHT NURSE
Associate
Producer-director .....Allan Dwan

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)
Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

THE CHAMP FROM BROOKLYN
Cast: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Eddy Waller.
Associate
Producer-Director ...William A. Seiter

SEA OF LOST SHIPS
Cast: John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel, Tom Tully, Barton MacLane, Ben Cooper.
Associate producer-Director.Joseph Kane

Cutting

CITY THAT NEVER SLEEPS
Cast: Gig Young, Mala Powers, Edward Arnold, Chill Wills, Marie Windsor, Wally Cassell, William Talman, Paula Raymond, Otto Hulett.
Associate producer .....John H. Auer
Director .....John H. Auer

A PERILOUS VOYAGE
Cast: Vera Ralston, Scott Brady.
Assoc. Producer..William J. O'Sullivan
Director .....R. G. Springsteen

20th CENTURY FOX

Shooting

THE ROBE
(Technicolor)
(Cinema Scope)
Cast: Victor Mature, Michael Rennie, Richard Burton.
Producer .....Frank Ross
Director .....Henry Koster

HOW TO MARRY A MILLIONAIRE
(Technicolor)
(Cinemascope)
Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

BE PREPARED
Cast: Clifton Webb, George Winslow.
Producer .....Leonard Goldstein
Director .....Henry Levin

TWELVE MILE REEF
(Cinema-Scope-Technicolor)
(Shooting in Florida)
Cast: Terry Moore, Robert Wagner, Gilbert Roland, J. Carrol Naish, Harry Carey, Jr., Jacques Aubuchon, Angela Clarke, Peter Graves.
Producer .....Robert Bassler
Director .....Robert D. Webb

Cutting

THE PRESIDENT'S LADY
Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

THE DESERT RATS
Cast: James Mason, Richard Burton, Chips Rafferty.
Producer .....Robert L. Jacks
Director .....Robert Wise

WHITE WITCH DOCTOR
(Technicolor)
Cast: Susan Hayward, Robert Mitchum, Roland Winters.
Producer .....Otto Lang
Director .....Henry Hathaway

SAILOR OF THE KING
(Filming in England)
Cast: Jeffrey Hunter, Michael Rennie
Producer ..... Frank McCarthy
Director ..... Roy Boulting

BLUEPRINT FOR MURDER
Cast: Jean Peters, Joseph Cotten.
Producer .....Michael Abel
Director .....Andrew Stone

"INFERNO"
(3-D Technicolor)
Cast: William Lundigan, Gloria Grahame.
Producer .....William Bloom
Director .....Roy Baker

THE KID FROM LEFT FIELD
Cast: Dan Dailey, Anne Bancroft, Billy Chapin, Richard Egan, Lloyd Bridges.
Producer .....Leonard Goldstein
Director .....Harmon Jones

UNITED ARTISTS

Shooting

WAR PAINT
(SuperCinecolor)
(K-B Productions)
Cast: Robert Stack, Joan Taylor, Charles McGraw, Peter Graves.
Producer ..... Howard W. Koch
Director ..... Lesley Selander

THE MOON IS BLUE
(Preminger-Herbert Production)
Cast: William Holden: David Niven, Maggie MacNamara, Dawn Adams.
Producers .....Otto Preminger and F. Hugh Herbert
Director .....Otto Preminger

CROSSTOWN
(Edward Small Productions)
Cast: John Payne, Evelyn Keyes, Peggie Castle, Brad Dexter.
Producer .....Edward Small
Director .....Phil Karlson

I, THE JURY
(Parklane Prod.)
Cast: Biff Elliott, Peggie Castle, Margaret Sheridan.
Producer .....Victor Saville
Director .....Harry Essex

Universal International

Shooting

MA AND PA KETTLE HIT THE ROAD HOME
Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Alan Mowbray, Emery Parnell, Brett Halsey.
Producer .....Richard Wilson
Director .....Charles Lamont

WINGS OF THE HAWK
(3-D) (Technicolor)
Cast: Van Heflin, Julia Adams, Abbe Lane, George Dolenz.
Producer .....Aaron Rosenberg
Director .....Budd Boetticher

ALL AMERICAN
Cast: Tony Curtis, Lori Nelson, Richard Long, Palmer Lee, Mamie Van Doren.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

Cutting

BRADY'S BUNCH
(Technicolor)
Cast: Jeff Chandler, Maureen O'Hara.
Producer ..... John Rogers
Director ..... George Sherman

WALKIN' MY BABY BACK HOME
(Technicolor)
Cast: Donald O'Connor, Janet Leigh.
Producer .....Ted Richmond
Director .....Lloyd Bacon

BACK TO GOD'S COUNTRY
(Technicolor)
Cast: Rock Hudson, Steve Cochran.
Producer .....Howard Christie
Director .....Douglas Sirk

THE STAND AT APACHE RIVER
(Technicolor)
Cast: Stephen McNally, Julia Adams, Hugh Marlowe, Hugh O'Brien, Russell Johnson, Jaclynne Green, Edgar Barrier, Forrest Lewis.
Producer .....William Alland
Director .....Lee Sholem

TUMBLEWEED
(Technicolor)
Cast: Audie Murphy, Lori Nelson, Russell Johnson, Madge Meredith.
Producer .....Ross Hunter
Director .....Nathan Juran

ALL I DESIRE
Caht: Barbara Stanwyck, Iichard Carlson, Lori Nelson, Maureen O'Sullivan, Richard Long, Marcia Henderson.
Producer .....Ross Hunter
Director .....Douglas Sirk

"VEILS OF BAGDAD"
(Technicolor)
Cast: Victor Mature, Mari Blanchard.
Producer .....Albert J. Cohen
Director .....George Sherman

THE GOLDEN BLADE
(Technicolor)
Cast: Rock Hudson, Piper Laurie.
Producer .....Richard Wilson
Director .....Nathan Juran

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE
Cast: Bud Abbott and Lou Costello, Boris Karloff.
Producer .....Howard Christie
Director .....Charles Lamont

WARNER BROS.

Cutting

BLOWING WILD
(Shooting in Vera Cruz)
Cast: Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn.
Producer .....Milton Sperling
Director .....Hugo Fregonese

SO BIG
Cast: Jane Wyman, Sterling Hayden, Elizabeth Fraser, Ruth Swanson, Richard Beymer.
Producer .....Henry Blanke
Director .....Robert Wise

THREE SAILORS AND A GIRL
(Technicolor)
Cast: Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, Jack Leonard.
Producer .....Sammy Cahn
Director .....Roy Del Ruth

THE CHARGE AT FEATHER RIVER
(Natural Vision 3D, WarnerColor)
Cast: Guy Madison, Frank Lovejoy, Vera Miles, Dick Wesson, Ron Hagerthy.
Producer .....David Weisbart
Director .....Gordon Douglas

"SO THIS IS LOVE"
(Technicolor)
Cast: Kathryn Grayson, Walter Abel, Merv Griffin, Jeff Donnell, Ann Do-Doran, Rosemary De Camp.
Producer .....Henry Blanke
Director .....Gordon Douglas

THE EDDIE CANTOR STORY
(Technicolor)
Cast: Keefe Brasselle, Marilyn Erskine, Gerald Mohr.
Producer .....Sidney Skolsky
Director .....Alfred E. Green

CALAMITY JANE
(Technicolor)
Cast: Doris Day, Howard Keel, Allyn McLerie, Dick Wesson, Philip Carey.
Producer .....William Jacobs
Director .....David Butler

"SOUTH SEA WOMAN"
Cast: Burt Lancaster, Virginia Mayo.
Producer .....Sam Bischoff
Director .....Arthur Lubin

ISLAND IN THE SKY
(Wayne-Fellows Productions)
Cast: Lloyd Nolan, Ward Bond, Walter Abel, Allyn Joslyn, James Lydon, Jim Arness, Hal Baylor, Phyllis Winger.
Producer...John Wayne-Robert Fellows
Director.....William A. Wellman



Gun-Hot Action
and Fire-Hot Romance
is what you get when you get

THE VANQUISHER

— from Paramount

COLOR BY TECHNICOLOR

Starring

JOHN PAYNE · JAN STERLING · COLEEN GRAY · LYLE BETTGER

with WILLARD PARKER · Directed by EDWARD LUDWIG · Written for the Screen by WINSTON MILLER, FRANK L. MOSS

and LEWIS R. FOSTER · Based on a novel by Karl Brown · Produced by William H. Pine and William C. Thomas

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

SCREEN BORN AT PARA

SOUND TRACK BOGEY

SAL UNITES 3-D IMAGES WITH STEREO SOUND ON WIDE SCREEN

PO RALLIES AS TAX AL HOPES GROW DIM

CTION OF FOX BOARD SURED IN WAKE OF GREEN DEFEAT

ETRO GEARS 34 PIX FOR MANY MEDIA

TECHNIQUES SCHEDULED OR 64 WARNER FILMS

THEATRES SHOWS NEW SCREEN

REVIEWS
pages 12, 13, 16

No. 9 May 16, 1953

matter October 25, 1946, at the at New York, N. Y., under the act of March Biweekly by The ITOA Independent, way, New York 36, New York. Sub- 2.0 Year, Single copy 10 cents.

SPICE OF LIFE

THERE seems to be a growing feeling in trade circles that the lack of standardization in extra-dimensional and wide-screen processes now confronting the industry is not as disastrous as might have appeared at first blush.

In the long run, the best projection methods, sound systems and screen dimensions will survive and is altogether probable that several of these innovations will have lasting attraction value.

The theatre of the future will undoubtedly have to consider a more flexible type of operation and be ready to take on two-dimension, three-dimension, wide-screen projection, stereophonic sound, large-screen television, and whatever else may come along to add to the patronage potential.

(See Page 5)



JEAN SIMMONS
The fiery Princess "Young Bess"



STEWART GRANGER
Tom Seymour loved two women

"'YOUNG BESS'—YES!

THE LOVE STORY OF A PRINCESS IS

"A SPECTACLE IN 'QUO VADIS' CLASS!" —*BOXOFFICE MAGAZINE*

"Strong box-office prospects. Remarkably engrossing." —*VARIETY*

"Certain to please all audiences and to be a money-maker."
—*SHOWMEN'S TRADE REVIEW*

"Distinguished, absorbing picture, superbly directed, acted and produced. Granger a warm, dashing figure. Taut love story that holds the viewer throughout."
—*HOLLYWOOD REPORTER*

"Brilliantly composed and impressively produced drama. Will occupy a notable niche and secure vast interest." —*FILM DAILY*



DEBORAH KERR

Sweetheart of one, wife of another



CHARLES LAUGHTON

Henry VIII had many wives

SAYS TRADE PRESS!

-G-M's NEW TECHNICOLOR TRIUMPH!

"Rich pageantry... extraordinary performances by Jean Simmons, Stewart Granger, Deborah Kerr and Charles Laughton."

—*MOTION PICTURE HERALD*

"Romantic drama that takes perfectly to the lavish quality of its Technicolor presentation. Strong for cast and box-office attention. Stewart Granger standout."

—*DAILY VARIETY*

"Timely as a coronation and likely to play to coronation-type business!"

—*MOTION PICTURE DAILY*

"Strong star values. Dramatic sequences that hold any audience."

—*EXHIBITOR MAGAZINE*

★

M-G-M presents In Color by Technicolor "YOUNG BESS" (The Love Story Of A Princess) starring JEAN SIMMONS STEWART GRANGER • DEBORAH KERR • CHARLES LAUGHTON • with Kay Walsh • Guy Rolfe • Kathleen Byron • Cecil Kellaway • Leo G. Carroll • Rex Thompson Screen Play by Jan Lustig and Arthur Wimperis • Based on the novel by Margaret Irwin • Directed by George Sidney Produced by Sidney Franklin

THE MOST GLORIOUS MUSICAL ADVENTURE OF ALL!

El Khobar--his willing French captive--and the love-vengeance that set the Sahara ablaze!

THE DESERT SONG

COLOR BY TECHNICOLOR

STARRING **KATHRYN GRAYSON** **GORDON MacRAE**

IMMORTAL MELODIES SUNG AS NEVER BEFORE!
'The Riff Song', 'One Alone', 'The Desert Song', 'Romance'

STEVE COCHRAN WITH **RAYMOND MASSEY · DICK WESSON · ALLYN McLERIE · RAY COLLINS · PAUL PICERNI · MARK DANA**

SCREEN PLAY BY ROLAND KIBBEE · BASED UPON A PLAY BY LAWRENCE SCHWAB, OTTO HARBACH, OSCAR HAMMERSTEIN 2nd, SIGMUND ROMBERG AND FRANK MANDEL · PRODUCED BY RUDI FEHR · DIRECTED BY BRUCE HUMBERSTONE

MUSICAL NUMBERS STAGED AND DIRECTED BY LeROY PRINZ · MUSICAL DIRECTION BY RAY HEINDORF

NOW AND NEW AND FROM WARNER BROS!

WORLD PREMIERE
PARAMOUNT, N.Y.
MAY 20!

Vol. 31 No. 9
May 16, 1953

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Fortunately, the theatre owner is not being stampeded into snap judgment, nor is there any need for despair. A good 2-D picture will be worth its weight in gold for years to come and the film companies are continuing to make pictures to suit the screens of their customers as they exist today. But the enterprising exhibitor will keep abreast of all developments and make well-considered decisions. In this connection, it would be wise for industry segments to work together.

In any event, when the theatres of the future come into their own, they will be ready for their customers with a change of pace and a wealth of unequalled entertainment values. There can be many advantages for the movies to woo their admiring patrons with a change of dress from time to time. Variety is still the spice of life.

* * * * * *

And here's a case in point—This week we would like to praise the Loew organization for the demonstrations that they are putting on at the Elsmere Theatre in New York, to which they invited independent exhibitors and rival circuit executives.

Various screen sizes and projection methods are being demonstrated. It is not only highly informative but shows what the industry can do with big-screen projection, which makes our present screens look like outmoded postage stamps.

Here is a highly competitive circuit turning over a complete theatre for experimentation and demonstration, and inviting its opposition to participate in the showings in the hope that the industry will work together.

Our hats off to Nicholas M. Schenck, Joseph Vogel and Eugene Picker for making these demonstrations possible.

Congratulations

We congratulate the stockholders of 20th Century-Fox for their overwhelming endorsement of management during the recent proxy fight.

This tremendous vote of confidence must naturally be a source of deep satisfaction to Spyros P. Skouras, president of the company, for in effect it is a tribute to his initiative and leadership.

Mr. Skouras and management deserve additional praise for the forthright manner in which they presented their proposals. When a dissident stockholder threatened to disrupt the peaceful operations of the company in these times of stress, management met the challenge head-on and showed the stockholders that their best interests lay in the elimination of cumulative voting.

With dissenting directors serving on the board of directors, the path ahead for that company could easily have been one strewn with thorns. However, with solidified leadership responsible for most of the provocative developments for which we all have great expectations, we look to 20th-Fox to move forward, making greater progress than ever before in bringing the industry to its fullest achievement.

As evidence of this progress, 20th-Fox announced this week that it had solved the problem of placing four magnetic sound tracks on a 35mm. print by narrowing the sprocket holes. This is a great technological advance and will eliminate the need for separate sound tracks and sound reproducers now used for stereophonic sound. It will simplify projection operations and effect untold savings in time and money.

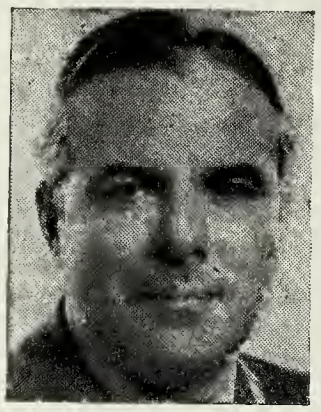
We have no doubt that this is only the beginning of the great advances to come from 20th Century-Fox.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave.; Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Newest Screen Born At Para; Fox Kills Sound Track Bogey

Plan for a wide, curved panoramic screen, of a cost relatively inexpensive for theatremen, was unfolded by Paramount executives this week during a conference with the trade press.

Executives pointed out that the company does not hope to profit financially from the screen, which reportedly can reflect current two-dimensional product in a novel and exciting manner.



SCHWALBERG

A. W. Schwalberg, Paramount Film Distributing Corp. president, disclosed that the screen had been perfected by the company research department. He said it would permit exhibitors to cash in on the current interest in new techniques right away and without too great an expense.

The point was stressed that Paramount, with its new screen, was not trying to enter the equipment business. Exhibitors, it was disclosed, would have to purchase the equipment through regular sources.

Company spokesmen were of the opinion that the screen would be the most convenient one for widespread use within the industry.

Wide Use Noted

Screen is based on a 1.66 to 1 ratio, and can be used for all films produced so far and any made in the forseeable future. The theatre owner will not have to alter his house to accommodate the new product, it was pointed out.

By surfacing the screen with a metallic product it can be used for 3-D, and it can also go along with stereophonic sound, Schwalberg added.

To make the new screen more dramatic, Schwalberg suggested that it be used for the feature picture alone, and that short subjects and newsreels be shown in flat dimensions. However, the screen can show newsreels in larger dimensions.

It was recommended that any exhibitor interested in the screen have competent technicians examine his theatre before installing it.

Project was outlined by Dr. Charles R. Daily, studio research department. It was designed by the research department, headed by Loren Ryder, with assistance from Hal Pereira.

Attending the conference along with Schwalberg were Jerome Pickman and Adolph Zukor, vice-president in charge of advertising, publicity and exploitation, and board chairman, respectively.

The problem of combining the four magnetic sound tracks used in 20th Century-Fox's stereophonic sound system with the picture image on a single strip of 35mm. film was reported solved this week by the company. The method devised, according to Spyros P. Skouras, president, will become an integral part of the CinemaScope process.

Skouras disclosed that the new development will allow theatres to go on using standard projection equipment, with no extra projectors, and only minor, low cost projector changes, in utilizing stereophonic sound with CinemaScope.

Changes Listed

The development is the product of the narrowing of the sprocket holes on standard film from .110 to .078 inches and the placing of the sound tracks on either side of the picture image. Work was accomplished by the company research staff under direction of Earl I. Sponable.

Projector changes required are a slight reduction in width of the teeth of the intermittent and other sprockets and the addition of a simple multiple film-driven sound head installed between the upper magazine and the regular projection head.

Firms Co-operate

The company announced that with these changes the standard projector becomes compatible not only with CinemaScope but with every existing film-and-sound system.

New sound head is being produced by General Precision, RCA, Altec and Westrex.

The company noted that previous to the development it was necessary to project stereophonic sound from a separate track on a separate reproducer. Synchronization problems were thus created.

Stevens Plans "Giant"

George Stevens, Academy Award winner last year for his direction of Paramount's "A Place in the Sun." has formed an association with Edna Ferber and Henry Ginsberg for production of Miss Ferber's novel, "Giant." It is contemplated that Ginsberg and Stevens will co-produce, with Stevens directing.

AA World Sales Meet

Miami Beach.—Keynote address at Allied Artists' first international sales conclave, scheduled for three days beginning May 18 at the Roney Plaza Hotel, will be delivered by R. J. O'Donnell, vice-president and general manager of the Interstate Circuit, with "The Story of 3-D" as the theme.

Universal Unites 3-D Images, Sounds With Wide-Screen Device

Three-dimension technique, wide-screen and stereophonic sound will be used together for the first time when Universal premieres its new film, "It Came From Outer Space," at the RKO Hillstreet Theatre, Los Angeles, and the Pantages, Hollywood, on May 27.

The company will show its new screen, which has a ratio of 1 to 1:85, at Loew's State in New York when "Thunder Bay" opens at that house.

One of the major advantages of the Universal screen, according to the company, is that it will be possible to show 3-D films as well as 2-D films without sacrificing any of the effect of the sweep of the former.

Light Process Explained

This is said to be accomplished by the use of a light-magnifying factor of four to one on the screen, that is curved on a radius of 90 feet. The screen itself is made of a textile that has been sprayed with an aluminum solution.

The use of this new screen should produce "the maximum of results in each house," according to Morris Weiner, speaking for the film company.

He said that another innovation of the Universal screen will be a reduction in the usual depth of the screen. The one at Loew's State will not be more than three feet, with the theatre's present five-and-a-half inch projector lenses replaced by three-inch ones, Weiner explained.

Mayer Offers $150,000 In Settlement Of Suits

Loews, Inc., stockholders learned from a notice this week that Louis B. Mayer has offered to pay $150,000 in an attempt to settle the lawsuits brought against him and others by Geremy — Singer and Deitsch — McMullin. Case will be brought before Federal District Court Judge Alfred E. Coxe May 27.

Geremy—Singer's complaint involves the validity of contracts extending from Aug. 1, 1949, for five years, and also questions the pacts signed by Loew's, Mayer and J. Robert Rubin on the residual rights provisions.

Rubin's residual rights would be decreased from 5.4 percent to 5.1 percent if the settlement is agreed upon. The Deitsch—McMullin case centers on the same issues, though it doesn't question Rubin's contract.

Nature Of Allied Press Conference Arouses Much Speculation Within Trade

Undisclosed nature of a special press conference which National Allied has called for its Washington office next week aroused a good deal of speculation at press time as to what would be topic for discussion. The Allied notice of the confab contained the phrase that "a development of the highest importance and interest" to exhibitors would be taken up.

Trade sources figured, on the strength of that statement, that conference would deal with the recent trade practices probe before the Senate Small Business sub-committee, arbitration, or three-dimensional standardization.

The Allied notice revealed that the following would be present: Abram F. Myers, general counsel and board chairman; Trueman T. Rembusch, chairman of the video and 3-D committee, and possibly other Allied leaders. "Also present will be an important figure in another division of the motion picture business," the notice added.

3-D HIGHLIGHTS

Stereocolor, new 3-D process in natural color, created with one black-and-white film and requiring the use of only one camera, was described before the Iowa-Nebraska Allied conclave by Col. B. J. Palmer for R. E. Schensted, inventor. Process, scheduled for a May 31 showing in Iowa, is said to give 50 percent greater illumination than regular 3-D.

* * *

National Theatres will have to make great expenditures to equip and remodel houses for the new techniques but the firm is "confident that the money will be well spent," Charles Skouras, prexy, reported to stockholders.

* * *

After July 15 it will be possible to purchase Polaroid's 3-D spectacles on the open market. At that time, Milton Gunzberg will end his exclusive contract with Polaroid, and thereafter any dealer who wants them can stock the glasses.

* * *

Morris Weiner, Universal-International studio manager, reported this week that it is a technical feasibility to project newsreels on wide screens; a go-ahead signal would have to come from the public.

* * *

Thirty-one Texas theatres of the Interstate Circuit Inc. will shortly be equipped with complete RCA 3-D stereophonic sound systems.

* * *

DuMont announced the development, now underway, of a compatible 3-D color television system, with demonstrations tentatively scheduled at year's end. System is claimed to be able to receive in black and white, color, 3-D color and in 3-D black and white; cost for a receiver with 17-inch tube would be between $600-$700.

* * *

A three-dimensional View-Master film display cabinet is currently being offered by National Screen Service for lobby use. The cabinet is 40 inches long, 15 inches high, and 10 inches deep.

* * *

Deals now pending would bring Cinerama into Stanley Warner Corp. houses in Philadelphia and Milwaukee; Philadelphia house is the Boyd, Milwaukee house, the Alhambra. A Chicago opening is also envisioned by Cinerama.

Distribs Ask High Court For F. & M. Suit Rejection

WASHINGTON. — Six distributor-defendants and Fox West Coast and National Theatres this week asked the Supreme Court to reject an appeal by Fanchon & Marco for a direct review of a District Court judgment against the independent circuit in an anti-trust suit charging conspiracy to ban first-runs from F. & M.'s Baldwin, a Los Angeles neighborhood theatre.

F. & M. gave no sound reason for bypassing the normal procedure of appealing to the proper appeals tribunal (in this case, the Ninth Circuit Court), said the defendants. The appeal still is pending there.

COMPO Rallies As Tax Repeal Hopes Grow Dim

WASHINGTON.—Chances that the Congress will pass the Mason Bill for the repeal of the 20 per cent admission tax seem slimmer than ever, according to this week's report from trade sources.

The Administration's difficulty in balancing the budget for 1954 is seen as the major cause for the probable downfall of the bill.

However, despite Treasury Secretary Humphrey's gloomy report concerning the state of the 1954 budget, some authorities believe that there is still some hope for the bill.

The reasoning they put forth is that the amount of revenue that the government would lose from the tax would be more than compensated for by other taxes paid by the film companies.

Commission Formed

A special commission to study overlapping Federal, state and local taxes has been created by authorization of the Senate. House approval is expected later this month.

It was revealed at press time by COMPO's national tax repeal campaign committee that five 16mm. prints of the tax film, which was shown to the House Ways and Means Committee last month, have been made available now for booking to exhibitor organizations.

Prints can also be used, it was stated, for screening before other groups who may be helpful either in the industry's fight for repeal or in campaigns against state or municipal admission taxes.

The COMPO committee pointed out that prints can be obtained by writing the New York Office. It was suggested that due to the limited number of the prints ample time be allowed for fulfillment of requests, and that prints be returned promptly after use.

Sindlinger Makes Contacts

Albert E. Sindlinger of Sindlinger and Co. has been in constant contact with Treasury officials and members of the Joint Committee on Internal Revenue Taxation in behalf of the movie industry.

Sindlinger's presence in Washington is to assure that the industry's report, in support of the proposed elimination of the 20 per cent tax, is fully understood, and to clarify any issues that may be subject to dispute.

In Detroit, Ray Branch, president of the Allied Theatres of Michigan, has advocated a general increase in admission prices. This stand was taken in lieu of the probable repeal of the 20 percent Federal admission tax.

Mankiewicz, UA In Pact

Joseph L. Mankiewicz, writer-director, this week completed a deal with United Artists for the production of two pictures under the banner of Figaro, Inc., his newly-formed independent filming unit. First picture will be "The Barefoot Contessa," which he will make abroad.

Showmen Scheduled For Conclave Talks

PITTSBURGH. — Si Fabian, president of Stanley-Warner Theatres, will be principal speaker at the May 20 banquet of the 32nd annual convention and showmanship meeting of Allied of Western Pennsylvania.

The business sessions of the convention to be held May 19 and 20 at the William Penn Hotel will feature open forums on 3-D, wide-screen projection, pre-releasing and advanced admission prices.

The convention will hear talks by Abram Myers and Wilbur Snaper of National Allied; Herbert Barnett of Cinerama and the Society of Motion Picture and Television Engineers; and Leon Bamberger of RKO.

Harvey, Starr Plug Arbitration

SAN FRANCISCO. — Rotus Harvey, president of Western Theatre Owners, favors an investigation of the charges of degree violations, along with the setting up of a system of arbitration, but is not so positive in his appreciation of 3-D.

He made these announcements when he represented WTO at the recent hearings of the Senate Small Business Committee held in Los Angeles, transcript of which was released this week.

Earlier in Richmond, Va., Alfred Starr, president of Theatre Owners of America, stated that he felt the "continued and unwarranted use of competitive bidding was making exhibitors' lives intolerable." He also charged that exhorbitant film rental was forcing the exhibitors to advance admission prices. Continuing, he labelled the pre-release system of licensing pictures "unfair, unjust, and economically unsound."

Starr Comments

Starr argued that "relief lies not in legislation, nor in the courts, but rather in an industry system of arbitration, supplemented by a fair and aggressive Department of Justice policy." He pledged that TOA would work untiringly to bring into existence an industry system of arbitration.

Speaking for the western exhibitors, Harvey voiced his disapproval of government control and came out for a "live and let live business." Obeying the present laws was enough, he insisted, without there being any need for new ones.

He expressed his desire that the Committee pass a resolution directing the Department of Justice to investigate the charges of violation of the degrees. If these are substantiated, he favors the preferring of charges in the New York Federal Court.

Advocating arbitration, Harvey announced that his group is willing to work out a plan with the aid of any other interested persons.

Italy Readies 48 Films

Italy's first two 3-D pictures are included in the total of 48 major films now being shot or edited in that country, according to E. R. Zorgniotto, representative of Italian Films Export in the U. S. He cited Italy's co-operation with France, England and the U. S. in filmaking.

Universal-International
is proud to announce the
pre-release WORLD PREMIERE
of a wondrous new achievement
in SIGHT and SOUND!
FOR THE VERY FIRST TIME
the panoramic spectacle of a
FEATURE MOTION PICTURE

on the NEW GIANT

WIDE-VISION SCREEN!

with the amazing miracle of

DIRECTIONAL STEREOPHONIC SOUND!

LOEW'S STATE
NEW YORK CITY
May 20

Universal International



THE MIGHTY STORY OF
THE MAN WHO FOUGHT
FOR THE BIGGEST
BONANZA OF THEM ALL!

Universal-International
presents

JAMES STEWART

JOANNE DRU

GILBERT ROLAND

DAN DURYEA

THUNDER BAY

COLOR BY *Technicolor*

with MARCIA HENDERSON • JAY C. FLIPPEN • ANTONIO MORENO • ROBERT MONE

Directed by ANTHONY MANN • Screenplay by GIL DOUD and JOHN MICHAEL HAYES • Produced by AARON ROSENBER

NEW APPOINTMENTS

Clinton J. (Pat) Scollard joined National Screen Service in a special executive capacity, working directly under President Herman Robbins.

Neil Agnew was appointed special assistant to President Herbert J. Yates of Republic Pictures. Previously, Agnew had been with Paramount Pictures and Selznick Releasing Organization.

Lester B. Isaac, former Cinerama assistant general manager of theatre operations in charge of technical services, has temporarily been named director of exhibitions for Cinerama Prods. Corp. He succeeds Joseph Kaufman, who left the company last week.

Kaufman tendered his resignation some time prior, but continued to launch "This Is Cinerama" on the west coast. Isaac, who joined the corporation early in March, has taken the duties temporarily, as no successor to Kaufman has definitely been decided upon.

Franklin McCarthy was elected this week to the Republic Pictures board of directors. McCarthy is an executive with Eastman Dillon and Co. At the same time, Republic declared a 25 cent dividend, payable July 1, to holders of preferred stock at close of business June 10.

In a restaffing of branch managers, United Artists appointed Frank Harris to succeed Ralph Clark in the San Francisco branch. Clark was assigned western district manager. Mort McGill assumes the duties in Philadelphia as branch manager, succeeding John Turner, who was promoted to eastern district manager. In the midwestern exchange, Bud Edele succeeds Mike Lee, who was elevated to midwestern district manager.

Bert Ennis was engaged to conduct a special promotion campaign in behalf of stereophonic sound systems for Altec Service Corp.

Arthur Price, veteran exploiteer, was retained by Harry Goldstein, Allied Artists eastern publicity and exploitation representative, to handle special exploitation in connection with the saturation booking of "The Roar of the Crowd" in the Indianapolis area.

Mike Simons was named credit manager of Consolidated Laboratories, a Republic subsidiary. Simons was formerly comptroller for Transatlantic Pictures Corp. and also production assistant to Sol Lesser.

Phil Benjamin was promoted at Universal-International to the post of assistant casting director. Benjamin has been a member of the studio's casting department for the last 17 years.

Film Trade TV Show

Filming was reportedly begun this week by American Broadcasting Co. on an all-industry television show on which ABC and MPAA are co-operating.

Re-Election Of Fox Board Augured In Wake Of Green's Proxy Defeat

Foregone conclusion within the industry this week is that the 20th Century-Fox management slate of 10 directors — with no director representation for the dissident Charles Green faction — will be elected at the company's regular annual stockholders meeting May 19 at the home office.

Feeling stems from the victory ballot won by the Spyros P. Skouras management on the cumulative voting issue at a special stockholder's meeting held in Wilmington last week. Same proxies were voted at that meeting as for the election of directors.



SPYROS SKOURAS

The Wilmington session was called for a proxy vote on whether or not to keep a by-law provision for cumulative voting within the corporation charter.

A total of 1,669,400 votes was registered for elimination of this provision. Only 465,908 were cast for retention. Fox shares outstanding total 2,769,486.

Management, in favor of elimination, can now dispense with the provision, which had allowed for the election of directors to the company's board by a margin of four to one.

Opinion Ventured

A victory for Green would have enabled his dissident faction to possibly win representation on the company board.

But still to be determined is the outcome of a suit Green has instituted in New York Supreme Court, seeking to invalidate certain portions of the employment contracts of Skouras and Darryl F. Zanuck.

The management of 20th-Fox, in its proxy statement to shareholders, contained the frank note that the Wilmington meeting was intended primarily to lessen Green's chances of electing himself or a delegate to the board.

The facing of critical times by the company board and management was the reason given to justify the appeal for company unity. Company stated that it felt the need to be free to devote all attention to improving its position and to placing CinemaScope equipment and films on the market.

Green Wouldn't Wait

Stockholders were told also that Skouras had tried to persuade Green to postpone for one year the proxy fight and, if at the end of that time, the company had not shown CinemaScope's value, management would not object to Green's waging of a proxy fight. It was pointed out that Green refused Skouras' offer.

Slated also for defeat at the annual meeting are two Green-proposed resolutions which were included in the proxies.

One would restrict the board, minus stockholder consent, from entering into contracts between the firm and individual directors of companies controlled by them.

The other would prevent the company from paying compensation in excess of $100,000 annually to anyone without the special approval of stockholders.

Financial Notes

Quarterly and semi-annual dividends have been announced by Universal Pictures International and Decca Records. Universal declared a quarterly dividend of $1.06 per share on the 4¼ percent cumulative preferred stock, payable June 1 to holders of record May 15. Universal further declared a semi-annual dividend of 50 cents per share on common stock payable June 25 to holders of record June 15. Decca declared earnings equal to 23 cents per share of capital stock, amounting to 1,035,533 shares, which compares to 30 cents per share of the 776,650 outstanding on March 31, 1952.

* * *

WASHINGTON. — Paramount Pictures' proxy statement, filed with the Securities and Exchange Commission, has a proposal for re-election of the company's 14-man board and the notation that Y. Frank Freeman, in charge of production, earned $127,500 as the highest paid company officer in the fiscal year ended Jan. 3. Barney Balaban, president, earned $125,200.

* * *

Preliminary figures indicate that RKO Pictures' operations for 1952 resulted in a net loss, after all charges, of approximately $10,200,000; and for the three months ended Apr. 4, 1953, a net loss after all charges, of approximately $2,740,000 was incurred. The company reported a net profit of $334,627 for 1951.

* * *

A 50 cents per share quarterly dividend on common stock was voted to Paramount Pictures Corp. holders payable June 26 to holders of record June 12.

* * *

Consolidated net income, after all charges, of National Theatres, Inc., and voting-controlled subsidiaries for the 26 weeks ended March 28, was reported this week at $1,458,529, or 53 cents per share.

* * *

Sales totaling $20,116,987 for the three months ended March 31, as against $7,780,008 in the initial 1952 period were reported by General Precision Equipment Corp. Increases of 158 percent in net sales, and 1,760 percent in net income, were thus gained during the same period. Net income increased to $664,910, equal to $1.01 per share.

Ohio Censor Law Upheld

COLUMBUS.—Ohio Supreme Court, in a 5-2 decision, upheld the constitutionality of the Ohio censor law in refusing the request by Superior Films for an order vacating the censor board's rejection of "M."

Metro Gears New Media For 34 Pix; 25 Others Near Completion

HOLLYWOOD. — M-G-M has scheduled at least 25 pictures for completion in the current fiscal year which ends Aug. 31 and 34 features for production during the next 18 months. Program will feature M-G-M's wide-screen process and stereophonic sound.



SCHARY

Product announcement was disclosed by Dore Schary, vice - president and production head, at conclusion of three-day east-west executive meetings here last week, which gave rise also to the company's first major policy statement since the beginning of the 3-D and wide-screen excitement.

Most of the 34 pictures to be filmed will be adaptable to the company's own wide-screen process which allows for projection in aspect ratios ranging from the standard 1.33 to 1 up to 2 to 1.

It is understood that the multi-purpose allowance will be accomplished by shooting critical action in a manner to permit masking of the aperture plate in the desired proportions per projection process.

New Sound Used

Additionally disclosed was the fact that all productions will be scored in stereophonic sound. Two will be filmed in CinemaScope: "Knights of the Round Table" and "Rose Marie." The two will also be made available in the M-G-M wide-screen process, it was noted.

The studio announcement stated: "before starting actual production of every film, we will guage public interest and exhibitor demand, and if the subject material and exhibitor interest warrants, we will make additional films in CinemaScope."

"Kiss Me, Kate," an adaptation of the Cole Porter Broadway musical play, is slated for stereo 3-D production. Decision to film it in the stereo process was reportedly made after executives viewed the company's first 3-D film, "Arena."

According to the studio announcement: "while we have been absorbed and will continue to be absorbed in all and every new photographic and recording device, we have not lost sight of the fact that the heart of the motion picture business still remains the story — the attractive packaging of human interest and personality."

Following are the films viewed by the executives that can be had for wide-screen and stereophonic sound projection: "Julius Casear," "Young Bess," "All the Brothers Were Valiant," "Mogambo" and "Take the High Ground."

Currently before the cameras are the following three pictures: "Fort Bravo," produced by Nicholas Nayfack, starring William Holden, Eleanor Parker and Richard Anderson; "Half A Hero," produced by Matthew Rapf, starring Red Skelton and Jean Hagen; "Torch Song," produced by Henry Berman, starring Joan Crawford, Michael Wilding and Gig Young.

In final stages of editing, or awaiting release, are "The Bandwagon," "Father and the Actress," 'Easy to Love," "Latin Lovers," "Dangerous When Wet," "Dream Wife" and "Saadia."

Scheduled for future production within the next 18 months are:

"CREST OF THE WAVE," produced, written and directed by John and Roy Boulting, starring Gene Kelly.

"RHAPSODY" produced by Lawrence Weingarten, starring Elizabeth Taylor and Vittorio Gassman.

"KISS ME, KATE," produced by Jack Cummings, starring Kathryn Grayson, Howard Keel, and Ann Miller.

"KNIGHTS OF ROUND TABLE," produced by Pandro S. Berman, starring Robert Taylor, Ava Gardner, George Sanders, Mel Ferrer.

"THE FLAME AND THE FLESH," produced by Joe Pasternak, starring Lana Turner, Pier Angeli, and Carlos Thompson.

"THE LONG. LONG TRAILER," produced by Pandro S. Berman, starring Lucille Ball and Desi Arnaz.

Other Releases Noted

"Miss BAKER'S DOZEN," produced by John Houseman, starring Greer Garson.

"THE STUDENT PRINCE," produced by Joe Pasternak.

"ROBINSON CRUSOE," produced by Sam Zimbalist.

"PANTHER SQUADRON 8," produced by Henry Berman.

"ROSE MARIE," produced by Lawrence Weingarten.

"EXECUTIVE SUITE," produced by John Houseman.

"BEAU BRUMMEL," produced by Sam Zimbalist, starring Stewart Granger.

"BRIGADOON," produced by Arthur Freed, starring Gene Kelly.

"GREEN FIRE," produced by Armand Deutsch, starring Clark Gable.

"QUENTIN DURWARD," produced by Pandro S. Berman, starring Robert Taylor.

"BERMUDA," produced by Joe Pasternak, starring Esther Williams.

"SOBBIN' WOMAN," produced by Jack Cummings.

"HIT THE DECK," produced by Joe Pasternak.

"THE ROMBERG STORY," produced by Arthur Freed.

"THE KING'S THIEF," produced by Edwin H. Knopf.

"ATHENA," produced by Joe Pasternak.

"I'M FROM MISSOURI," produced by Arthur Freed, starring Gene Kelly and Danny Kaye.

"MAIN IRON," produced by Charles Schnee.

"MANY RIVERS TO CROSS," produced by Jack Cummings.

"LOVE ME OR LEAVE ME," produced by Joe Pasternak.

"PARIS INTERLUDE," produced by Sam Zimbalist.

"VALLEY OF THE KINGS," directed by Robert Pirosh.

"TROOPER HOOK," produced by Sol Fielding.

"MY MOST INTIMATE FRIEND," written by Sidney Sheldon and Leonard Spigelgass.

"OPERATION MARKET GARDEN," directed by Gottfried Reinhardt.

Para Continues 3-D Production

Hollywood.—Paramount's continuation of production in three-dimension was reaffirmed last week by Y. Frank Freeman, in charge of the studio. Freeman noted also that all productions, including those in 3-D, "are to be filmed to take advantage of the new Paramount wide-screen ratio for those exhibitors who choose to screen them in this manner."

Besides the 3-D ventures, Freeman said that Paramount "will make pictures in other media, so that our program will be varied and well-rounded." Pine and Thomas, he pointed out, have already begun production on their latest 3-D picture, "Lost Treasure of the Amazon."

Strausberg Heads Exhib Committee In UJA Drive; Moss Leads Purchasers

Solomon M. Strausberg, Interboro Theatre Circuit has been named chairman of the independent exhibitors committee in the amusements industry drive for the United Jewish Appeal. Heading the drive among the purchasing agents is Charles B. Moss, B. S. Moss Corp.

The independent exhibitors committee, which has been sparking an active drive for UJA in the past weeks, and which is considered a mainstay of the industry-wide drive, includes Herman Becker, William Brandt, Max A. Cohen, Edward Fabian, Emanuel Frisch, J. Joshua Goldberg, Julius Joelson, Walter Reade, Jr., Harold Rinzler, Samuel Rinzler, Donald Rugoff, Fred Schwartz, George P. Skouras, Spyros Skouras, Jr., and Morton Sunshine.

The purchasing agents committee has been engaged in a similarly active drive for UJA. On the committee with Moss are Charles Beigel, Ethel Black, Jules Catsiff, Milton Green, George Hornstein, Herman R. Maier, Harry Nadel, Robert Schwartz, Herbert L. Smith and Dan Smolen.

First 3-D House Planned

The first theatre specifically designed for all 3-D systems will be built by the Screen Directors Guild of America, it was announced by President George Sidney. Theatre will have facilities for Cinerama, CinemaScope, all polaroid 3D systems, plus equipment for screening closed-channel TV. It will be part of the new Guild headquarters.

Robbins Named To UCP Drive Helm

Herman Robbins, National Screen Service president, will serve as distribution committee chairman for the 1953 United Cerebral Palsy Campaign, which opened officially May 1.

Edward L. Hyman and Sidney M. Markley, American Broadcasting - Paramount Theatres executives, will head the industry's collections committee, with the goal of raising $7,500,000.

King, Gordon Assume Unit Posts

LITTLE ROCK, ARK.—In an election held at the annual convention of Theatre Owners of Arkansas last week, K. K. King succeeded Jack Bonar as president. The office of executive vice-president was filled by Travis Arnold. Orris Collins, L. G. Renfro Jr., E. W. Savage, Cecil Cupp and Sam Kirby were named district vice-presidents, with James Carberry as secretary-treasurer.

Directors elected included Terry Axely, Ray Cochran, Henry Haver, Bartus Gray, W. P. Florence, Jr., Warren Kaufman.

OLD POINT COMFORT, VA. — The Virginia MPTA elevated Leonard Gordon to the presidency at its annual convention last week in the Hotel Chamberlin. Gordon succeeds Sidney Bowden of Norfolk.

Other officers elected were: first vice-president, Sy Hoffman of Richmond; second vice-president, F. M. Westfall of Martinsville; third vice-president, Oliver Candler, Jr. The office of treasurer went to Jack Rumsey of Covington, and that of secretary to Morton G. Thalmimer, Jr., of Richmond.

Staff Reviews

"Dangerous When Wet"

(M-G-M) Technicolor 95 Min.

Cast: Esther Williams, Fernando Lamas, Jack Carson, Charlotte Greenwood, Denise Darcel, William Demarest, Donna Corcoran, Barbara Whiting, Bunny Waters, Henri Letondal, Paul Bryar, Jack Raine, Richard Alexander, Tudor Owen, Ann Codee.

Credits: Produced by George Wells; Directed by Charles Walters; Written by Dorothy Kingsley; Songs by Johnny Mercer and Arthur Schwartz; Tom and Jerry cartoon sequence by Fred Quimby.

Esther Williams' latest Technicolor musical, in which she swims the English Channel, is an entertainment natural for the summer months. Liberally larded with pleasant and superior tunes by Arthur Schwartz and Johnny Mercer; peppered strongly with good performances and popular names, the picture should click resoundingly in the general market. Fernando Lamas handles the romance with Miss Williams, William Demarest gives good comic support to Jack Carson, and most of the principals take part in the singing. Bathing suit views are available throughout of Miss Williams and Denise Darcel. In a dream sequence, Miss Williams does an ingeniously created underwater dance with the animated figures from Metro's "Tom and Jerry" cartoons. "Dangerous When Wet," in toto, has almost everything. The plot is for the most part a brisk affair which dashes from Arkansas to England to France. The musical numbers, all effectively staged, are impressive rather than big.

STORY: Jack Carson, itinerant medicine show hawker, discovers Esther Williams, a good swimmer, in a small Arkansas town, and talks her into swimming the English channel as a publicity gimmick for his outfit. So Esther, her family, and Carson sail to England, where Esther begins practicing. She meets Fernando Lamas, whose advances she resists since swimming comes first in her life. Carson, who has a crush on Esther, is pursued by Denise Darcel, another Channel swimmer. Soon Esther begins returning Lamas' affections and the night before the big swim stays out late and gets drunk. During her swim she fights against fatigue to win. Esther then clinches with Lamas. Denise gets Carson.

●

"Stalag 17"

(Paramount) 120 Min.

Cast: William Holden, Don Taylor, Otto Preminger, Robert Strauss, Harvey Lembeck, Richard Erdman, Peter Graves, Neville Brand, Sig Ruman, Michael Moore, Peter Baldwin, Robinson Stone, Robert Shawley.

Credits: Produced and directed by Billy Wilder; Written for the screen by Edwin Blum and Wilder; Based on the play by Donald Bevan and Edmund Trzcinski.

A masterful blend of comedy, human suffering and melodrama in this tale about American prisoners-of-war in Germany during World War II has the rare sort of realistic appeal that should result in a successful return from domestic audiences. Picture boasts the star names of William Holden and the up-and-coming Don Taylor, plus a title that hung for quite some time on the marquee of the hit Broadway play on which the film is based. Billy Wilder, who produced, directed and co-authored the screen version, rose above the usual limitations of stage play filming by keeping the proceedings on the move at a red-hot pace throughout.

"Stalag 17" is as much a suspense drama as it is a comedy. An all-male cast, portraying mostly U. S. Air Force non-coms shot down over Germany, quarrel and laugh by turns in situations which arise at the prison camp. One of their member turns out to be a Nazi spy and the events leading up to discovery of the culprit's identity furnish the story with a good deal of suspense. The melodrama, which concludes with an ingenious prison escape, is offset by the clowning of Harvey Lembeck, Robert Strauss and Sig Ruman. But above all else, "Stalag 17" derives its humor from the very human situation of men doing their darndest to keep up morale in a filthy prison.

STORY: Among the Americans in a prisoner-of-war compound in Germany during World War II are William Holden and Peter Graves. When several prisoners are killed while escaping, Holden, who took bet on their chances, is looked upon as a spy. Soon Lt. Don Taylor is brought to the compound but yanked when the Germans discover he blew up an ammunition train. The prisoners think that Holden informed, and beat him up. Holden then vows to find the real spy. When the men learn that Taylor is to be sent to Berlin against Geneva Convention rules, they plan to seize him and effect his escape. Graves volunteers for the job but Holden, who has deduced that Graves is the spy, protests. Holden presents proof of Graves' treachery, convincing the others. Holden then assists Taylor in escaping while Graves meets death at the guns of the Nazis.

●

"Fair Wind To Java"

(Republic) Trucolor 92 Min.

Cast: Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen, John Russell, Buddy Baer, Claude Jarman, Jr., Grant Withers, Howard Petrie, Paul Fix, William Murphy, Sujata, Philip Ahn, Stephen Bekassy.

Credits: Presented by Herbert J. Yates; Associate producer, Joseph Kane; Directed by Kane; Screen play by Richard Tregaskis; based on the novel by Garland Roark.

"Fair Wind To Java" is a lively swashbuckler, that retains the adventurous flavor that made it a best-selling novel. Film should find smooth sailing at the box office and rack up good returns. Fred MacMurray is well cast as the skipper, who always keeps a weather eye for a fast buck, while Vera Ralston does a fine job as the Javanese dancer, who knows where MacMurray can find the treasure that he and a river pirate are both seeking. Despite some weak dialogue, "Fair Wind" has strong direction, the beautiful photography in Trucolor and a spectacular volcano explosion that will leave spectators open-mouthed. With strong exploitation these factors should put the film way into the profit side of the ledger after not too long a voyage on the nation's screens.

STORY: Skipper Fred MacMurray gets wind of a fabulous diamond treasure and goes in quest of it. En route, he bumps into river pirate Robert Douglas, who also wants the prize. MacMurray purchases a slave girl, Vera Ralston, who knows the whereabouts of the treasure. He learns that it is located in a temple on the volcanic island of Krakatau. Douglas captures MacMurray, his crew and Vera and sets sail for Krakatau. MacMurray escapes and gives chase to Douglas, who has Vera a captive on his ship. On Krakatau, MacMurray watches the erupting volcano kill off Douglas and his henchman, then returns to his ship to marry Vera.

●

"The Desert Rats"

(20th-Fox) 88 Min.

Cast: Richard Burton, Robert Newtown, Robert Douglas, Torin Thatcher, Chips Rafferty, Charles Tingwell, Charles Davis, Ben Wright, James Mason.

Credits: Produced by Robert L. Jacks; Directed by Robert Wise; Written by Richard Murphy.

As an action drama with a World War II setting, "The Desert Rats" provides superior he-man entertainment. In some respects it is a sequel to 20th-Fox's "The Desert Fox" of two seasons back. "Rats," like the other, deals with the North African desert campaign in which England fought the Nazis; with sidelights in the life of Gen. Rommel, as played again by James Mason, and with the rigorous job of warfare on the desert. "Rats" has the name lures of Richard Burton, Robert Newton and Mason, but women are totally absent. A sentimental relationship between Burton and Newton, serving as the thread on which the story of the picture is built, serves also as a human interest factor to attract distaff viewers. Action scenes in "The Desert Rats" are many and vigorous; some loaded with suspense. A semi-documentary flavor is achieved by shots of arid wastes and inclusion of newsreel clips of desert warfare.

STORY: To defend Tobruk in North Africa from the onslaught of the German Army under Gen. Rommel in 1941, the British general staff assigns Capt. Richard Burton to lead an Australian unit in a delaying action. The Aussies, resentful at first to a British captain, soon grow hostile when he threatens their commanding officer with a court martial. But later, when Burton is captured by the Nazis and then escapes, the Aussies begin to respect him. The defense of Tobruk continues for months and the Aussies, under Burton, receive a new delaying action assignment. On that task the men show their respect for Burton by doggedly sticking to him despite torturous fighting conditions.

●

"A Slight Case Of Larceny"

(M-G-M) 71 Min.

Cast: Mickey Rooney, Eddie Bracken, Elaine Stewart, Marilyn Erskine, Douglas Fowley, Robert Burton, Charles Halton, Henry Slate, Rudy Lee, Mimi Gibson.

Credits: Produced by Henry Berman; Directed by Don Weis; Screen play by Jerry Davis; Based on a story by James Poe.

"A Slight Case of Larceny" is a fairly amusing family comedy that will gain adequate response on the program. Story involves Mickey Rooney as a fast talking promoter who persuades Eddie Bracken to assist him in some mildly illegitimate activities while they operate a gas station. Rooney's performance obtains maximum comedy from the situations. Elaine Stewart, as the object of his affections, is given ample display in form-fitting clothes.

STORY: Mickey Rooney, jobless, talks Eddie Bracken, married to Marilyn Erskine, into mortgaging his house and setting up a gas station. Competition, however, threatens to close the station, when Rooney decides to tap the gas line of a big oil company. Resulting low prices cause a landslide in business, forcing the competitor to close. This leaves Elaine Stewart out of a job. She is hired and romanced by Rooney. After an accident causing an explosion in the station, Rooney and Bracken give themselves up to the law. They are jailed but Elaine and Marilyn decide to wait for them.

●

"Fort Ti"

(Columbia) 3-D Technicolor 73 Min.

Cast: George Montgomery, Joan Vohs, Irving Bacon, James Seay, Ben Astar, Phyllis Fowler, Howard Petrie, Cicely Browne, Lester Matthews, George Lee, Louis Merrill.

Credits: Produced by Sam Katzman; Directed by William Castle; Story and screen play by Robert E. Kent.

"Fort Ti," Columbia's first 3-D film in Technicolor, uses the Natural Vision process to achieve effects of amazing depth that will have audiences ducking torches, rifles, arrows, etc., finally leaving the theatre contented if not relaxed. Picture is literally loaded with such gimmicks. These are packed into the battle scenes, which shape up as the film's strongest asset. After the film is run, however, audiences may wish that the footage contained a more novel

story and some fresh plot twists. Despite its shortcoming, "Fort Ti," riding on the crest of the current 3-D wave, will do unusual business.

STORY: Rogers Rangers George Montgomery and Irving Bacon are assigned to get information to help Rogers and the English jolt the French from Fort Ticonderoga. Montgomery learns that his sister and her children have been kidnaped and taken to Fort Ti. He also learns that his brother-in-law, James Seay, is in league with Louis Merrill of the French. Seay turns over a new leaf and join Rogers. He poses as a French spy and gives them false information. The French take to the bait. However, Phyllis Fowler, an Indian girl married to Ben Astar, Montgomery's friend, makes a play for Montgomery. She is repulsed by Montgomery when she tells him that she loves him and goes to the French. Luckily, Howard Petrie senses a French trap. Phyllis kills herself when Astar tells her that he knows that she was the informer. Rangers attack Fort Ti and are joined by the English. They rout the French and take over the fort with Montgomery and Joan facing the future together.

●

"The Vanquished"

(Paramount) Technicolor 84 Min.

Cast: John Payne, Jan Sterling, Coleen Gray, Lyle Bettger, Willard Parker, Roy Gordon, John Dierkes, Charles Evans, Ellen Corby, Ernestine Barrier, Russell Gaige, Leslie Kimmell, Voltaire Perkins, Sam Flint, Freeman Morse, Richard Shannon, Karen Sharpe, Howard Joslin, Llewellyn Johnson, John Halloran.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Edward Ludwig; Screen play by Winston Miller, Frank L. Moss and Lewis R. Foster; Based on a novel by Karl Brown.

Some action and a good bit of romance in the South, just after the Civil War, take place in this Technicolor entry that offers John Payne to spark the situations. An adequately paced story unfolds the schemings of carpetbagger Lyle Bettger to ruin a town and Payne's attempts to bring him to justice. Jan Sterling and Coleen Gray provide the romantic element of the two girls from opposite sides of the tracks in love with Payne. Marquee value of the names and the exploitable situations should help lure the fans.

STORY: John Payne returns from the war to find that Lyle Bettger, with his girl friend, Jan Sterling, are ruling his home town at the expense of the citizens. Payne goes to work for Bettger to gather evidence against him; but the townspeople, unaware of this, repudiate Payne for selling out. Coleen Gray, his girl before the war, remains faithful. When Bettger discovers Payne's undercover work, he frames him with the murder of a Union general. While Payne is being pursued, Coleen gathers evidence to clear him. Meanwhile, Jan slays Bettger. The true story is revealed, and Payne and Coleen embrace.

●

"The Girl Next Door"

(20th-Fox) Technicolor 92 Min.

Cast: Dan Dailey, June Haver, Dennis Day, Billy Gray, Cara Williams, Natalie Schafer, Clinton Sundberg, Hayden Rorke, Mary Jane Saunders, Donna Lee Hickey, Lyn Wilde, Mona Knox, June Wurster, Beverly Thompson, Gregg Sherwood, Michael Ross.

Credits: Produced by Robert Bassler; Directed by Richard Sale; Screen play by Isobel Lennart; Based on a story by L. Bush-Fekete and Mary Helen Fay.

Here is to be found a gay, light, pleasant musical well set off in Technicolor with cute gals, fancy song and dance numbers and an amusing if slight story. The music is tuneful and Dan Dailey, June Haver and Dennis Day do a good job in the delivery. The yarn holds interest and the film together well enough to satisfy family audiences and those seeking light screen entertainment. It should make an attractive program entry. In addition to an abundance of music, there is also to be found a cartoon sequence integrated into the overall production.

STORY: When June Haver hits the top as a musical star, she buys a house in the country and finds that her neighbors are Dan Dailey, a widower of long standing, and his ten-year-old son, Billy Gray. Dailey does cartooning for the local paper. Dailey falls in love with June and she with him. Soon Gray finds himself being left out of things and his resentment of June bars their marriage since she refuses to force herself upon the youngster. Later, with the help of a playmate, Mary Jane Saunders, Gray realizes that Dailey should have the companionship of June and okays her as his future mother.

●

"The Sun Shines Bright"

(Republic) 90 Min.

Cast: Charles Winninger, Arleen Whelan, John Russell, Stepin Fetchit, Russell Simpson, Ludwig Stossel, Francis Ford, Paul Hurst, Mitchell Lewis, Grant Withers, Milburn Stone, Dorothy Jordan, Elzie Emanuel, Slim Pickens, Ernest Whitman, Eve March, Jane Darwell, Clarence Muse, Henry O'Neill, James Kirkwood, Trevor Bardette, Hal Baylor, Ken Williams, Mae Marsh.

Credits: Presented by Herbert J. Yates; An Argosy Production; Produced by John Ford and Merian C. Cooper; Directed by Ford; Sceen play by Laurence Stallings; Based on four Irvin S. Cobb short stories.

"The Sun Shines Bright," John Ford's latest film, is a well-made feature that will require special selling. Based on stories of Irvin S. Cobb, the film combines three for its plot. Result is an episodic, highly interesting film, that will extract tears from many. Film is studded with top performances, with Charles Winninger turning in an excellent one as Judge Priest. Ford has done well in capturing the flavor of the times that Cobb wrote of, and has breathed life into many of the characters Cobb created. Handled with extreme care and sold properly for the type of film that it is, this picture should go well on the profit side of the ledger.

STORY: In 1905, Judge Charles Winninger in Fairfield, Kentucky, is approaching election day. His opponent is Milburn Stone, a sharp Yankee politician. The first of Winninger's preelection troubles begin when Winninger tries to bring John Russell and Arleen together. Russell is a head-strong, once wealthy aristocrat. Another headache comes when a mob chases Elzie Emanuel. Winninger puts him in jail and turns back the mob. They threaten vengeance saying that Emanuel attacked a white girl. More trouble comes when Arleen's mother shows up and dies in Eve March's house of ill repute. Winninger, knowing that his election hopes will be smashed if he is seen with Eve and her ladies, agrees to a funeral and on election day marches at the head of the procession. Grant Withers is discovered to be the man who attacked the girl and the members of the dispersed mob realize that Winninger saved them from themseves. Finally, it is Winninger's own vote that breaks a tie and puts him back in office. Russell teams up with Arleen.

●

"The Glory Brigade"

(20th-Fox) 82 Min.

Cast: Victor Mature, Alexander Scourby, Lee Marvin, Richard Egan, Nick Dennis, Roy Roberts, Alvy Moore, Russell Evans, Henry Kulky, Gregg Martell, Lamont Johnson, Carleton Young, Frank Gerstle, Alberto Morin, George Saris.

Credits: Produced by William Bloom; Directed by Robert D. Webb; Written by Franklin Coen.

Here is a war drama that offers much in the way of action, suspense and excitement as well as an interesting yarn with the Korean conflict as the background. There is a different twist in the story concentrating relations between Greek and American troops in the overall UN fighting set-up and how fighters of the two nations got to know each other under adverse conditions. The pace is rapid and well-maintained; the cast performs well, and the direction and production values are good. It should make a suitable addition to the program.

STORY: Lt. Victor Mature, Greek-American in Korea, jumps at the chance to work with Greek commandos trying to infiltrate enemy lines. Other Greek soldiers are taken prisoner, Mature learns, but when he sends his men forward to make a rescue, the prisoners are found dead. Greek Lt. Alexander Scourby and his party of men are thought to be cowards by Mature, but they soon prove their value in fighting the enemy. Soon Mature makes contact with headquarters to advise of a Red attack. He starts a counteroffensive and it is successful.

●

"Column South"

(Univ.-Int'l.) 84½ Min.

Cast: Audie Murphy, Joan Evans, Robert Sterling, Ray Collins, Ralph Moody, Palmer Lee, Dennis Weaver, Johnny Downs, Russell Johnson, Jack Kelly, Bob Steele.

Credits: Produced by Ted Richmond; Directed by Frederick de Cordova; Story and screen play by William Sackheim.

"Column South" is a routine action programmer about events in an Army fort in the southwest just prior to the outbreak of the Civil War. Audie Murphy and Joan Evans play the top featured roles to maximum advantage against Technicolor settings that lend the strong beauty of the outdoors to the proceedings. Plot, which offers a lot of talk, centers on Murphy's friendship with the Indians and loyalty to the Union in the face of underhand Confederate activities. Climax features a large-scale Indian battle and a surprise gimmick in which the Union soldiers subdue Confederate sympathizers within their own ranks.

STORY: In the southwest of 1861, southerner Robert Sterling is assigned command of an Army stockade at which northerner Audie Murphy is a junior officer. The two clash over policy concerning Indians and when a prospector is killed, Sterling plans to make war on them. Murphy find the murderer, a white man, and peace is maintained. Then Gen. Ray Collins, a Confederate sympathizer, enlists Sterling in a scheme to war on the Indians for purposes of aiding the South. Murphy catches wise and leads the Union sympathizers into control; prevents an Indian battle from becoming a slaughter, and takes Collins prisoner. Sterling rides south to join the Confederacy and Joan Evans, his sister, remains to clinch with Murphy.

●

"Powder River"

(20th-Fox) Technicolor 78 Min.

Cast: Rory Calhoun, Corinne Calvet, Cameron Mitchell, Penny Edwards, Carl Betz, John Dehner, Raymond Greenleaf, Victor Sutherland.

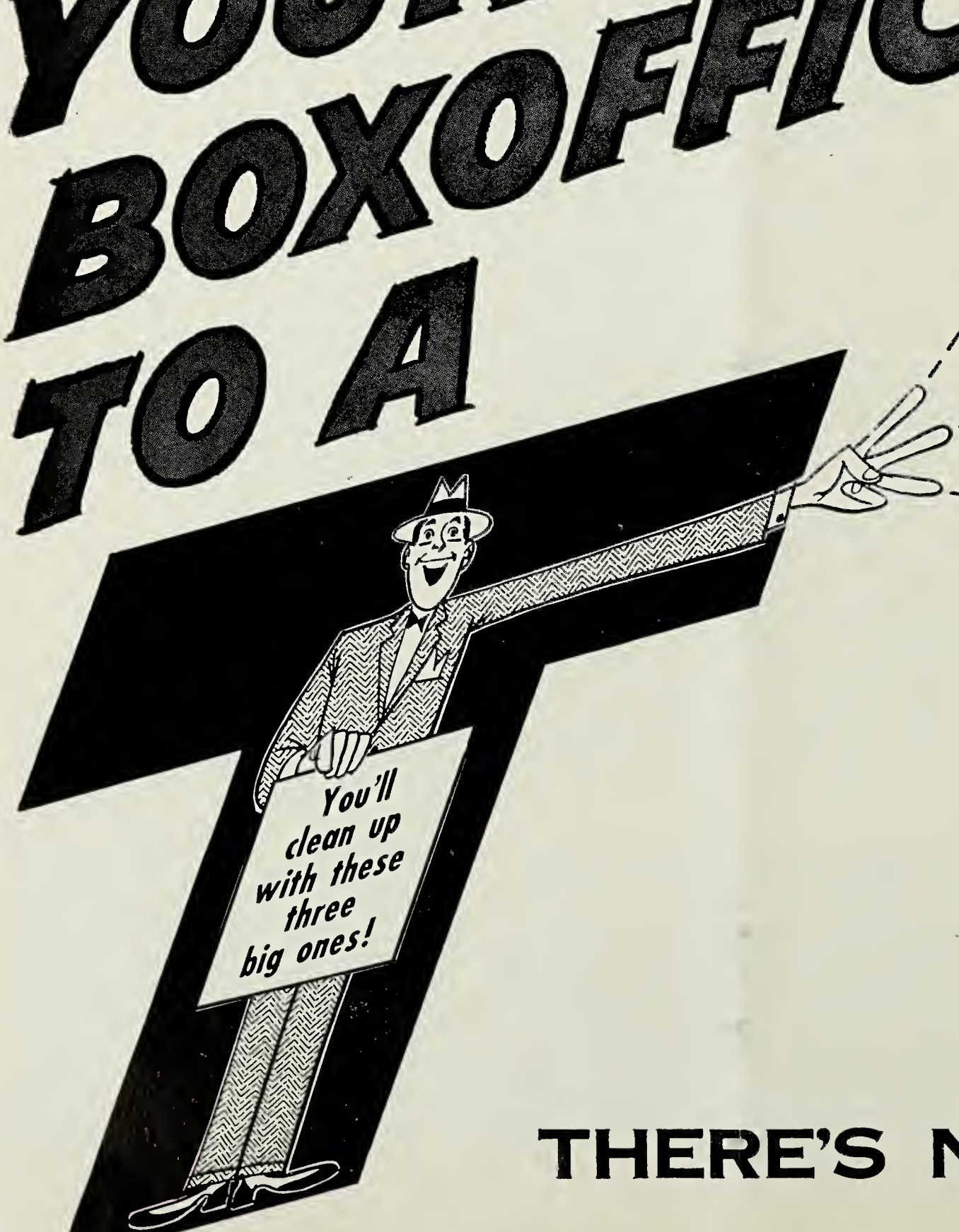
Credits: Produced by Andre Hakim; Directed by Louis King; Screen play by Geoffrey Homes; from a story by Sam Hellman; Based on a book by Stuart N. Lake.

"Powder River" is a western with an interesting story, with much of the play mostly on individuals rather than on hard riding and action packed situations. The cast is good in the assigned roles and apt direction and production keep the pace reasonably fast and interest on high pretty much throughout. The use of Technicolor shows the scenery and surroundings off to advantage and the film should make a good addition to the program.

STORY: When Rory Calhoun finds his partner dead and robbed, he takes the job of marshall and guns for Carl Betz, suspect. While gunning,

(*Continued on page* 16)

20TH SUITS YOUR BOXOFFICE TO A T



MAN ON
4th Big We
picture of

THERE'S NO BUSINES

TITANIC

itanic business everywhere in 327 day-
nd-date engagements across the nation!



TITANIC starring CLIFTON WEBB • BARBARA STANWYCK ROBERT WAGNER • AUDREY DALTON • THELMA RITTER with Brian Aherne • Richard Basehart • Produced by CHARLES BRACKETT • Directed by JEAN NEGULESCO • Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

THE DESERT RATS

errific at Mayfair, N.Y.! Socko at L.A.! Smashing
l-time "Desert Fox" house record at Odeon, London!



THE DESERT RATS starring RICHARD BURTON • ROBERT NEWTON with Robert Douglas • Torin Thatcher and JAMES MASON as ROMMEL • Produced by ROBERT L. JACKS Directed by ROBERT WISE • Written by RICHARD MURPHY

TIGHTROPE

s Angeles! LIFE Magazine's
eek!



MAN ON A TIGHTROPE starring FREDRIC MARCH • TERRY MOORE • GLORIA GRAHAME • CAMERON MITCHELL with Adolphe Menjou • Robert Beatty • Produced by ROBERT L. JACKS • Associate Producer Gerd Oswald • Directed by ELIA KAZAN • Screenplay by ROBERT E. SHERWOOD

KE 20th CENTURY-FOX BUSINESS!

Staff Reviews

(*Continued from page* 13)

he jails Corinne Calvet, saloon owner, for using loaded dice. But Cameron Mitchell, her friend, shows up. Calhoun placates him. Then Penny Edwards arrives by stage to take Mitchell east for treatment of a brain tumor. Penny, rebuffed by Mitchell, makes friends with Calhoun. Then he and Mitchell ride guard on a gold shipment which serves as decoy to bring out Betz. Latter is captured in a gunfight. Although Mitchell has helped Calhoun in the fight, he is discovered as the killer of Calhoun's partner. In a gun duel between the two, Mitchell shoots away Calhoun's gun but drops dead of a brain tumor. Calhoun and Penny clinch.

●

"Bad Blonde"

(Lippert) 80 Min.

Cast: Barbara Payton, Frederick Valk, John Slater, Sidney James, Tony Wright, Marie Burke, Selma Vaz Dias, Enzo Coticchia, George Woodbridge, Bettina Dickson, John Brooking.

Credits: An Exclusive Films Production; Produced by Anthony Hinds; Directed by Reginald LeBorg; Screen play by Guy Elmes and Richard Landau.

"Bad Blonde" is an exploitation package that will do good business. Its story is a familiar one, that has been told against many backgrounds and many countries: the young boxer who falls in love with the older man's wife and, with the wife's prodding, proceeds to murder him. Direction by Reginald Le Borg paces the story nicely, while Barbara Payton is well-cast in the title role, displaying a very attractive figure throughout the proceedings. Film doesn't show enough of the boxing world, but several boxing sequences are well-handled.

STORY: Big time promoter Frederick Valk takes over the management of Tony Wright, who is boxing in London. Wright begins training at Valk's estate with his trainer, Sidney James and his sparring partner, John Slater. He dislikes Valk's wife, Barbara Payton. Then dislike turns to love. Barbara tells Wright after their affair has progressed that she is going to bear his child and suggests that they do away with Valk. Under emotional strain, he takes a beating in his first big bout. Finally, under Barbara's influence, he drowns Valk, and makes it appear like accidental death. Valk's mother makes Barbara admit that she is not going to have a baby. Wright decides to confess but he dies of poisoning and James and Slater hold Barbara for the police.

●

"The 49th Man"

(Columbia) 73 Min.

Cast: John Ireland, Richard Denning, Suzanne Dalbert, Robert C. Foulk, Touch Conners, Richard Avonde.

Credits: Produced by Sam Katzman; Directed by Fred F. Sears; Screen play by Harry Essex; based on a story by Ivan Tors.

"The 49th Man" will get its best response as supporting fare. Detailing the work of SID (Security Investigation Division,) the picture becomes quite involved in plot, at times keeping the viewer on his toes in remembering who is whom in the proceedings. The interest of the spectator is held through the use of narration and some excellent stock footage. This tale of spies trying to smuggle an atom bomb into the U. S. has its moments of suspense. John Ireland and Richard Denning are both good as the leads. Dealing with the A-bomb, spies and SID, the picture has quite a few exploitation qualities.

STORY: Investigator John Ireland is assigned by SID boss Richard Denning to track down the mystery of A-bomb parts that are being smuggled into the U. S. Ireland decides that the center of all the intrigue is Marseilles, France, and goes there posing as a Navy lieutenant. Ireland gets the goods on his commander, Robert Foulk, and Lt. Touch Conners, but this twosome pulls a switch and drug him. When they get back to the states, Ireland escapes and makes his way to Denning's office only to learn that it is a war game to test the nation's defenses. However, two figures in the puzzle, Richard Avonde and Suzanne Dalbert don't fit and Ireland senses that real spies are working undercover of the war game to secret a bomb in. Ireland with Foulk manage to fly the A-bomb over the Nevada range and detonate it without causing any damage, and in the process apprehend the culprits.

●

"Pickup On South St."

(20th-Fox) 80 Min.

Cast: Richard Widmark, Jean Peters, Thelma Ritter, Murvyn Vye, Richard Kiley, Willis B. Bouchey.

Credits: Produced by Jules Schermer; Directed and written for the screen by Samuel Fuller; From a story by Dwight Taylor.

Based on its value as an exploitation picture, "Pickup On South Street," which couples a cops-and-robbers situation with a Communist spy gimmick, should make the grade at action houses. Plot contains a number of time-worn chase devices, but these take on a new coating of suspense due to their spy-sensation elements. Story casts Richard Widmark and Jean Peters as down-at-the-heels degenerates who rally in the climax to the cause against communism. But due to the down-beat theme, "gangster" dialogue and low-key "mood" photography, film's entire slate of characters emerge only as negative personalities. Some of the beatings and sex play in which they become involved border on the repulsive.

STORY: Richard Widmark, a pickpocket, lifts the wallet of Jean Peters, a dupe for Communist agents, and escapes. Widmark, finding a piece of microfilm within the wallet, takes it to contain secret information and when the FBI quizzes him about it he keeps silent, deciding to blackmail the Communists. Meanwhile, Jean vainly tries to recover the microfilm from Widmark on the prodding of Richard Kiley, Communist agent, who fooled her into thinking the plans were of a business nature. Then Kiley decides to kill Widmark for the microfilm. Jean, who has fallen in love with Widmark, discovers Kiley as a Communist and goes to the FBI. A trap is set for Kiley and he is given the microfilm. Meanwhile, Kiley and Widmark clash and in a fight, Widmark emerges victorious and with the realization that his country, rather than money, comes first. He and Jean clinch.

●

"Rebel City"

(Allied Artists) 62 Min.

Cast: "Wild Bill" Elliott, Marjorie Lord, Robert Kent, Keith Richards, Stanford Jolley, Denver Pyle.

Credits: A Silvermine Production; Produced by Vincent M. Fennelly; Directed by Thomas Carr; Written by Sidney Theil.

"Rebel City" is a standard western entry that will please all sagebrush fans. Film has its share of double dealing, gun fights, chases and fisticuffs with "Wild Bill" Elliott handling all script demands with his competent, sure manner. Supporting players in this oater are well chosen. Marjorie Lord turns in a good performance and it is good to see Robert Kent back on the screen again. All Elliott's films are loaded with action from start to finish and this one is no exception: it is fast-paced all the way.

STORY: "Wild Bill" Elliott comes to town to find out about the murder of his father, a freight line owner. He gets little help from Col. Ray Walker or Capt. Robert Kent. Knowing that his father was stabbed after he was given some counterfeit money for the sale of his wagons, Elliott hires on as a muleskinner with Marjorie Lord's freight outfit. His first real break comes when Otto Waldis gives him a tip and is later killed. He learns that Copperheads are operating in town. Elliott tracks Kent down as head of the gang, organized to smuggle Union Army rifles to the South. Elliott and Marjorie clinch.

Foreign Films

"Fanfan The Tulip"

(Lopert Films) FRENCH 96 Min.

Cast: Gerard Philipe, Gina Lollobrigida, Noel Roquevert, Olivier Hussenot, Marcel Herrand, Jean-Marc Tennberg.

Credits: Produced and directed by Christian-Jacque; Screen play by Henri Jeanson; Adapted by Christian-Jacque, Rene Wheeler and Jeanson; Story by Rene Fallet and Wheeler.

When played to class and art house audiences, "Fanfan the Tulip," a French-language period comedy about warfare and sex, should find the going profitable. Main exploitable asset is Gina Lollobrigida, an Italian actress who is clad in garments which reveal a surprising amount of her upper anatomy. The story, set in 18th century France, is replete with derring-do stunts and amorous antics as performed by Gerard Philipe, actor familiar to art house devotees. Picture falls into the realm of a spoof, and nothing is to be taken seriously. English titles and a commentary spoken by the comedian Hiram Sherman are adequate.

STORY: In 18th century France, Gerard Philipe gets into trouble with a peasant girl but escapes the ire of her family by enlisting in the army then at war with the British. Gina Lollobrigida, the sergeant's daughter, falls in love with Philipe, who spurns her because he thinks he is destined to marry the daughter of Louis XV. While trying to romance the king's daughter, Philipe is arrested by palace guards and sentenced to death. But an appeal by Gina saves his life. Gina then learns that the king wants her for amorous reasons. She is forced to go into hiding in a convent. There the king's men fight it out with Philipe and his friends for Gina's honor. Philipe, victorious, gets involved in a mixup which accidentally wins the war for the king. Latter adopts Gina as his daughter out of gratitude. She and Philipe then marry.

Metro Slates "Main St." For 21-City July Release

"Main Street to Broadway," the film produced by Lester Cowan in association with the Council of the Living Theatre, will be released nationally on July 10 by M-G-M, when it will open in 21 cities outside of New York which feature Theatre Guild subscriptions to road shows.

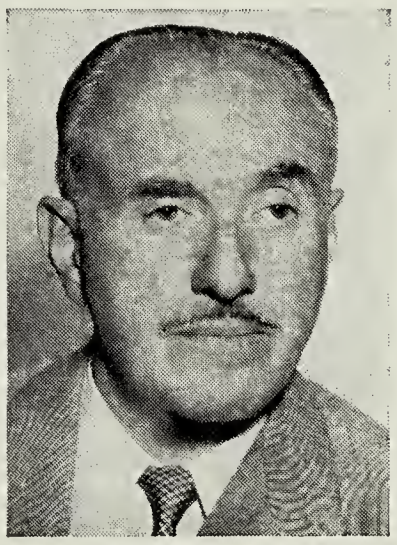
Twenty-five per cent of the picture's profits, estimated at $200,000, will go towards Council's campaign to encourage local interest in these cities in traveling legitimate theatre shows.

M. A. Lightman, head of Cinema Productions, which is producing the film, and industry member of the Council, has pledged exhibitors throughout the nation to show "Main Street." Many of the premieres will feature personal appearances by stars in the cast.

Other exhibitors associated in the enterprise are Fred Schwartz, Century Circuit; Samuel Pinanski, American Theatres, and Oscar A. Doob, Loew's Theatres.

New Techniques Scheduled For 44 WB Pictures

BURBANK, CALIF. — Production of 44 pictures during the next 18 months, through late 1954, with emphasis placed wherever "logical and appropriate" on all of the latest developments in three-dimension photography, color, sound and projection, was announced last week for Warner Bros. through a statement by Jack L. Warner, production chief.



JACK L. WARNER

Warner said that future production at the studio will be characterized by "revolutionary developments" in filming, including employment of a heretofore unannounced wide-screen WarnerScope process and "expansive use" of 3-D photography, augmented with the WarnerColor process and WarnerPhonic sound. Two-dimensional pictures will also be made and Technicolor will be utilized as a color process for a number of pictures, Warner pointed out.

The production chief disclosed that his company will list "specifications and details" of the new WarnerScope at a time in a near future when "we are ready to present a demonstration for the press and exhibitors."

New Process Used

"In the meantime," Warner added, "we are putting this process which ranks in importance with WarnerPhonic sound, three-dimensional photography, and WarnerColor in practical operation for our forthcoming product."

Warner said the process is one newly perfected but in development through many years of research and experimentation by the studio. He said WarnerScope was brought to "usable form" early last fall and since has been "refined and perfected."

Warner added that "by maintaining flexibility" in production "we can assure superior results impossible with a hard and fast adherence to a single process or a fixed combination of processes."

He said that research is "continuing at a stepped-up pace. As other advances are perfected," Warner added, "they will find their proper place on this program. How these processes are used, singly or in combination, will be announced as productions near actual shooting time."

A listing of the 44-picture line-up follows:

"THE DESERT SONG," produced by Rudi Fehr, starring Kathryn Grayson and Gordon MacRae.
"THE BEAST FROM 20,000 FATHOMS," produced by Hal Chester and Jack Dietz.
"DIAL 'M' FOR MURDER," directed by Alfred Hitchcock.
"EAST OF EDEN," directed by Elia Kazan, written by John Steinbeck.
"SOUTH SEA WOMAN," produced by Sam Bischoff, starring Burt Lancaster and Virginia Mayo.
"MISTER ROBERTS," from the Josh Logan-Leland Hayward New York stage hit.
"MISSISSIPPI WOMAN," directed by Elia Kazan, written by Tennessee Williams.

(*Continued on page* 29)

RKO Theatres Unveils Wide Screen; Conversions Estimated At $2,000,000

Highlighting the annual stockholders meeting of RKO Theatres last week was the unveiling of an all-purpose screen and accessories for projection in two and three dimensions, plus wide screen; an announcement of conversion costs for the circuit to the new mediums; disclosure of earnings increases for this year's first quarter, and approval of management's proposal for an incentive stock option purchase plan for key employes.

Sol A. Schwartz, company president, estimated conversion cost for the circuit to 3-D and wide screen, plus stereophonic sound, at a figure that may well run over $2,000,000.

Per theatre cost, he said, may come to $25,000. Forty percent of the circuit's 90 houses are located in the New York area.

Schwartz, in discussing new techniques, advocated a diversity of new methods rather than standardization of one technique.

RKO Theatres, Schwartz disclosed, continues in a strong financial position. New working capital at the close of last year was $9,600,000. Schwartz said the figure represented an increase of $1,162,000 over 1951.

Capital Increases

Estimated net profit for the first quarter of 1953, Schwartz reported, is $325,361, as against $137,867 for the corresponding 1952 period. Schwartz added that estimated earnings for April of this year are better than for the previous April.

Schwartz noted, however, that it is not certain whether the rate of improvement will continue since the May-June period usually sees an attendance drop.

He added that a product slowdown may be felt by exhibition during the latter part of the year due to the Hollywood slow-up caused by introduction of new production techniques.

The circuit prexy revealed that the "feverish activity on the part of a number of studios in setting up plans for 3-D and wide screen pictures . . . should show good box office returns."

Schwartz noted with optimism that "the gloom which until recently pervaded this business" is now vanished. "People all over the country are flocking to see the first pictures projected by new methods," he added.

A vote by stockholders registered overwhelming approval of management's proposal for an incentive plan whereby key employes would be granted options to purchase blocks of stock at 95 percent of market value at the time options are granted. Stock option committee, according to rules of the proposal, will be appointed by and from the company board.

Re-elected to the board were all the current directors: David J. Greene, A. Louis Oresman, Edward C. Raftery, Schwartz, Ben-Fleming Sessel and William J. Wardall.

Company's officers all were re-elected, also: Schwartz, president; William W. Howard, vice-president; Thomas F. O'Connor, vice-president and treasurer; William F. Whitman, secretary and general counsel; Harold E. Newcomb, comptroller.

Stock Purchased

Following approval of the option plan, the board announced its decision to purchase 150,000 shares of company stock on the New York exchange, at not more than $4.50 per share to have the shares available in connection with the plan.

The company, acting on the stockholder authorization, picked up the entire lot in 15 minutes on the exchange late last week.

Regarding the 3-D wide-screen demonstration, Charles Horseman, in charge of circuit maintenance, announced dimensions of the screen at 22x50, and manufacturer as Hurly Screen Co. Horseman said the screen, a CinemaScope unit, represents an improvement over the one used at the Roxy Theatre demonstrations recently.

The all-purpose screen was the Miracle Mirror Screen. CinemaScope, 3-D and conventional motion pictures, it was noted, can be projected via the set-up. Shown were scenes from 20th-Fox's "The Robe," in CinemaScope, and Warner Bros.' House of Wax," in 3-D. Stereophonic sound accompanied the images.

CinemaScope, Cinerama For RKO Theatres

All-purpose CinemaScope screens, and some Cinerama units, together with stereophonic sound accessories, will be installed in a number of houses on the RKO Theatres circuit in the near future, according to Sol A. Schwartz, company prexy.

Schwartz said that most circuit houses are already equipped for showing 3-D pictures and that Cinerama may be exhibited in a number of others, but not in the majority. The RKO Palace, N.Y.C., will be one of the theatres to receive a CinemaScope installation.

NCA Convention Flays Prices, Pre-Releases; Ben Berger Re-Elected

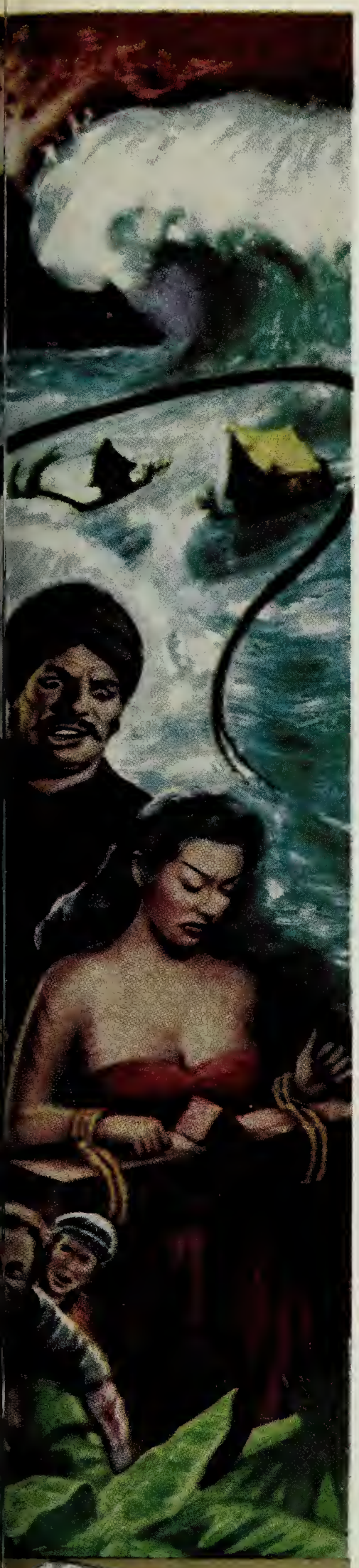
MINNEAPOLIS.—Increased resistance to requirements for advanced admission prices, pre-release runs and high percentage terms by motion picture distributors sparked the annual convention last week of North Central Allied.

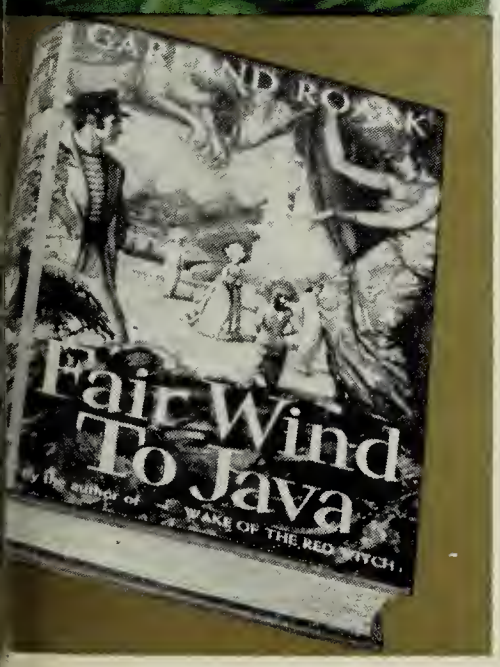
Resolutions adopted authorized NCA to act legally with National Allied to fight pre-release and advance admission policies. Stanley Kane, NCA executive counsel, announced that the group is about to take court action against a major film company over pre-release.

Over 300 persons attended the two-day convention, which re-elected Benjamin Berger as chairman, and chose the following as officers: Earl Peaslee, first vice-president; Reno Risch, second vice-president; Al Lee, secretary; and Sim Heller, treasurer. New Directors include Bill Clark, Mr. Heller, Frank Mantzke, Charles Rubenstein and Clarence Quincer.



Intrigue . . . mutiny . . . piracy . . . a passionate love story . . . and the sensuous background of th
East Indies combine for spectacular entertainment in this roaring sea drama from the best
selling novel by Garland Roark, author of the boxoffice hit, "Wake Of The Red Witch."
Brought to the screen in dramatic Trucolor . . . climaxed by the excitement of the volcani
eruption of Krakatau and one of the most sensational tidal waves ever filmed!





HERBERT J. YATES

presents

FRED MacMURRAY
VERA RALSTON

in

FAIR WIND TO JAVA

TRUCOLOR BY CONSOLIDATED

with

ROBERT DOUGLAS · VICTOR McLAGLEN
JOHN RUSSELL · BUDDY BAER
CLAUDE JARMAN, JR. · GRANT WITHERS

Screen Play By RICHARD TREGASKIS

Based on the Novel By GARLAND ROARK
Author of "Wake of the Red Witch"

Associate Producer-Director JOSEPH KANE

A REPUBLIC PICTURE

Republic Pictures Corporation

EXPLOITATION PARADE



Two men attired in "Martian" dress were helped out of a cab in front of a prominent Detroit hotel as a stunt designed by Wayne Parsons, manager of the Broadway-Capitol Theatre, to promote the run of 20th-Fox's "Invaders From Mars."



A contest and lobby display, involving a tropical fish tank and a dummy of a deep sea diver, was organized in the lobby of the Orpheum Theatre, San Francisco, for the run of U-I's "City Beneath The Sea."



A girl attired in can-can costume, and wearing a Toulouse-Loutrec placard, passed out playdate announcements of United Artists' "Moulin Rouge" at an art show in conjunction with the film's run at Loew's State Theatre, St. Louis.



In an unusual promotion of a Warner Bros. shorts bill, a "Bugs Bunny" dummy about three feet in height was mounted in the outer lobby of the Palace Theatre, Clinton, Ind., by manager Robert Sherer. Dummy held a playdate banner and was flanked by a pair of 40x60's reading "Bugs Bunny Cartoon Revue." Result was an attractive display that helped boost attendance.



A roving photographer took pictures of girls during a day's tour of mid-town New York as ballyhoo for "I Love Melvin" at Loew's State Theatre. The ten prettiest girls to be photographed were sent guest tickets for the "Melvin" run. Photographer wore playdate banners on the side of his coat and in the band of his hat. Banners invited girls to have their pictures taken free and to see "Melvin." Stunt attracted much attention.



In a tie-in for the Melba Theatre, Birmingham, Ala., run of U-I's "Abbott and Costello Go To Mars," manager Harry Curl procured a new automobile as a result of a tie-in with a local car dealer. He then loaded the auto with scantily clad models, dressed a man in "outer space" garb, and drove the eye-catching collection through town.



The triple-theatre opening of Columbia's "Salome" at the Carib, Miami and Miracle Theatres, Miami, Fla., was attended by a mammoth campaign in which a float figured prominently. Accompanying the float were two girls dressed in Near Eastern garb a la Salome. Float was contributed by a shoe store featuring a "Salome" foot piece for women.

Street Renamed, Orchids Awarded For "Broadway"

An anniversary celebration of a theatre, a collegiate student stunt plus a giveaway of flowers were engineered by houses to promote interest in respective runs of Warner Bros.' "She's Back On Broadway."

The Tennessee Theatre, Nashville, had the city's main street renamed "Broadway" as a stunt in a campaign that utilized the house's first anniversary to push the engagement of the film.

The joint celebration activities, as set up by Kermit Stengel, of Crescent Amusement Co. and Floyd Rice, the Tennessee manager, involved having New York City "Broadway" signs delivered through a tie-up with Eastern Airlines.

An E. A. flight attendant assisted the city's mayor in erecting the signs. Civic and social dignitaries participated in the activities.

Orchids Presented

In addition, models presented orchids to each of the female guests invited to the opening. Autographed photos of Virginia Mayo and Gene Nelson, who star, were distributed to patrons.

Irv Hillman, of the Roger Sherman Theatre, New Haven, had Miss Mayo named "Miss Yale Record of 1953" for the run of "Broadway." The humor publication at Yale University co-operated, with photo of student judges and life-size cut-out of Miss Mayo planted in local dailies.

Also, Hillman and Jim McCarthy of the Strand Theatre, Hartford, were able to plant numerous newspaper breaks on the film in connection with the action by the Yale students.

The Paramount Theatre, Kansas City, utilized two color blow-ups of Miss Mayo photos in the lobby to arouse advance interest in the playdate. Blow-ups were moved to the theatre front for the run of the picture.

Street Stunt Heats "Kettle" Run



A horse and wagon affair, made inexpensively and bedecked with provocative copy and playdate credits, came off as a swell attention-getter by Shea's Theatre, Ashtabula, Ohio, for the run of Universal-International's "Ma and Pa Kettle on Vacation." Added look-see on the wagon were drivers, clad by Dale Tysinger, Shea's manager, as "Ma" and "Pa."

Theatre's Novel Lip Prints Contest Nets Store Contest On 'Legion' Date

A contest inviting women to match their lip prints with those of Arlene Dahl, and a novel "Desert Legion Cap" promotion were utilized by theatres in connection with runs of Universal-International's "Desert Legion."

Basil's Lafayette Theatre, Buffalo, developed the lip-matching contest in a tie-up with a local department store.

Through newspaper ads and cosmetics counter displays carrying playdate credits, women patrons of the department store were invited to submit their lip prints to the "Desert Legion" contest. The department store gave the first 200 entrants free lipsticks.

Entry box for lip prints was erected near cosmetics counter of the store.

The woman whose lip print came closest to matching Arlene Dahl's received an expense-paid weekend in New York. Second prize was a $100 Westmore Beauty Kit.

The Radio City Theatre, Minneapolis, cooperated with a local hat manufacturer to develop a "Desert Legion Cap" which was promoted by a local department store in window displays giving full credit to the picture's run. The hat displays included several pictures of film's star Alan Ladd wearing the headpiece in his role.

Bakery Contest Held

Another feature in the Radio City Theatre campaign was a contest arranged with a local bakery which asked patrons of the bakery to help name a new Arlene Dahl cake. Prizes were two government savings bonds.

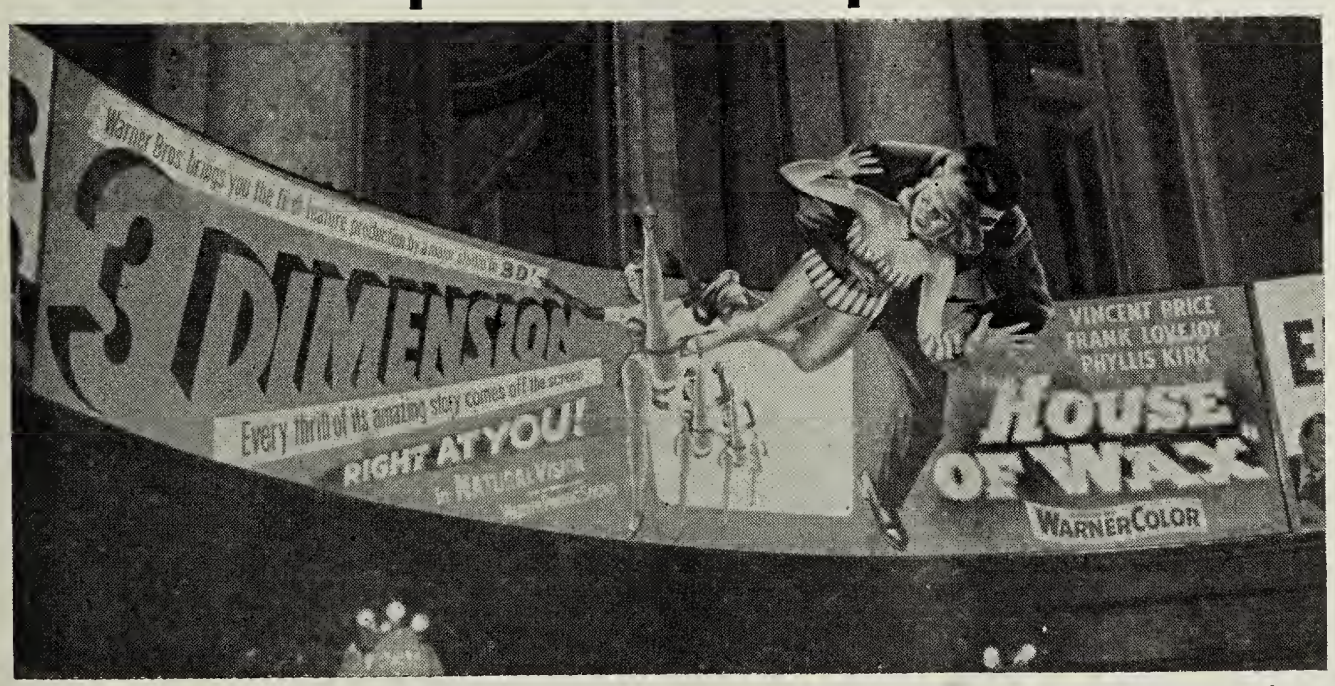
The bakery counter carried a banner on the Radio City run with a description of the contest. The sign said that Miss Dahl had originated a new cake that needed an appropriate name.

"Sheba" Aides Mailed Exhibitors

A special combination two-color mailing piece and one-sheet presenting some of the hundreds of major national magazine and top newspaper feature breaks received by "Come Back, Little Sheba," has been prepared by Paramount as an extra box office booster.

This special sheet is being mailed to theatres by the Paramount branches with a letter pointing up the use to which it can be put as an attention-getting theatre-front and lobby poster.

3-D Hoopla Builds Up "House"



The entire lobby of the New York Paramount Theatre was decorated with third-dimensional display pieces designed to generate interest in the theatre's run of WB's "House of Wax," in 3-D. The ledge of the balcony was decorated (above) with a poster highlighting a scene from the film. Poster carried a cut-out in a manner to give an illusion of depth and was erected prior to the opening. Other display pieces included stereoscopic lobby viewer setups which showed scenes from the film.

"Stars" Record Giveaway

HARTFORD.—Rosemary Clooney recordings were given out gratis to the first 50 patrons in line on opening day at the Allyn Theatre for the run of Paramount's "The Stars Are Singing." Giveway was arranged by Ray McNamara, Allyn Manager.

REGIONEWS

ALBANY

A new drive-in set to open this month is The Hollywood, West Sand Lake, built by James Fisher, who purchased equipment from the Griswold, Troy, before it was demolished. Upstate Theatres will buy and book for The Hollywood. . . . Laverne Fuller, formerly associated with the Dix Drive-In, Glens Falls, is said to be planning the summer opening of an ozoner at Greenfield, three miles out of Saratoga. . . . Herbert Russell has tentatively set July for the premiere of his drive-in at Chazy in Clinton County. . . . The St. Johnsville Community Theatre, reopened last Nov. by Carl Bovee with financial support from a group of local businessmen, elosed again because of poor business. It had been leased from the Smalley Estate. . . . Ernest J. Wolfe, an exhibitor in Lowville for more than 35 years, passed away at 59. . . . Variety Club honored Leo Greenfield, Universal mgr., with a bachelor dinner at the Shaker Ridge Country Club. Ineidentally, the Universal exchange is being remodeled. . . . Lou Goldstein, most recentlv a buyer for Warner Theatres in Los Angeles, has resumed operation of Sehuyler and West Rome drive-ins.

ATLANTA

A $96,000 ozoner will be ereeted on the 7700 bloek of South Dixie Hyway, W. Palm Beach, Fla., by C. N. Hall. It will be a twin to his Boulevard Drive-In on Southern Blvd. . . . The Lincoln Theatre, Ft. Myers, Fla., was shuttered. . . . "The Dark Man," Columbia's 3-D film, opened at the Rialto here at road-show prices. . . . Looks like "House of Wax," which opened to SRO at the Paramount, will have a three-week run. . . . Dick Johnson resigned as offiee mgr. for Columbia to go with the Floyd Theatres in Florida. . . . Clyde Sampler, for many years on Atlanta's Film Row and with theatres in Georgia, is now with Capital City Theatre Supply. . . . Mr. and Mrs. Hawthorne (he is mgr. of the Capital in Clearwater, Fla.) were hosts to movie stars in "Twelve Mile Reef," which 20th-Fox is making there.

A new 250-ear drive-in will open at Louisville, Ala. in June. . . . Effeetive June 27, Herman P. Hatton leaves his post as Macon, Ga. city mgr. for Georgia Theatre Co. to become director of operations for Station WMAZ-TV. The new station on Channel 13 goes on the air Sept. 27. . . . Floyd and Hussey started on their new Pine Hill DriveIn at Orlando, Fla., for 600 cars. . . . Walter Oakerson was appointed mgr. of the Essex Theatre, Hialeah, Fla. . . . Al Rook appointed mgr. of the IFE. . . . Fred T. McLendon, new owner of the Highway Drive-In at Georgiana, Ala., taken over from Nathan Pieree, will have Milton Dorriety as mgr. . . . Cecil Reid was appointed mgr. of the Starlite Drive-In at Wauchula, Fla., to succeed Joe Dobbs, who goes to Haines Citv. Fla. Reid was with the Paramount theatres for 13 years. . . . R. E. Wilson and K. P. Ingram opened their new 254-car Sky Vue Drive-In at Springfield.

The Tower Drive-In at Tampa, Fla. will try out dusk to dawn shows, from 11 p.m. to 5 a.m., playing about five features. . . . Bob Burnett, recently discharged from the Army. is baek with RKO. . . . The Ritz Theatre, Commeree, Ga., elosed beeause of bad business. . . . The Wometco chain will build an 850-car ozoner at W. Palm Beach, Fla., with a July opening in view. . . . Construetion has started on the Joy-Lan Drive-In at Dare Citv, Fla. for Floyd Theatres. Curry Andrews will manage it. . . . Jack B. Hegarty was appointed mgr. of the Florida Theatre at Sebring, Fla. . . . At this writing, the Atlanta braneh of Universal is in third plaee in the Silver Anniversary Drive. Ben Hill has been appointed southern dist. publicity mgr. for the eompany and will headquarter here. . . . Paramount's 3-D "Sangaree," in Technicolor, will have its world premiere in Savannah, Ga. on May 27. . . . Bailey Theatres in Atlanta trying out 3-D in its colored houses.

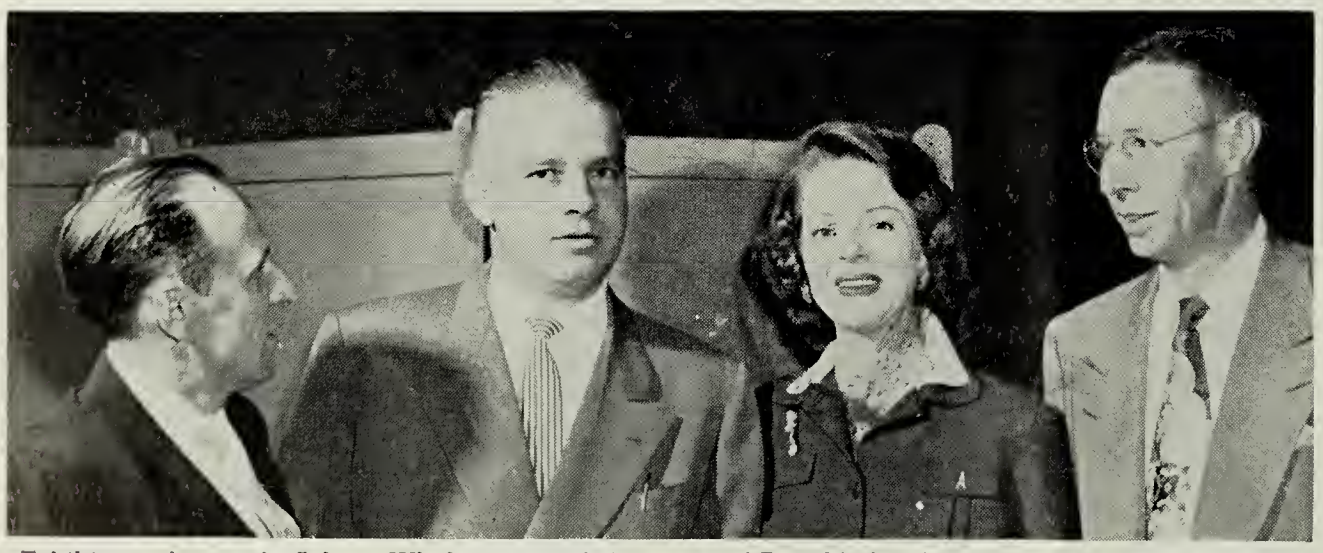
BOSTON

The first drive-in to be built in Mass. this season is under eonstruction in Marshfield on Route 139. Co-owners Morris Feinberg, Frank Calvi, Al Oliver and Bill Bogardi say it will take 20 working days. . . . Bill Jennings resigned as head booker at Screen Guild to join Oakite Products. . . . David Kaplan, a trustee of the newly-formed Moviecraft Federal Credit Union, has been promoted from projectionist at the Trans Lux Theatre to asst. mgr. . . . Arthur Rosenbush of Methuen has gone to the Hoosac Drive-In as mgr. for owner Stanley Rothenberg. . . . George Roberts of the Rifkin Circuit was installed as pres. of Sentry Lodge of B'nai B'rith at ceremonies eonducted by pres. Burton Robbins of New York's Cinema Lodge. Others elected were Louis Richmond, Edward Canter, Max Tobin, Harry Cohen, Henri Sehwartzberg, Samuel Zitter, Harry Wasserman, Samuel Pinanski, outgoing pres. Trustees are Julius Meyer, Maurice Wolf, Morris Pouzzner, Theodore Fleisher and E. M. Loew.



Paramount stars, in town for opening of their new film, "Girls of Pleasure Island," help mgr. William Hartnet in festivities commemorating 25th anniversary of ATC's Embassy Theatre, Waltham, Mass. L to R: Audrey Dalton, Don Taylor, Joan Elan, Hartnet, and Dorothy Bromley.

Walter A. Brown, chief barker of Variety Tent 23, announees that Jim Britt, TV and radio sports announcer, will receive the 1952 "Great Heart" award for his unselfish effort on behalf of the Jimmy Fund. Presentation will be made at a banquet in the grand ballroom of the Hotel Statler on June 11, with exec. dir. Wm. S. Koster in charge of arrangements. . . . Lt. Com. Lloyd Clark, v.p. and g.m. of Middlesex Amuse. Co., returned to his desk after a two-year stint with the Navy. . . . Russell Martin's new Cornish Drive-In, Cornish, Me., ahead of schedule, will be ready for a mid-May opening. . . . "House of Wax" established a new record for a non-stageshow program at the Metropolitan by grossing over $50,000 in its first week. . . . Don Prince, producer's rep. and dir. of pub., was in town conferring with UA branch mgr. Harry Segal on "No Escape." Hugh McKenzie, who resigned as RKO publicist last fall, is a eo-producer.



Exhibitors chat with Arleen Whelan, one of the stars of Republic's "The Sun Shines Bright," at a press luncheon to spark world premiere of the film at the Tennessee Theatre in Nashville. L to R: Herbert Bowen of Franklin, Tenn.; John Hatcher, Jr. of Lebanon, Tenn., and a newspaper man from the latter city.

BUFFALO

Basil's Lafayette is the latest local house to show 3-D with opening of "Man in the

(*Continued on page* 24)

Get Set With Paramount For An Exciting "Run"!

JAMAICA RUN

Color by TECHNICOLOR

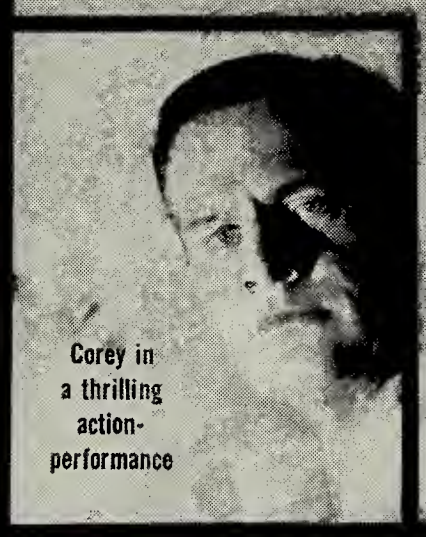
Variety notes:
"Notable assets—
Jamaica backgrounding and theme of shipwreck. Both suggest pay-off bally playing up intrigue in exotic spot!"



That beautiful boxoffice Dahl, never so glamorous



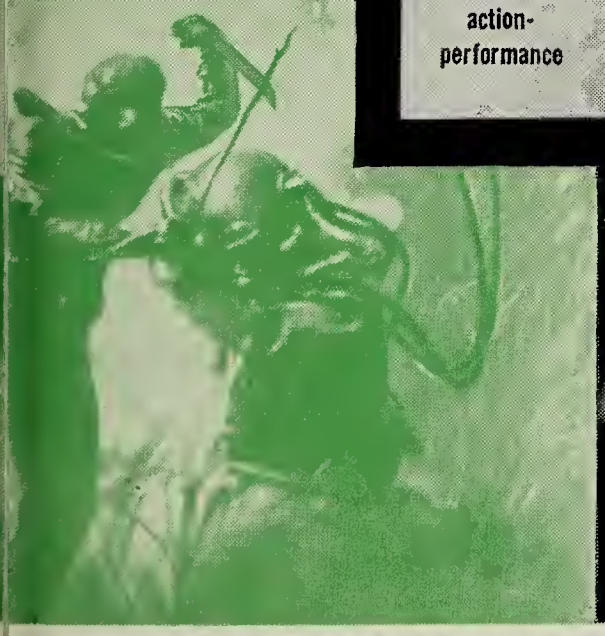
Milland in a suspense-and-danger role



Corey in a thrilling action-performance

IN JUNE comes this great popular entertainment of sultry love and sudden death...from the Saturday Evening Post novel

starring
RAY MILLAND
ARLENE DAHL
WENDELL COREY





with PATRIC KNOWLES · LAURA ELLIOT · Written for the Screen and Directed by LEWIS R. FOSTER · From a novel by Max Murray · A Clarion Production · A PARAMOUNT PICTURE

BUFFALO (cont'd.)

Dark." Gen. mgr. George MacKenna reports that 50,000 pairs of polaroid glasses were purchased at 10¢ each and will be provided free to spectators. . . . "House of Wax," in its third week at the Paramount, grossed double the usual take in its first week. . . . The 620-seat Circle Theatre, owned by M. Konczakowski has closed. . . . Also shuttered was David Zackman's 400-seat Oakdale. . . . The North Drive-In at Cicero was taken over by Sam Slotnick when it recently reopened. However, corporate name is still McConnell Reed Corp. . . . Donald Drake has taken over ownership of the Genessee Drive-In at Batavia from Raymond T. Babcock.

Tuesday - Wednesday - Thursday closings are now in effect at the Williamson Theatre, Williamson, owned by Stanley Zaborowski, and Edward Horning's Capitol at Frewsburg. . . . Schine's Strand at Oswego, Palace at Corning, Palace at Auburn, Regent at Geneva and Rialto at Lockport have changed from second to first-run policies, with the Strand at Oswego operating Friday to Sunday only. . . . TV set installations in the Buffalo area now total 349,902. Theatre mgrs. here estimate attendance is down about 25%.

CHARLOTTE

North Carolina Theatres, the Wilby-Kincey Service Corp. and H. F. Kincey asked dismissal of the $9,000,000 anti-trust suit filed by Mr. and Mrs. Allen B. Thomson, operators of theatres in Graham, N. C. The Thomsons claim defendants conspired to run the Graham theatres out of business. . . . M. W. Lemcke was appointed mgr. of the Hillcrest Drive-In at Statesville, N. C., to replace Harold Fulp, who has been called to the service.

CHICAGO

Harold Williams and Jack Ryan were named co-mgrs. of the 4000-seat Oriental Theatre, following resignation of Hal Brown to engage in TV merchandising. The Oriental signed for a CinemaScope installation. . . . Wm. W. Heasman retired from management of Plumb and Majestic theatres, Streator, Ill., and Wm. Hetzner took over. . . . Kenneth Phillips and Peter Karonis purchased eight acres north of Normal, Ill. for construction of a 500-car ozoner which will cost more than $125,000, and be equipped for 3-D. . . . Lester Piersall joined the managerial staff of Alliance. Stanley Goodman was named supervisor of the northern district, succeeding Robert Bachman, who was upped to asst. film buyer. . . . Brandon Films thru the Film Center here, seeking theatre dates in this territory for their 16 mm film "Julius Caesar."

Judge Harry Fisher set June 5 for hearing of Civil Liberties Union case against





Tony and Dorothy Weitzel interview Dave Wallerstein, general manager of Balaban & Katz, on their WMAQ-NBC radio show, at opening in Chicago of Warner's 3-D "House of Wax."

city authorities for withholding permit to show "Miracle" here. . . . Brookwell Enterprises, headed by former Senator C. Wayland Brooks, filed application for permit to contruct a TV station in Peoria, Ill., seeking Channel 8. . . . Alliance will try out one-night stands of radio's Renfro Valley Barn Dance and Grand Ole Opry, in conjunction with film programs, at its La Salle, Streator and Kankakee drive-ins. Pete Panagos books the attractions.

Ralph McCoy retired as country sales mgr. for Warner's. . . . Times Theatre, under management of Jerry and Ray Marks, is now operating weekends only. . . . Mgr. Erwin Moyer of B&K's Nortown invited 250 kids from the Angel Guardian orphanage to a matinee showing of "Peter Pan" and "Bear Country," and gave away candy supplied by Morris Friedman delicatessen. . . . Edward Skehan of the Columbia Exchange has a new baby daughter. . . . John P. Fields was named mgr. of Warner's Stratford Theatre, and Gladys Whitlock asst. mgr. of Warner's Shore. . . . Frank Mauck took over the Gold Theatre, Golden, Ill., from the Hill management. . . . Este, Magrini, Smith Co. building a 500-car ozoner on Route 45, one mile south of Ludlow, Ill. . . . The Elmo Theatre on W. Van Buren St. was closed and will be sold for commercial use.

President Eisenhower appointed Judges Julius Hoffman and Wm. Knoch to be U. S. district judges. They will help reduce anti-trust cases now jamming Chicago federal courts. . . . Following CinemaSeope demonstrations here, equipment was ordered by John Kontos for his Sterling Theatre, Sterling, Ill., and Alschuler's Vision, Chicago. . . . Imperial Theatre using bolero dinnerware premiums, while the Ken is using ovenware to boost business. . . . Chester Amberg, mgr. of JLS McVickers Theatre, is celebrating his 45th year with the company. He has seen movies go from the Nickelodeon to 3D. . . . L. D. Pearlman, owner of several Chicago theatre properties, including Portage and Park theatre bldgs., died of a heart attack in Greece. . . . Ab Johnson of the Harris Theatre passed away. He was 79.

Jimmy Coston is allowing the PTA to sell tickets for his Beverly Theatre on a percentage basis, so they can boost the drive for educational TV on Channel 11. . . . The Rosewood Theatre closed. Herb Ellisburg was mgr. . . . Bob Gardner of Gardner Theatre Supply back from Augusta, Ill., where he supervised installation of Motiograph 3-D equipment in Emmet Huston's Lee Theatre. . . . George Wilson of U. S. Labor Dept. assigned to Film Row wage negotiations. . . . Baby daughter born to Larry Hall, M-G-M booker. . . . Judge Sam Perry set hearing date of Zimmerman's Eagle Theatre anti-trust suit against B&K and film companies for June 22. $343,000 damages sought. . . . Many out-of-town theatre men attended the funeral of Connie Papas, operator of theatres in Ill. and Wisc., who passed away after cancer surgery at the age of 40. . . . The Cook County assessor's office is granting motion picture theatres a one-third reduetion on their 1953 personal property tax.

CINCINNATI

Frank Yassenoff, owner of three drive-ins in the Columbus area, expects to open his new West Fifth Auto later this month. . . . John Stallings is installing 3-D equipment in his Clinton Theatre, Blanchester, and will show "Bwana Devil" on May 17. . . . Mrs. Ethel Miles, circuit exhibitor, is buying and booking for the Linden Theatre, Columbus, operated by Marzetti's of Columbus. . . . W. T. Cain, Jr. will not operate his ozoner at Paintsville, Ky. this summer owing to collapse of the bridge on the Paintsville-Inez Road, which provided easy access to the theatre. . . . L. O. Davis, operator of conventional theatres, is building a drive-in at Hazard, Ky. . . . An Ozoner is going up at Jenkins, Ky. for Thalheimer Bros., who own and operate theatres in W. Va. and an indoor house at Jenkins.

Ira Dyer, who operates a theatre in Albany, Ky., expects to open his new ozoner there around the middle of May. . . . The Fayette Theatre, Washington Court House. owned by Hoy O. Simons and his sister, Mrs. Alice S. Payne, celebrated its 25th anniversary. Simons has been managing the house since it opened in 1928. . . . Rev. Earl Ivie has taken over the downtown Shubert from RKO on a long-term lease and will convert the Bond Theatre, where he has been conducting revival meetings, into a Bible school. . . . The Family Theatre, Milford, owned and operated by Ray Hautz for 21 years, was purchased by Louis E. Eigher, Jr. and Jurian D. Hardoerfer. New owners will make some improvements. . . . The Crawford Adkins, owners of the Jaxon, Jackson, Ky., are proud parents of a baby boy.

DENVER

Norman Probstein closed his State Theatre and will raze the building to turn it into a parking lot, which he will operate. He has taken over the old Isis from Fox Inter-Mountain, which he will also operate after

DENVER (cont'd.)

a remodeling job to include a new front, sound, screen, booth, and equipment for 3-D, then rename it the New State. . . . Virgil Campbell, recent mgr. of the Isis, has been named mgr. of the Rex, Brighton, Colo. . . . Jack Wodell, mgr. of the Paramount, has been promoted to city mgr. for Wolfberg Theatres' first-run houses in Denver, which include the Paramount, Broadway and North drive-in. George Ryder, recently made house mgr., becomes mgr. of the Paramount. . . . Lynn Fetz, Denver Shipping & Inspection Bureau, mgr., agent for Polalite 3-D glasses, says he will have sold at least a million of them in this area by July 1.

Murray Lafayette, UA publicist, is in town whipping up the campaign on "Moulin Rouge," which opens soon at the Denver and Esquire. . . . The Santa Fe, Santa Fe, N.M., owned by Don Beers, and the Vita, Spearfish, S. D., owned by Wally O'Neill, are among the latest to equip for 3-D. . . . Walter Houser, owner of the theatre at Lafayette, Colo., and Carmen Romano, owner of the theatre at Louisville, have opened their L. & L. Drive-In, just about half way between the two cities. . . . Mrs. George Allan, wife of George Allan, Sr., owner of the State, North Platte, Neb., passed away.

DES MOINES

A new 300-car drive-in will be built on Hyway 105, west of St. Ansgar, by Harlan Anderson, proprietor of the Roxy there. Anderson hopes to have it in operation in June. . . . The Rex Theatre in Scranton reopened after being closed almost a year. Dick Smits and Bob Dreher will manage for owner Nick Bermel. . . . Edith Hansmann sold the Luna Theatre in Battle Creek to H. F. Van Boxtel. . . . Howard Bayer, owner of the theatre at Schleswig, has leased the Uptown in Charter Oak. . . . Howard Brookings opened the theatre in Carson which was closed since late Feb. . . . A. H. Blank, pres. of Tri-States, and his bride, Theo Redwood of Darlington, S. C. and N. Y., are honeymooning in Mexico. . . . Lu Hummel, Columbia salesman, is recuperating from surgery.

Tim J. Evans purchased the Niles Theatre and building in Anamosa from Clifford L. Niles and his son Charles, who plan to maintain their offices in the building. The theatre had been in the Niles family since 1901. Evans is owner and operator of the Lyons Theatre in Clinton. . . . Bill Green, well known to Iowa film men, is now regional promotion mgr. for Cinerama, working currently in Detroit. . . . June 1 has been set for the annual Variety Club golf tournament and stag at Hyperion Field Club. . . . Members of the midget baseball squad in Sac City were guests of mgr. Sid Peterson of the Sac Theatre at a special showing of "The Winning Team," and a food and fun session at a local cafe. . . . Elmer J. Tilton, retired exchange mgr., died recently at the age of 58. He had been with Warner's for 20 years and with Republic 5 years. . . . Washington Amuse. Co.'s Waco Drive-In, Washington, which had its formal opening May 1, is managed by E. S. Tompkins, who also directs the State and Fox theatres. . . . Norman Merkel has purchased the Time Theatre in Albert City. . . . Harold Parrott is new salesman at Universal, replacing Ralph Olson.

DETROIT

D. O. Gregory and L. L. Griffin will build a drive-in on U. S. 31 near Beulah, Mich. . . . Ray Schreiber, head of Midwest Circuit, is back on the job after illness and opening up the Palmer Park as an art film house. Bill Clark will do the booking. . . . Dillon M. Krepps, mgr. of the United Artists Theatre; Neil Talling, mgr. of the Krim in Highland Park, together with Harold Brown and Alice Gorham of United Detroit Theas. were guests at the annual luncheon meeting of Greater Detroit Motion Picture Council. . . . Dave Idzal was host to several thousand guests in the trade and press for the two special previews of CinemaScope at the Fox Theatre. . . . Frank Upton, mgr. of the Music Hall, reports Cinerama continuing to do capacity buiness in its seventh week.

INDIANAPOLIS

Alliance will try out one-night stands of radio's Renfro Valley Barn Dance and Grand Ole Opry in conjunction with film programs at its outdoor theatres in Anderson, Logansport, Marion, Kokomo, Vincennes and Terre Haute. Ray Miller was named mgr. of the circuit's Indiana Theatre, Terre Haute, following promotion of Stanley Goodman to supervisor of northern district theatres. . . . A board meeting on June 9 will precede the annual spring convention of ATO of Indiana at French Lick Springs Hotel, June 10-11, which will primarily be a fun session. Pres. Trueman Rembusch attended the Washington hearings on H.R. 157. . . . Ellen Ackron will buy and book for the Noblesville Drive-In at Noblesville, which has been leased by Twilight Theatres, Inc. . . . The Tri-Hi Theatre in Garrett, Ind. will be operated by Alliance. . . . 20th-Fox branch mgr. W. T. Keith attended the CinemaScope showings in Chicago.

"Roar of the Crowd," a story of the Indianapolis Speedway, will have its world premiere in Indiana, Ohio and Ill., with saturation bookings, starting May 23. Popular race drivers Duke Nalon, Henry Banks and Johnny Parsons are in it. . . . M-G-M star Jane Greer will provide the "victory kiss" for winner of the 500-mile race on May 30. . . . A. Mitchell of the Dixie Theatre, Russelville, Ky., succumbed to a heart attack. . . . The Columbia at Clinton closed. Rex Carr returned to Indianapolis to take over the Zaring and Ritz theatres, formerly operated by Marcus Ents. . . . 19 neighborhood theatres contributed all of May 5th's receipts to the Indianapolis Hospital development fund. George Landis, chairman of the Subseqnent Run MPTA, was in charge of the event.

KANSAS CITY

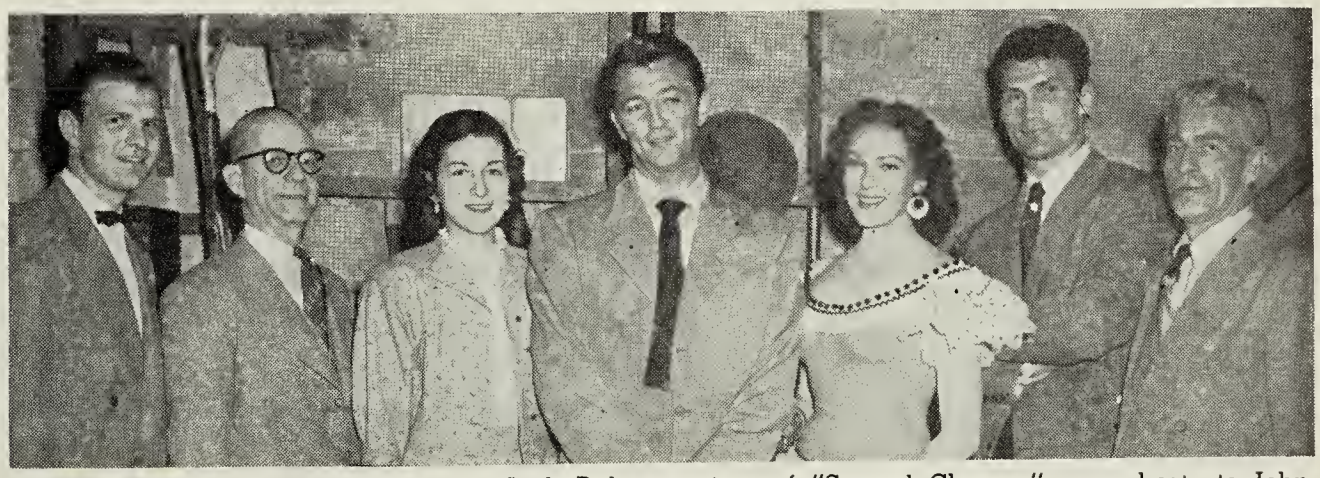
Heart Drive-In at 40 Highway & Blue River, first in city limits, opened May 8. It has all-concrete building, Permascreen, highway underpass to eliminate left turns, self-service concessions, children's circus playground and six acres of formal-garden landscaping in front. Owners of the near-1000-car ozoner, which has 400-car holdout area in front of boxoffice, are Brooks Noah and Richard Wiles, Jr., partners in Winoko Corp. . . . Morris Reeder has been upped from salesman to sales mgr. at Universal. . . . Commonwealth opened its Starlit ozoner at Warrensburg, Mo., with George Willhoite as mgr., who also directs the Star there. . . . A. H. Chaffee, who was with Paramount 35 years, passed away.

Louis Stein, pres. of Stein Theas., reports a 400-car drive-in is going up west of Parsons, Kans. . . . Dickinson chain reopened the King Theatre in St. Joe, with Mrs. Ethel Burgess as mgr. . . . W. D. Fulton's plans for Lake Park Drive-In on a private lake in Wyandotte Co., Kans., call for fishing spots and miniature railroad. . . . Anthony Blazina planned to open Lakevue outdoor theatre at Kannapolis, Kans., May 15. . . . Wilbur Snaper, national pres., scheduled to speak on new processes, pre-releasing, advanced admissions and arbitration at Allied ITO of Kans.-Mo. convention. Other speakers to be Max Lyons, owner of Lyons, Kans., drive-in, on 3-D in ozoners, Moe Levy of 20th-Fox on CinemaScope and an RCA representative on stereophonic sound.

LOS ANGELES

U-I will present its first 3-D picture, "It Came From Outer Space," on the new wide screen developed by the company, at the RKO Hillstreet and Pantages theatres on May 27. . . . Bettey Goldwater, former booker with National Screen, joined the Favorite Film office here. . . . Dave Irvine, who operated theatres on Main St. for many years, reopened the Globe, San Pedro, formerly run by the late Lou Goldberg. . . . Jack Goldman, who pilots the Aero, Santa Monica, is passing out cigars to celebrate the arrival of a baby boy.

Chester Jordan, former mgr. of Western Amusement's Fillmore, Fillmore, was named asst. city mgr. for the circuit in Victorville. . . . Ralph Wilshin, formerly with National Screen, has joined the Pacific Title and Art Studios. . . . Bill Katsky is new mgr. of the Big Sky Drive-In, Monrovia, succeeding Jack Drum, resigned. . . . Here on vacation was A. West Johnson, who recently disposed of his holdings in Oregon to the Ted Jones Ents. . . . Henry Slater, former Warner salesman and now an exhibitor in Chula Vista, was in town on a buying and booking stint. . . . Lloyd (Stoney) Goad, formerly with the Lippert office and more recently managing director of the Kern County Fair, died suddenly. . . . Herbert Griffin, v.p. and director of International Projector Corp., passed away.



Linda Darnell, Robert Mitchum and Jack Palance, stars of "Second Chance," were hosts to John Schuyler, pres. of Delft Theatres of Michigan and Wisconsin, and his party during a visit to the RKO Studios. L to R: George Sattler of the Delft staff; Schuyler; Mrs. George Sattler; Mitchum; Miss Darnell; Palance; and A. C. Schuyler, brother of John and associated with National Theatre Supply.

MILWAUKEE

J. Godersheim, who attended the recent CinemaScope demonstrations in Chicago, ordered the equipment for his Airway Drive-In. . . . Because of previous bookings, Coston's Riverside Theatre will not install 3-D equipment until July. Included in the circuit's six key houses in Wisc. scheduled to play "House of Wax" are the Bix, Waukesha; Majestic, Beloit; Green Bay, Green Bay. . . . John Adler's gen. mgr. for his seven theatres in Merrill, Waupaca and Marshfield is Gerald Luedtke, who previously managed Warner's Milwaukee Theatre. Adler is planning on semi-retirement in the near future. . . . With Robert Gross appointed dist. mgr. for Smith Mgmt. Co., his former asst. at the Bluemound, Dick Grede, was upped to mgr. Gross will cover Ind., Ill. and Wisc. . . . Many local exhibitors went to Chicago to attend the funeral of Connie Papas, who had been associated with his brother Spyro at the Towne Theatre here.

Theatres here wishing to show 3-D films have to paint their screens because the regulars are unavailable at this time. Neighborhood subsequent runs using painted screens are Orto's Tower and Oriental, John Freuler's Century, Tony LaPorte's Avalon, and Delft's Victory Drive-In. . . . The rights of drive-in theatre customers were argued in the State Legislature in connection with proposed bill that new drive-ins should be kept at least a quarter of a mile from state trunk highways. Operators of ozoners said their construction plans must be approved by the industrial commission as well as local zoning and building authorities, so that further regulation is unnecessary. It was also noted by them that no major accidents involving theatre traffic, since the first drive-in opened in Wisc., had been reported. . . . "Kiss Me Kate," presented by the Civic Drama Guild at the Grand Theatre, Wausau, was very successful. Owner Larry Beltz hopes to have another show next year.

MINNEAPOLIS

May dates have been sent for the opening of at least 10 new drive-ins. They are the $100,000 Port Washington, Wis.; John Bollig's 400-car theatre at Garrison on Mille Lacs Lake, Minn.; the North Star, operated by a local group at LaCrosse, Wisc.; a 370-car project to be operated by E. C. Sorenson at Chamberlain, S. D.; the 600-car Bismarck-Mandan at Bismarck, N. D.; the new Slayton, Minn. drive-in; James and Mel Randgaard's outdoor stand at Morris, Minn.; Backes Bros. at Harvey, N. D.; and Lyle Garrisch's at Hibbing, Minn. . . . Work was started by Freeman and Burt Parsons on their new drive-in at Sauk Centre, Minn. and on a 400-car project, to be operated by Triangle Theatres, at Minot, N. D.

Some of the film salesmen working out of Mpls. are now equipped with stereoscopic viewers so they can show still shots from upcoming 3-D pictures. . . . The World, St. Paul, will have a series of exhibits of the works of local artists in its lobby. . . . A special screening of CinemaScope is being arranged for Radio City early in June, according to M. A. Levy, 20th-Fox dist. mgr. . . . Northwest Variety Club is hustling to get members to attend the Variety International convention in Mexico City May 18-20, to plug for Mpls. as the site of next year's



Among the celebrity-studded audience attending the premiere of "Bellissima," starring Anna Magnani, at the Museum of Modern Art for benefit of its Program Fund, were (l to r): Bernard Jacon, v.p. in charge of sales for I.F.E. Releasing Co.; Mrs. Zorgniatti; E. R. Zorgniatti, v.p. of I.F.E., and William Jacon. "Bellissima" began its first public engagement at the 60th Street Trans-Lux in New York.

conclave. . . . Stuart Murray, Jr., asst. mgr. at the Maco and State in Virginia, Minn., has been promoted to mgr. of the Paramount, Grand Forks, N. D., by Minn. Amuse. Co. . . . The Washburn, Washburn, Wis., has resumed its Saturday midnight show policy.

Work was begun on a fireproof projection booth at the Roslyn, S. D. auditorium where B. A. Bengtsson of Pierpont will operate a theatre. Bengtsson's Saturn at Pierpont, damaged by fire during the winter, opened last week. . . . The Comfrey, Comfrey, Minn., is installing a cry room and additional rest room facilities. . . . Installation of a new sound system was completed at the Lakeland Drive-In, Spirit Lake, Ia. . . . Non-denominational church services will be resumed this summer at the Gull Drive-In, Gull Lake, Minn., and the 7-Hi near Mpls. . . . Harold Boyd, co-owner of the East Park Drive-In, Sioux Falls, S. D., will manage his own outdoor house and the Starlite, the Edmund Ruben-Joe Floyd outdoor stand west of Sioux Falls. . . . Bill Carter, owner of the Gem, Plainview, Minn., inaugurated a birthday club for his youthful patrons. Kids under 16 get a free ticket on their birthdays. . . . Ben Friedman, pres. of Albert Lea Amuse. Co., is confined to Mt. Sinai Hospital.

NEW HAVEN

Walter T. Murphy, mgr. of the Capitol, New London, has been re-appointed to the New London Zoning Board of Appeals for a five-year term. . . . At Bridgeport, Al Domian, mgr. of the Globe, was upped to house mgr. and treas. of Loew's Poli, succeeding Matt L. Saunders, who became managing director. Charlee Gaudine, asst. to Saunders, was shifted to Loew's Poli, New Haven, as asst. mgr. . . . Three teen-agers who stole $143 from the Howard Theatre, New Haven, were sentenced—two to the county jail and one to a reformatory. . . . Willard B. Rogers cancelled plans for construction of a drive-in at Columbia. Conn. following banning of open air theatres, carnivals and carousels by the Zoning Board. . . . Robert Prince was appointed mgr. of the new 600-car Quinebaug (Conn.) Drive-In.

Top executives of Lockwood & Gordon and Sky Vue Drive-In Theatre Corp. are among officers of the newly-formed Litchfield Hills Corp., Winsted, Conn. Pres. is Vincent W. Youmatz; secy., Henry A. Youmatz; v.p., Sam Rosen; treas., Arthur Lockwood; asst. treas., Louis M. Gordon. . . . L. & G.'s Strand in Winsted, managed by Mrs. Hazel R. Florian, has dropped Mon. thru Thurs. performances. . . . Application by Morris Keppner and Louis Lipman for a zone change to construct an ozoner in Coventry, Conn., has been turned down. They have filed for a zone change to permit construction of a drive-in at Farmington. . . . Facilities to show wide-screen films are planned for the $100,000 Manchester Drive-In, now in final stages of construction at Bolton, Conn. for company headed by Bernie Menschell. It will have space for 600 cars. . . . Jack A. Samson, Manchester city mgr. for Stanley-Warner, is the newly-elected pres. of that city's Chamber of Commerce.

NEW ORLEANS

The counterclaims of Don George, Inc. for alleged anti-trust violations by Loew's and for libel arising from the action of Loew's for recovery of damages from alleged under-reporting on percentage engagements, were dismissed by Judge James U. Galloway of the First Judicial Court of La. . . . Milton Dureau is now pres. and gen. mgr. of Masterpeice Pictures, Inc. and its principal stockholder. . . . Civic Theatre here brought back "The Quiet Man" and charged 65¢ for adults and students paid two for 70¢. . . . "Never Wave at a Wac" plays here during Army Week, with exploitation promoted by Spencer Steinhurst, and Mrs. Frank of the Army recruiting office with the management of RKO Orpheum working on special tie-ins.

"Thunder Bay," the movie filmed in Morgan City, La., is being world premiered by UI at Loew's State in New York City. . . . Newspaper advertising for "Pony Express," which opened at the Saenger Theatre, carried a tie-in in the Sunday paper which read in part, "or see it at your favorite movie theatre in your own town," listing theatres and play dates. . . . John Doles reopened his Kim Theatre at Sterlington. . . . The State Theatre, Texarkana, is being dismantled. . . . In Jackson, Miss., a drive-in on U. S. Hyway 80 was held up and robbed of about $175. Several teen-age youths were held for questioning. . . . Jack Eisenberg, mgr. of the Three Sisters store here, reports that all Three Sisters stores throughout the country are conducting a Paramount Pictures-Admiration costume hosiery contest in search of a new star to place under contract with Paramount.

NEW YORK

Maurice Brown, operator of the Sheldon Theatre, Sheepshead Bay, joined Eugene A. Moscola of Key Career Employment Agency as president. . . . Nayfack (Orbit) Films are now in their new premises at 314 W. 44th St. . . . Mr. and Mrs. James Stewart will head the list of distinguished guests at world premiere of U-I's Technicolor production, "Thunder Bay" at Loew's State on May 19. The premiere will also see the first showing of the company's giant full-stage screen with directional sound. . . . The Screen Publicists Guild held its first "Movie Page Ball" at the Park Sheraton on May 15. SPG is the bargaining agent for publicists at 20th-Fox, Warner's Columbia, Universal and UA. . . . Bernard Brandt of the Brandt Theatres became the father of a third offspring—all boys. . . . D. John Phillips, representing the MMPTA, with other theatre interests attended a hearing before the Building Committee of the City Council to urge enactment of bills designed to amend the city's theatre building code.

Pathe Cinema, operators of the Paris Theatre, acquired the Fifth Ave. Playhouse. Extensive alterations will be made to ready the theatre for its fall debut. It will be renamed the Fifth Avenue Cinema and show "art" films under direction of Duncan McGregor, Jr. and Lillian Gerard, who are now in charge at the Paris. . . . The Booth Theatre on W. 45th St. gets the world premiere of M-G-M's "Julius Caesar" on June 3, following which it will be presented on a two-a-day reserved seat basis. Film will be shown on a new wide screen with stereophonic sound. . . . Lige Brien was elected pres. of AMPA; Albert Floersheimer, Jr., v.p.; Edgar Goth, secy., and Wm. Boley, treas. . . . David Pincus of Carvel Films was elected pres. of the Film Producers Assn. of N. Y., succeeding Peter Mooney. . . . Lou J. Kaufman, who is retiring after more than 20 years as an executive of Warner's Film Buying Dept., was tendered a farewell luncheon by his associates. Kaufman is planning to make his home in Florida.

The Bolte family, operators of the Wakefield and Laconia theatres in the Bronx, have taken a 25-year lease on the Craft and Melba theatres, also in the Bronx, from operating companies headed by Julius Gulkis. Deal was consummated by Berk and Krumgold.

PHILADELPHIA

Paramount's Roosevelt Theatre played host to city officials, civic leaders and execs. of American Broadcasting-Paramount Theatres at its klieg-lighted reopening ceremonies on May 13. . . . Another long-closed house, the Nixon in W. Philly, is planning to re-open soon. The question now is, what's to become of the parking meter installed by the city at the entrance when the house was closed. . . . Film stars Noel Reyburn and Fred Garland attended the world premiere of "Twice Convicted" at Temple Auditorium. Reyburn was in town to receive the Christian Oscar for his part in the film, from the National Evangelical Film Foundation, sponsored by the Christian Youth Cinema, Inc. . . . Louis Korson, a retired Philadelphia film distributor, died recently in Los Angeles at 85. Another reported death is that of Samuel Dintenfass, who with his brother, the late Mark A. Dintenfass, helped found Universal Films. He was 77.

PORTLAND-SEATTLE

Plans for a $250,000 drive-in for 1,000 cars, especially designed for showing of extra-dimensional movies, are announced by Phil L. Polsky, Portland exhibitor who operates both the Amphitheatre and Super 99 outdoor theatres. It will occupy a 17-acre site at NE Union Ave., and include a 4-acre playground with a swimming pool, picnic grounds, athletic field and the latest kind of playground equipment. According to announcement, construction is to start in the near future. . . . Mgr. Leo Henderson of the Foreman Theatres in Salem, Ore., reports closing of the 400-seat Theatre due in part to competition of TV and outdoor attractions. . . . Carl Garner, formerly of Dallas, will head the Hallmark new distribution center with Seattle headquarters. . . . Mrs. James Bonholzer of Sterling Theatres is booking for Bel Vue and Lake City theatres.

B. R. Keller, Portland exhibitor, opened his Powell Valley Drive-In. It accomodates 400 cars and has "walk-in" facilities. Theatre will be equipped to show both 3-D and CinemaScope type films. . . . Buck Smith Ents., Seattle, took over booking and buying for R. R. Landers' Oak Theatre, Oak Harbor, Wash.; Darrell Snyder and Chas. Frensdorf's Riverside Drive-In, Orofino, Idaho. . . . Bob Walker, Allied Artists salesman, father of a baby girl.

PROVIDENCE

The Carlton Theatre has closed indefinitely. Management's reason is inability to obtain satisfactory product. . . . "Mr. Zero," who visits various theatres and gives away free candy and gifts as part of a national advertising stunt, is hitting local houses. His most recent appearance was at the Hope Theatre. . . . Leo Young has been appointed managing director of the Metropolitan Theatre, a unit of the Ralph E. Snider Ents. Jim Randall will continue as house mgr.



United Artists executive sales staff gathered in San Francisco for a sales convention, at which time expansion of UA's sales staff was announced. Shown here (l to r): F. J. Lee, mid-western dist. mgr.; W. J. Heineman, v.p. in charge of distribution; B. G. Kranze, gen. sales mgr.; R. F. Clark, western dist. mgr.; J. Turner, eastern dist. mgr.; and F. Harris, San Francisco branch mgr.

Watch These Dates!

May 18-23: Mexico City—Variety Clubs, International convention.

May 26: Denver — Rocky Mountain Independent Theatres convention — Variety Club. Dinner-dance at the top of the Park.

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

July 8-10: Atlantic City — Allied Theatre Owners of New Jersey convention—Traymore Hotel.

Sept. 28-30: Dallas—Texas COMPO Conference—Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 6-7: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

ST. LOUIS

Mike Lee, UA branch mgr., was upped to dist, mgr. and will head the newly created Midwestern District, with headquarters here. . . . Charles "Chick Scheufler, formerly on 20th-Fox's booking staff assumed his duties as office mgr. for Warner's following transfer of Wm. Humphries to Jacksonville, Fla. . . . John Vestal sold his Twin Lakes Drive-In at Paris, Ill. to Urbana, Ill. drive-in interests. Frank Stewart, head of Stewart Ents., has been mentioned in connection with the deal. . . . The Clark theatres at Pittsfield, Ill., in cooperation with the Chamber of Commerce, staged a "Miss Perfect 36" contest to select a girl to appear in a national contest at St. Joseph, Mo. . . . Elmer C. Rhoden's 1100-seat Orpheum Theatre at Marion, Ill., is to be remodeled for exhibition of CinemaScope pictures this year. . . . Frisina has taken over the drive-in near Lawrenceville, Ill. that had been planed by Lawrenceville business interests.

Another ozoner to serve the Tuscola, Ill. section was indicated in the leasing by George Barber, owner of the Strand, of 15 acres on Route 36 southwest of Tuscola. . . . Louisville, Ill. residents plan the early construction of a drive-in on Route 37, just south of Farina. . . . The Will Rogers Theatre building at Collinsville, Ill. may be sold soon by the Sam Komm estate to Jere Glass, who contemplates using the structure for non-theatrical activities. . . . Improve-

ST. LOUIS (cont'd.)

ments at the Hollywood Drive-In at Sandoval, Ill., include regravelling of ramps, enlarged screen, better projection equipment, a large patio for patrons to watch the show while eating and new equipment for the children's lighted playgrounds. . . . The new Sunset Drive-In at McLeansboro, Ill., owned and operated by Curtis Downen, was not entirely completed when opened. Downen plans to add a playground area, box in the screen, erect a modern marquee and complete the landscaping program.

At Quincy, Ill., 3-D eqnipment was installed in the Washington Theatre for showing of "Bwana Devil" and at Dickinson's Belasco Theatre for "Man in the Dark." Perry Hoeffler, mgr. of the Washington, reports two screens will be used—one for showing of 3-Ds and one for "flat" pictures. . . . Evangelist Billy Graham appeared at the Airway Drive-In on May 15 in a special program for shut-ins, hospitalized persons and those from nursing homes. . . . Repairs are being made to the screen tower of A. Schwartz's Grande Drive-In at Sullivan, Mo., which was heavily damaged by a tornadolike wind. . . . Co-Operative Theatres, headed by Andy Dietz, took over booking and buying for the Motor-Vue Drive-In near Warrenton, Mo. and the Vita Theatre, Warrenton, which was recently extensively remodeled.

A 20-year lease on 22 acres each of Lindbergh Blvd. on U. S. 66, was taken by Flexer Drive-In Theatre, a subsidiary of the Wehrenberg Circuit, for "amusement purposes." . . . Bill Emas resigned as booker for Allied Artists to become southern Ill. salesman for Realart. . . . A number of new ozoners in this trade area had their grand openings recently. Among them were the Avon at Breese, Ill., owned and operated by Bernard Tembouris; the 400-car Car-Breeze west of Carlyle, Ill., owned jointly by Charles Beninati and Frisina, which cost about $80,000; the 400-car K and B, west of Casey, Ill., owned by Leroy Baston and John Kirby; the 500-car E. I. near Charleston, Ill., owned by Tomey Falk and Jack Taylor. . . . Mr. and Mrs. A. B. Jefferis, who plan to open their Pine Hill Drive-In at Piedmont, Mo. soon, celebrated the 20th anniversary of the Jefferis Theatre with a month of special programs and a number of free treats.

The Autovue Drive-In near Mountain Grove, Mo. opened under new ownership of Dean Davis, Jr. and with John Castner as mgr. . . . Wm. Ford was named mgr. of the 66 Drive-In near Springfield, Ill., operated by Kerasotes. . . . Joseph Lyman, owner of the Princess Theatre, Whitehall, Ill., passed away. . . . Frisina's Mattoon Theatre, Mattoon, Ill., reopened after completion of modernization program. . . . The American Theatre building here will be torn down to make way for a huge parking lot.

SAN FRANCISCO

In addition to re-electing Rotus Harvey pres., Western Theatre Owners appointed the following exhibitors as veeps: J. Rodger Mendenhall, Boise, Idaho; Jack Suckstorff, Sidney, Mont.; Art Bowen, Carson City, Nev.; Homer I. Tegtmeier, S. F.; Wm. Graeper, Portland, Ore.; Burton I. Jones, LaMesa, Cal.; Sam Gillette, Salt Lake City, Utah. Ben Levin of Gen. Theatrical was named treas. and Hannah K. Oppie reappointed exec. secy. Trustees reaffirmed their support of COMPO and WTO's stand of a voluntary system of arbitration and objection to the government's 16mm suit. . . . Two top Memorial Day shows here will be "Young Bess" at Loew's Warfield and "Sangaree" at the Golden Gate. An extensive TV campaign, bus cards, banners and essay contest will herald opening of "Sangaree," according to publicist Bill Blake. . . . The local National Screen office is exhibiting the new Viewmaster cabinets containing scenes from 3-D films it is distributing.

S. Calif. exhibitors Burton D. Jones and Gene Wilbur, back from the tax repeal hearings, addressed a meeting of the Calif. Theatres Assn. tax committee, which was also attended by WTO's Rotus Harvey and Homer Tegtmeier. . . . Ted Lundigan, who took over the booker's desk at UA when George Glosser stepped up to head booker, is a brother of actor Wm. Lundigan. . . . Tiny Turner took over the North Fork at North Fork from Granville McPherson. . . . Dave Bolton (Trans-Calif.) closed the 1300-seat, 3-D equipped Roxie at Santa Rosa for the next four months to be remodeled and redecorated. Alfred J. Hopper of Santa Rosa has the contract. . . . Charles M. Pincus, Blumenfeld's dist. mgr. at Stockton, was elected to the ad-pub committee by the Stockton Chamber of Commerce. . . . Dwayne DeWitt was upped to house mgr. at Blumenfeld's Esquire, Stockton, replacing Dick Rose, resigned. . . . Mark Cooley succeeds N. W. Davidson at Golden State's Laurel, Oakland. The circuit is set to open its new Moonlight Drive-In at San Jose the week of May 20. . . . Ted Reisch, Universal mgr., is in Mills Hospital, San Mateo, for surgery. . . . Recuperating are Gene Newman, salesman, and Bryan "Buck" Stoner, asst. western div. mgr., both with 20th-Fox. . . . Earl Williams of Royal Amusements is back on the job after recent illness.



Press representatives and the entire entertainment industry from the Atlantic Division, including Philadelphia, Washington and Pittsburgh, were invited to witness 20th-Fox's CinemaScope demonstration at the Mastbaum Theatre in Philadelphia. Among Washingtonians present were (l to r): Clark Davis, gen. mgr., District Theatres; Joe Rosen, Fox branch mgr.; Nathan D. Golden, Dept. of Commerce; and G. G. Wheeler and Morton Gerber of District Theatres.

WASHINGTON

Frank LaFalce, mgr. of Warner's eastern div., was elected v.p. of the Dist. of Columbia's Motion Picture and Television Council. . . . The White House Press Photographers annual ball in honor of President and Mrs. Eisenhower on May 22, at the Statler, will feature an entertainment program provided by the Hollywood Coordinating Committee in cooperation with MPAA. George Murphy, HCC prexy, will emcee the program. . . . Morton Gerber, pres. of District Theatres, was married to Rosalie Aaronson of Baltimore, Md. . . . Herbert Bennin, M-G-M branch mgr., transferred to the local Variety Club from St. Louis Tent No. 4, where he was asst. chief barker. . . . The Variety Club expended $48,797.58 for charity from March 1952 to April 1953 and its pledge for 1953-54 is $50,000. The Carter Barron Memorial Clinic at Children's Hospital will continue to be Tent No. 11's main charity while still contributing to many others. . . . Robert Pruett, 76, retired steward of the Club, passed away.

NEWS BRIEFS

"Menace" Producers Sue

Broadway Angels, Inc., producers of the film "Teen Age Menace," have filed suit to compel the New York Board of Regents to grant a license for the film's exhibition.

Publicity Firm Launched

Formation of a new public relations firm was announced this week by Kaye Norton and Richard Condon. Firm, called Norton and Condon, Inc., will represent clients in the film and publishing industries.

Trust Action Begun

RKO Pictures and Skouras Theatres Corp. were named as defendants in a $1,500,000 anti-trust suit brought by Westway Operating Co., running the Symphony Theatre, N. Y. C., over the weekend in Federal Court. Conspiracy on the part of the defendants to deprive the house of RKO product is charged.

Benefit Debut Slated

American premiere of "Strange Deception" May 25 at the Normandie Theatre will be a benefit performance for the Variety Club Foundation to Combat Epilepsy, according to an announcement this week by William Brandt, foundation campaign chairman.

$3,000,000 Suit Filed

Operators of the Mayfair Theatre in West New York, N. J., have filed an anti-trust suit early in New York Federal Court, asking $3,000,000 triple damages from four theatre companies and nine distributors.

Gains Pix Rights

Howard Pictures, Inc., of which James A. Mulvey is vice-prexy, has gained the rights for theatrical reissue and other purposes to approximately 40 old Samuel Goldwyn pictures.

New Techniques Scheduled For 44 WB Pictures

(*Continued from page* 17)

"THE HIGH AND THE MIGHTY," produced by Wayne-Fellows Productions.
"THE CHARGE AT FEATHER RIVER," produced by David Weisbart, starring Guy Madison and Frank Lovejoy.
"DIAMOND QUEEN," produced by Frank Melford, starring Fernando Lamas, Arlene Dahl and Gilbert Roland.
"SO THIS IS LOVE," produced by Henry Blanke, starring Kathryn Grayson.
"ISLAND IN THE SKY," produced by Wayne-Fellows Productions, starring John Wayne and Lloyd Nolan.
"THUNDER OVER THE PLAINS," produced by David Weisbart, starring Randolph Scott, Lex Barker and Phyllis Kirk.
"BLOWING WILD," produced by Milton Sperling, starring Gary Cooper, Barbara Stanwyck, Ruth Roman and Anthony Quinn.
"THE CITY IS DARK," produced by Bryan Foy, staring Sterling Hayden, Gene Nelson and Phyllis Kirk.
"THE MOONLIGHTER," produced by Joseph Bernhard, starring Fred MacMurray and Barbara Stanwyck.
"A LION IS IN THE STREETS," produced by William Cagney Productions starring James Cagney.
"BEGGAR'S OPERA," produced by Alexander Korda and Herbert Wilcox, starring Laurence Olivier.
"THE EDDIE CANTOR STORY," produced by Sidney Skolsky, starring Keith Brasselle and Marilyn Erskine.
"HONDO," produced by Wayne-Fellows Productions, starring John Wayne.
"MASTER OF BALLANTRAE," written by Robert Louis Stevenson, starring Errol Flynn.
"PLUNDER OF THE SUN," produced by Robert Fellows, starring Glenn Ford, Diana Lynn and Patricia Medina.

Line-Up Continued

"SO BIG," produced by Henry Blanke, starring Sterling Hayden, Jane Wyman and Nancy Olson.
"CALAMITY JANE," produced by William Jacobs, starring Doris Day and Howard Keel.
"THE PHANTOM APE," written by Edgar Allen Poe.
"HIS MAJESTY O'KEEFE," produced by Harold Hecht, starring Burt Lancaster and Joan Rice.
"THE BOY FROM OKLAHOMA," produced by David Weisbart, starring Will Rogers, Jr. and Nancy Olson.
"THREE SAILORS AND A GIRL," produced by Sammy Kahn, starring Jane Powell, Gordon MacRae and Gene Nelson.
"RIDING SHOTGUN," produced by David Weisbart, starring Randolph Scott and Joan Weldon.
"LUCKY ME," directed by Jack Donahue, starring Doris Day.
"THEM," produced by Ted Sherdeman.
"A STAR IS BORN," produced by Sid Luft, starring Judy Garland.
"MADAMOISELLE MODISTE," starring Kathryn Grayson.
"REAR GUARD," written by J. Warner Bellah.
"MAN O' WAR," produced by Sid Luft.
"GOWN OF GLORY," produced by Henry Blanke.
"HELEN OF TRY," from the legend by Homer.
"BLACK IVORY," written by Polan Banks.
"QUIETLY MY CAPTAIN WAITS," written by Evelyn Eaton.
"LAST TRAIN WEST," starring Alan Ladd.
"SNOW COVERED WAGON."
"BLUEBEARD AND HIS SEVEN WIVES."
"UNDER THE BIG TOP," produced by Harold Hecht, starring Burt Lancaster.
"THE KNIGHTS OF THE CRUSADES."

Gunzburg Forms Concern With Kinevox Sound Plan

HOLLYWOOD.—Natural Vision's president, Milton Gunzburg, has taken over exclusive distribution of the stereophonic sound system developed by Kinevox, Inc., and has formed the Natural Sound Corporation.

Kinevox, under the leadership of Len Roos, has perfected a three-channel magnetic tape reproduction system and a recorder. Outstanding features are compactness and portability.

Complete cost for theatre equipment, which includes three horns behind the screen, is $5,510. This is the lowest priced of any stereo sound system, Gunzburg told the trade press at a recent demonstration here.

The board of directors of the new corporation include Vera Gunzburg and William Hinckle.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Bob Hope's next Paramount starrer will be "Mr. Casanova," in which he will co-star with Joan Fontaine. . . . Also at Paramount, Billy Wilder has been selected as producer-director on "Sabrina Fair," the Sam Taylor play, which will star Audrey Hepburn. Taylor, who authored the stage hit, "The Happy Time," is writing the screen play for the studio. Picture will roll in early fall. . . . "The Golden Stallion," an original screen play by Tom Blackburn, has been purchased by Columbia for filming in 3-D Technicolor and handed to the Robert Cohn unit for production in August. Blackburn, a top western writer, has been assigned to write the script.

* * *

Vic Damone returns to Hollywood next month to report to M-G-M for his forthcoming role in "Hit the Deck," to be produced by Joe Pasternak. . . . Upon conclusion of his dancing engagements in Montreal and Toronto, Canada, Gene Nelson returns to the coast to discuss a motion picture deal and prep his act for a Las Vegas stand in June. . . . "Fifty Fathoms Deep," an original screen play by Bernie Giler, has been purchased by Columbia for filming in 3-D Technicolor and handed to the Robert Cohn unit for production in June. Giler was also assigned to write the script.

* * *

There's been lots of news on Victor Saville's first Mickey Spillane film, "I, The Jury." Spillane, now on the coast, was introduced to the press, and proved to be a very interesting personality. United Artists will take advantage of Spillane's name value as an author by sending him on a 20-city tour in advance of release of the film. He will be accompanied by producer Saville, Biff Elliott, who plays the leading role of Mike Hammer in the film, and Peggie Castle, leading femme player in the film. Saville was in New York to confer with Max Youngstein and William Heineman on exploitation and releasing plans that UA has for the picture. Plans call for the 3-D film to go into immediate release.

* * *

Ken Murray will make a personal appearance tour with his independent production, "The Marshal's Daughter," which United Artists will release. Laurie Anders, Hoot Gibson and Murray, who play top roles in the film, will head the stage show cast. Johnny Mack Brown makes a guest appearance in the western film as do Preston Foster, Buddy Baer and Jimmy Wakely. . . . Warner Brothers signed Deedra Lawson to a long term contract. The 19-year-old actress is the daughter of a Chicago automobile dealer.

* * *

Veronica Hurst stars in "The Royal African Rifles," which Allied Artists is shooting with Richard Heermance producing and Lesly Selander directing. Film is being lensed in color. . . . Studio also started "Captive City," a "Wild Bill" Elliott starrer, which Vincent M. Fennelly is producing and Thomas Carr directing. . . . In another story buy, Columbia purchased "Massacre at Moccasin Pass," an original western story by Tom Reed. The Robert Cohn unit will produce the property this summer.

* * *

Frank Tashlin, director-writer of the Bob Hope starrer, "Son of Paleface," was signed by producer Alex Gottlieb to write and direct "Marry Me Again," a comedy based on an original story by Gottlieb. Robert Cummings and Marie Wilson co-star in the film which goes into production at Motion Picture Center June 9. . . . From M-G-M comes news that Jane Powell and Howard Keel will head an all-star cast of the studio's "Sobbin' Woman," a romantic Technicolor musical of the hill country adapted from the famous short story by Stephen Vincent Benet. Jack Cummings will produce, with screen play by Frances Goodrich and Albert Hackett. . . . At the same studio, Eleanor Parker will star in the Technicolor comedy, "My Most Intimate Friend," portraying the role of a lady TV emcee. Sidney Sheldon and Leonard Spigelgass wrote the story of two feminine newscasters who battle for the viewers' attention as well as the same man. The film will be next on the schedule of Miss Parker, who is currently co-starring with William Holden in "Fort Bravo" at the studio.

* * *

Van Johnson, M-G-M star, was signed on loanout to the Stanley Kramer Co. at Columbia for one of the starring roles of the Technicolor film, "The Caine Mutiny," which will soon go into production under the direction of Edward Dmytryk. . . . Edward Bernds will direct "Clipped Wings," next Bowery Boys film starring Leo Gorcey and Huntz Hall. Film is scheduled to roll May 20. Also at Allied Artists, Producer Lindsley Parsons launched negotiations with Enrique Garcia Michaux, aide to the governor of Baja California, Mexico, to use government facilities in Ensenada and Tijuana during the filming of "Mexican Quest," a George Brent starrer, which Frank MacDonald will direct. Film tees off June 6.

* * *

Danny Kaye's next film will be "Knock on Wood," which will be filmed in Technicolor, with a June 15 starting date. It will be produced and directed by Melvin Frank and Norman Panama for Paramount release. . . . Delmer Daves will direct the film, "Story of Demetrius," which starts May 20 at 20th Century-Fox. Frank Ross is producing the film, which will be lensed in Technicolor and shot in CinemaScope. Cast toppers are Victor Mature, Susan Hayward, Michael Renie, Jay Robinson.

* * *

Gateward Pictures Corp., newly-formed theatrical and television film producing company headed by Wesley E. Barry and Edward Alperson, Jr., moved into offices at KTTV Studios, where is will headquarter during production of its first motion picture, starring Jimmy Boyd, Bill Williams and Jean Porter and tentatively called "Run For

(*Continued on next page*)

Exploitation Value Sought In Stories Stanley Rubin Mulls For Production

By Richard Bernstein

"My field has been stories," explained Producer Stanley Rubin in his 20th Century-Fox office."I like to do pictures where the story is king." He stressed that producers strive to select a property that has the greatest potential for artistic and commercial achievement, and which can be developed into a first-class drama.

"You purchase a story because it lends itself to a spectacular piece of casting and also because the story is fresh and provocative," the youthful writer-producer pointed out. "I try if possible to pick out a story with exploitation value inherent in it."

Rubin is at work on "River of No Return," from an original story by Louis Lantz with screen play by Frank Fenton. This is a three-character western with the fourth person the heavy. It is the story of a man and his son who try to carve a life for themselves on a farm in the wilderness in 1870.

The most important tools in this pursuit are a horse and a gun. Tragedy strikes the man and his son when their horse and gnn are stolen and they go in pursuit of the man who stole them. They go down the Salmon River, known as "River of No Return." On their trip, they take the girl friend of the man who stole from them.



STANLEY RUBIN

"River" For 3-D

"River of No Return" will be done in CinemaScope and in Technicolor. Following this, Stanley Rubin will make "The Man Who Stole The Sun," a story by himself and Herb Meadow, the radio author who did the first draft of "The Robe" ten years ago. This film will be done in CinemaScope and in Technicolor also and will be the first science-fiction picture made in CinemaScope.

"The story will be the star in this one," the producer-writer explained.

One of Rubin's most well-known credits is a film he produced at RKO, "The Narrow Margin." This picture, which became what is known in the trade as a "sleeper," has been hailed as one of the top suspense melodramas to come out of Hollywood in many a day. It is also a good example of Rubin's theory that the story is one of the major items of importance in making a picture.

Rubin is also a living counterpart of the accepted Hollywood legend. He started his film career as a mail boy, after having been a columnist and general reporter on the Beverly Hills "Citizen," after he had been interviewed for a position as a junior writer at a studio and that job category was abolished.

He moved up to the story department, then became a writer. Many of his scripts were aired over the famous Columbia Workshop program. He entered the service in 1942 and upon discharge in 1946 as a full lieutenant was hired by Universal as a writer and associate producer.

Here he did "Little Miss Big" and "Slightly Scandalous." From there he went to Columbia. Then he went to RKO, where he co-authored the screen play of "Macao" and served as associate producer on "Behave Yourself." He signed with 20th-Fox in June, 1951.

At 20th-Fox, he has produced two films that have been well received: "My Pal Gus," which starred Richard Widmark and the popular child star, George Winslow, and "Destination Gobi."

" 'Destination Gobi' was based on three facts in Navy files," Rubin said, "but these facts were a solid basis for a powerful story." Rubin pointed out that a producer is constantly on the alert for screen material. "You read everything and you're always looking for prospective screen material when you're a producer," he said.

"I'm looking for a musical for production in CinemaScope," he stated. In line with the question, "Is there a film that you hope to do someday?," the producer-writer smiled, "I would like to do a great love story."

However, Rubin has another pet project in mind. Still remembering the success of "The Narrow Margin," he said, "I would like to make a high budget suspense melodrama."

Besides working on "River of No Return" and "The Man Who Stole The Sun," Stanley Rubin is keeping a weather eye open for fresh screen material.

Title Change

United Artists: **"Act of Love"** is the new title for "Somewhere in the World." (Stars Kirk Douglas; Anatole Litvak produced and directed).

Metro, Lanza Settle Suit

Hollywood. — Settlement "by mutual agreement" between M-G-M and Mario Lanza of the former's $5,000,000 damage suit against the singer was announced this week with Lanza giving the studio the right to use his recording of the songs in the production of "The Student Prince." Lanza, however, would not appear in the film.

HOLLYWOOD

(Continued from preceding page)

The Money." Film is slated for major motion picture release and is based on an original story by Sam Rocca and Wes Barry. Majority of the filming will take place on location at a thoroughbred horse ranch, the location site for which producers Barry and Alperson are searching in the area of Santa Barbara. Filming is scheduled to state next week.

* * *

Producer Lindsley Parsons announced that he has purchased "Dragon Wells Massacre," an original screen play, from Oliver Drake, and will film it as a large scale production in Arizona next November for Allied Artists. Story is based on the historic massacre of passengers on the Butterfield Stage Lines coach and the soldiers escorting them through the Apache country in Arizona in the 1860's.

* * *

Lea Knox Marlow and her father, M. K. Marlow and Charles S. Leeds, met the press at the Bel Air Hotel. Miss Marlow is president of M.K.M. Motion Pictures, Inc., her father, chairman of the board, and Leeds, executive vice-president. The company has completed two features: "The Phoenix Bird" and "A Salesman of God," and is planning 10 more this year. All are to be made in Eastman Color as were the first two. The company headquarters at its own stndio in Laveen, Ariz.

* * *

Ludmila Tcherina, noted ballerina and actress, has been signed to a long-term contract by Universal-International. Miss Tcherina, who is best known in this country for her work in two British films, "The Red Shoes" and "Tales of Hoffman," was brought here from Paris for an extensive series of tests which resulted in her immediate signing. She will return in six months to start her American film career.

* * *

Glenn Ford and Ann Sheridan will co-star in "Fury of the Jungle," to be produced in color by Benedict Bogeaus for distribution by RKO Radio. Jacques Tourneur will direct the romantic adventure drama which concerns a wealthy American couple held hostage in the Central American jungles by a group of renegades led by an American who are trying to make their way through the dank wilderness to join forces with a revolutionary party. Film will be lensed in the wide screen Scenic-scope process with multiple orthophonic sound. Part of the picture will be shot at RKO Pathe and Motion Picture Center while a second nnit will be sent to Guatemala for jungle footage.

* * *

John Carroll will star in a romantic comedy with music for Republic titled "Ten Thousand Singers." Story by Katherine Albert and Dale Eunson has a Milan, Italy, background and spotlights the romance of a Gypsy and an American heiress. Newly signed agreement marks Carroll's first stint for Republic since he was under contract to the Valley studio in 1950. Republic also signed Seton I. Miller to do the screen play for Frank Lloyd's first production for that studio, "The Shanghai Story." Miller, who recently scripted the top-grosser, "Mississippi Gambler," for Universal-International, will do an adaptation from the original Lester Yard story.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Oct. 5th	5216	Army Bound	61	Stanley Clements, Karen Sharpe
Oct. 12th	5225	Canyon Ambush	53	Johnny Mack Brown, Phyllis Coates
Oct. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Albright
Oct. 19th	5210	Arctic Flight	78	Wayne Morris, Lola Allbright
Oct. 26th	AA22	Battle Zone	81	John Hodiak, Stephen McNally, Linda Christian
Nov. 9th	5254	Wyoming Roundup	53	Whip Wilson, Phyllis Coates
Nov. 23rd	5214	No Holds Barred	65	Leo Gorcey, Bowery Boys
Nov. 30th	5201	Flat Top (Cinecolor)	85	Sterling Hayden, Richard Carlson
Dec. 7th	5208	Jungle Girl	70	Johnny Sheffield, Karen Sharpe
Dec. 14th	5322	Maverick	71	Wild Bill Elliott, Phyllis Coates
Dec. 28th	5202	Hiawatha (Cinecolor)	80	Vincent Edwards, Yvette Dugay
Jan. 11th	5332	The Star of Texas	68	Wayne Morris, Rick Vallin
Jan. 18th	5222	Fangs of the Arctic	62	Kirby Grant
Jan. 25th	5308	Torpedo Alley	84	Mark Stevens, Dorothy Malone
Feb. 8th	5316	Tangier Incident	77	George Brent
Feb. 15th	5318	Jalopy	62	Leo Gorcey, Huntz Hall, Bernard Gorcey
Feb. 22nd	5302	Kansas Pacific (Cinecolor)	73	Sterling Hayden, Eve Miller
Mar. 8th	5326	White Lighting	61	Stanley Clements, Barbara Bestar
Mar. 22nd	5323	The Homesteaders	62	Wild Bill Elliott, Robert Lowrey, J. Seay
Mar. 29th	5303	Fort Vengeance (Cinecolor)	75	James Craig, Rita Moreno
Apr. 12th	5233	The Markman	61	Wayne Morris, Elena Verdugo
Apr. 19th	5329	Trail Blazers	64	Alan Hale, Jr.
Apr. 26th	5310	Cow Country	82	Edmond O'Brien, Helen Westcott
May 10th	5324	Rebel City	63	Wild Bill Elliott, Marjorie Lord
May 24th	5319	Loose In London	62	Leo Gorcey, Huntz Hall
May 31st	5311	Roar of the Crowd (Cinecolor)	....	Howard Duff, Helene Stanley

COLUMBIA

Sept.	501	Affair in Trinidad	98	Rita Hayworth, Glenn Ford
Sept.	503	Rainbow 'Round My Shoulder (Tech.)	78	Frankie Lane, Billy Daniels
Sept.		The Mine With The Iron Door (Re-issue)	66	Richard Arlen, Cecelia Parker
Oct.	507	Assignment—Paris	85	Dana Andrews, Marta Toren
Oct.	508	The Golden Hawk (Technicolor)	83	Rhonda Fleming, Sterling Hayden
Nov.	518	Voodo Tiger	67	Johnny Weismuller, Jean Burkhardt
Nov.	512	Hangmen's Knot (Tech.)	81	Randolph Scott, Claude Jarman, Jr.
Dec.	505	Strange Fascination	80	Hugo Haas, Mona Barrie
Dec.	515	Eight Iron Men	80	Bonar Colleano, Arthur Franz
Dec.	513	Invasion U.S.A.	74	Gerald Mohr, Peggie Castle
Dec.	506	The Happy Time	94	Charles Boyer, Louis Jourdan, Marsha Hunt
Jan.	519	The Four Poster	103	Rex Harrison, Lilli Palmer
Jan.	516	The Pathfinder (Technicolor)	78	George Montgomery, Helena Carter
Feb.	511	Last of the Comanches (Technicolor)	85	Broderick Crawford, Barbara Hale
Feb.	517	Target Hong Kong	66	Richard Denning, Nancy Gates
Mar.	521	The Member of the Wedding	91	Ethel Waters, Julie Harris, Brandon DeWilde
Mar.	524	Prince of Pirates (Tech.)	80	John Derek, Barbara Rush
Mar.	534	All Ashore (Tech.)	80	Mickey Rooney, Peggy Ryan
Mar.	539	Savage Mutiny	73	Johnny Weismuller, Angela Stevens
Mar.	543	Five Angles on Murder	88	Jean Kent, Dick Bogarde
Apr.	541	The Glass Wall	80	Vittorio Gassman, Gloria Grahame
Apr.	537	Jack McCall, Desperado Tech.)	76	George Montgomery, Angela Stevens
Apr.	528	One Girl's Confession	74	Cleo Moore, Hugo Haas, Glenn Langan
Apr.	525	Problem Girls	70	Helen Walker, Ross Elliott, Susan Morrow
Apr.	547	Man in the Dark (3D)	70	Edmond O'Brien, Audrey Totter
May		Fort Ti (3D Technicolor)	....	George Montgomery, Joan Vohs
May	522	Ambush at Tomahawk Gap (Technicolor)	73	John Hodiak, John Derek
May	583	Serpent of the Nile (Technicolor)	81	Rhonda Fleming, William Lundigan
June		The Juggler	86	Kirk Douglas, Milly Vitale
June		Siren of Bagdad	72	Paul Heinreid, Patricia Medina, Hans Conreid
June		The 49th Man	73	Richard Denning, Suzanne, Dalbert

Westerns

Sept.	476	Wagon Team	61	Gene Autry, Gail Davis
Nov.	472	Blue Canadian Rockies	58	Gene Autry, Gail Davis
Jan.	571	Winning of the West	57	Gene Autry, Gail Davis, Smiley Burnette
Mar.	572	On Top of Old Smoky	59	Gene Autry, Gail Davis
May	574	Goldtown Ghost Riders	59	Gene Autry, Smiley Burnette, Gail Davis

I. F. E.

American Dialogue

1952

	Les Miserables	110	Valentina Cortese, Gino Cervi
	Behind Closed Shutters	82	Eleanora Rossie-Drago, Massimo Girotti
	Bitter Rice	93	Silvano Mangano, Vittorio Gassman, Raf Vallone

1953

January	Anna	96	Silvana Mangano, Vittorio Gassman, Raf Vallone
May	O. K. Nero	....	Silvana Pampanini, Gino Cervi, Walter Chiari
May	The Secret Conclave	85	Henry Vidon
June	The Young Caruso	85	Gina Lollebrigida, Voice of Mario Del Monaco
June	Three Girls From Rome	85	Luci Bose, Cosetta Greco, Liliana Bonfatti

Subtitled (English)—Italian Dialogue

1952

	Mill On The Po	96	Carla Del Poggio, Jacques Sernas
	Under The Olive Tree	104	Lucia Bose, Folco Lulli, Raf Vallone
	Miss Italia	90	Constance Dowling, Gina Lollobrigida, Richard Ney
	Path Of Hope	101	Raf Vallone, Elena Varzi

1953

January	The White Line	75	Gina Lollobrigida, Raf Vallone
January	Man With Grey Gloves	102	Mario Del Monaco, Annette Bach
May (Pre-release)	Little World of Don Camillo	96	Fernandel, Gino Cervi
May (Pre-release)	Bellissima	108	Anna Magnani, Walter Chiari

LIPPERT PRODUCTIONS

Oct. 31st	5202	Scotland Yard Inspector	79	Cesar Romero, Lois Maxwell
Nov. 14th	5201	Tromba, The Tiger Man	63	Krone Circus
Nov. 28th	5203	Mr. Walkie Talkie	65	William Tracy, Joe Sawyer
Dec. 26th	5204	Gambler and the Lady	71	Dane Clark, Naomi Chance
Jan. 16th	5206	I'll Get You	79	George Raft, Sally Gray
Feb. 13th	5207	The Tall Texan	84	Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler
Mar. 13th	5220	A Day in the Country	15	3-Dimension Featurette
Mar. 20th	5214	Perils of the Jungle	63	Clyde Beatty
Mar. 27th	5224	White Goddess	73	Jon Hall
Apr. 10th	5211	Bad Blonde	80	Barbara Payton, Tony Wright
Apr. 17th	5213	Bachelor in Paris	83	Dennis Price, Anne Vernon, Mischa Auer
May 1st	5227	College Capers	15	3-Dimension Featurette
May 15th	5217	Twilight Women	89	Freda Jackson, Rene Ray, Lois Maxwell
May 22nd	5215	Ali Baba Nights (Re-Release)	76	Anna May Wong
May 29th	5218	The Slasher	....	James Kenney, Joan Collins

METRO-GOLDWYN-MAYER

1952-53

Sept.	301	The Merry Widow (Technicolor)	105	Lana Turner, Fernando Lamas
	302	The Devil Makes Three	91	Gene Kelly, Pier Angeli
	303	My Man and I	99	Shelly Winters, Ricardo Montalban
Oct.	304	Because You're Mine (Technicolor)	103	Mario Lanza, Doretta Morrow
	305	Apache War Smoke	67	Gilbert Roland, Glenda Farrell
	306	Everything I Have Is Yours (Technicolor)	92	Marge and Gower Champion, Dennis O'Keefe
Nov.	308	The Prisoner of Zenda (Technicolor)	100	Stewart Granger, Deborah Kerr
	309	The Hour of 13	80	Peter Lawford, Dawn Addams
	310	Plymouth Adventure (Technicolor)	104	Spencer Tracy, Gene Tierney, Van Johnson
Dec.	311	Sky Full of Moon	73	Carleton Carpenter, Jan Sterling
	312	Million Dollar Mermaid (Technicolor)	110	Esther Williams, Victor Mature
Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	71	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell
	316	The Clown	91	Red Skelton, Jane Greer
Feb.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor
	318	The Naked Spur (Technicolor)	94	James Stewart, Robert Ryan
	320	Rogue's March	83	Peter Lawford, Richard Greene
	317	Jeopardy	69	Barbara Stanwyck, Barry Sullivan
Mar.	323	I Love Melvin (Technicolor)	77	Donald O'Connor, Debbie Reynolds
	322	Confidentially Connie	71	Van Johnson, Janet Leigh
	321	Battle Circus	90	Humphrey Bogart, June Allyson
	328	The Girl Who Had Everything	69	Elizabeth Taylor, Fernando Lamas, William Powell

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Apr.	324	Sombrero (Technicolor)	103	Ricardo Montalban, Pier Angeli
	325	Small Town Girl (Technicolor)	93	Jane Powell, Farley Granger
	329	Code Two	69	Sally Forrest, Ralph Meeker, Keenan Wynn
	326	Bright Road	69	Dorothy Dandridge, Robert Horton, Harry Belafonte
	327	Never Let Me Go	94	Clark Gable, Gene Tierney
May	330	Cry of the Hunted	80	Vittorio Gassman, Polly Bergen
	332	Fast Company	68	Howard Keel, Polly Bergen
	331	Remains To Be Seen	89	June Allyson, Van Johnson
	333	Young Bess (Tech.)	112	Jean Simmons, Stewart Granger, Deborah Kerr
June		Slight Case of Larceny		Mickey Rooney, Eddie Bracken
		The Arena—(Color-3D)		Gig Young, Polly Bergen
		Affairs of Dobie Gillis		Debbie Reynolds, Bobby Van
		Scandal at Scourie (Technicolor)		Greer Garson, Walter Pidgeon

PARAMOUNT

1952-53

September	5201	Just For You (Technicolor)	104	Bing Crosby, Jane Wyman, Ethel Barrymore
September	5202	Caribbean (Technicolor)	97	John Payne, Arlene Dahl
October	5203	Somebody Loves Me (Technicolor)	97	Betty Hutton, Ralph Meeker
October	5204	Hurricane Smith (Technicolor)	90	Yvonne DeCarlo, John Ireland
November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson
December	5207	The Blazing Forest (Technicolor)	90	John Payne, Susan Morrow
December	5208	Cleopatra	104	Claudette Colbert, Henry Wilcoxon
January	5209	Road to Bali (Technicolor)	91	Bing Crosby, Bob Hope, Dorothy Lamour
January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
March	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	99	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
April	5215	The Girls of Pleasure Island (Technicolor)	95	Don Taylor, Leo Genn, Elsa Lanchester
April	5216	Off Limits	89	Bob Hope, Mickey Rooney, Marilyn Maxwell
May	5217	Pony Express (Technicolor)	101	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5230	Sangaree (Technicolor) (3-D & Conventional)		Fernando Lamas, Arlene Dahl, Patricia Medina
June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
May	5129	The Greatest Show on Earth (Technicolor) (Academy Award Release)	153	Betty Hutton, Charlton Heston, Dorothy Lamour, James Stewart, Cornel Wilde, Gloria Grahame
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Technicolor)		Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger

RKO-RADIO

Oct.	304	The Lusty Men	113	Robert Mitchum, Susan Hayward, Arthur Kennedy
Oct.	305	Under the Red Sea	67	Dr. Hans Hass, Lottie Berl
Nov.	309	Face to Face	92	James Mason, Robert Preston
Nov.	308	Montana Belle (Tech.)	81	Jane Russell, George Brent, Scott Brady
Dec.	306	Captive Women	64	Robert Clarke, Margaret Field
Dec.	307	The Pirate Blackbeard) (Technicolor)	98	Robert Newton, Linda Darnell
Dec.	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Jeanmaire, Farley Grainger
Jan.	368	Androcles and the Lion	98	Jean Simmons, Victor Mature
Jan.	371	Never Wave at a Wac	87	Rosalind Russell, Paul Douglas
Jan.	313	No Time for Flowers	83	Viveca Lindfors, Paul Christian
Feb.	392	Peter Pan (Tech.)	76	Special Pre-release
Feb.	312	Angel Face	93	Jean Simmons, Robert Mitchum
Feb.	315	Sword of Venus	73	Robert Clarke, Catherine McLeod
Mar.	314	The Hitch-Hiker	71	Edmond O'Brien, Frank Lovejoy
Mar.	387	Fort Apache (Re-issue)	128	John Wayne, Shirley Temple
Mar.	388	Blood on the Moon (Re-issue)	88	Robert Mitchum, Barbara Bel Gedde
April	316	Count the Hours	74	Teresa Wright, MacDonald Carey
April	317	Port Sinister	65	James Warren, Lynne Roberts

Release Date	Release No.	Production	Time (min.)	Cast
April		The Sea Around Us (Color)	61	Documentary
May	320	Sea Devils (Technicolor)	91	Yvonne DeCarlo, Rock Hudson
May	321	Below the Sahara (Technicolor)		Armand and Mickey Denis
May		Louisiana Territory (Color-3D)		Val Winter, Leo Zinser
June		Kiss and Run	87	Jean Simmons, Victor Mature
		Split Second	85	Stephen McNally, Jan Sterling

REALART

Aug.	—	Maytime in Mayfair (Technicolor)	74	Michael Wilding, Anna Nagle
Aug.	—	Geisha Girl	67	Martha Hyer, Bill Andrews
Aug.	—	Kid Monk Baroni	80	Bruce Cabot, Mona Knox
Sept.	—	Wall of Death	82	Laurance Harvey, Susan Shaw, Maxwell Reed
Sept.	—	Summer Storm (Re-issue)	92	Linda Darnell, George Sanders
Sept.	—	Breakdown	76	Ann Richards, William Bishop Sheldon Leonard
Oct.	—	Bela Lugosi Meets A Brooklyn Gorilla	63	Bela Lugosi, Duke Mitchell, Sammy Petrillo
Oct.	—	House of Darkness	63	Laurance Harvey, Susan Shaw
Oct.	—	Cairo Road	85	Laurance Harvey, Eric Portman
Nov.	—	Fame & the Devil	80	Mischa Auer, Marilyn Bueford, Marcel Cerdan
Nov.	—	Battles of Chief Pontiac	75	Lex Barker, Helen Westcott, Lon Chaney
Nov.	—	Lucy Goes Wild (Re-issue)	90	Lucille Ball, George Brent
Nov.	—	Cuban Pete (Re-issue)	61	Desi Arnez, Ethel Smith
Dec.	—	Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.	—	Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.	—	My Death Is A Mockery	67	Donald Huston, Katherine Byron
Dec.	—	Wide Boy	66	Susan Shaw, Sidney Tafler
Jan.	—	The Vanishing Body (formerly The Black Cat) (Reissue)	65	Boris Karloff, Bela Lugosi
Jan.	—	Calling Mr. Death (Reissue)	63	Lon Chaney, J. Carrol Naish
Jan.	—	Missing Head (formerly Strange Confession) (Reissue)	62	Lon Chaney, Brenda Joyce
Feb.	—	Mr. Pip (Reissue)	101	Warren Hull, Phillips Holmes
Feb.	—	The House of the 7 Gables (Reissue)	97	George Sanders, Vincent Price, Margaret Lindsay
Feb.	—	Johnny Comes Marching Home (Reissue)	74	Donald O'Connor, Allan Jones
Feb.	—	Private Buckaroo (Reissue)	68	Harry James
Feb.	—	Admiral Was A Lady		Wanda Hendrix, Edmond O'Brien
Mar.	—	Dark Streets of Cairo (Re-issue)	59	Sigrid Gurie, George Zucco
		Chinatown Squad (Re-issue)	66	Valarie Hobson, Lyle Talbot
		Salome, Where She Danced (Re-issue) (Technicolor)	97	Yvonne DeCarlo, Rod Cameron
		In Society (Re-issue)	83	Bud Abbott, Lou Costello
April	—	Flying Saucer (Re-issue)	69	Mikel Conrad, Pat Garrison
		The Atomic Monster (Re-issue) (Formerly "The Man Made Monster")	65	Lon Chaney, Lionel Atwill
May	—	Tiger Island (Re-issue)	72	Charles Bickford, Elizabeth Young
		Strange Conquest (Re-issue)	64	Jane Wyatt, Julie Bishop

REPUBLIC

Oct. 1st	5126	Tropical Heat Wave	74	Estelita, Robert Hutton, Grant Withers
Oct. 8th	5174	Desperadoes' Outpost	54	Allan "Rocky" Lane, Eddy Waller
Oct. 10th	5123	The Wac From Walla Walla	83	Judy Canova, Stephen Dunne, Grant Withers
Oct. 10th	5109	Toughest Man In Arizona (Trucolor)	90	Vaughn Monroe, Joan Leslie
Oct. 20th	5145	South Pacific Trail	60	Rex Allen, Koko, Estelita, Slim Pickens
Nov. 27th	5201	Thunderbirds	98	John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans
Jan. 1st	5202	Ride The Man Down (Trucolor)	90	Brian Donlevy, Forrest Tucker, Rod Cameron, Ella Raines
Feb. 1st	5241	Marshal of Cedar Rock	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Feb. 15th	5203	San Antone	90	Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado
Feb. 25th	5146	Old Overland Trail	60	Rex Allen, Roy Barcroft, Virginia Hall
Mar. 20th	5204	Woman They Almost Lynched	90	John Lund, Brian Donlevy, Audrey Totter, Joan Leslie
Mar. 30th	5205	The Lady Wants Mink (Trucolor)	92	Ruth Hussey, Dennis O'Keefe, Eve Arden
Apr. 5th	5206	A Perilous Journey	90	Vera Ralston, David Brian, Scott Brady

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Apr. 28th	5207	Fair Wind To Java	92	Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen
May 2nd	5208	The Sun Shines Bright	90	Charles Winninger, Arleen Whelan, John Russell
May 8th	5231	Iron Mountain Trail	54	Rex Allen, Slim Pickens
May 15th	5242	Savage Frontier	54	Allan "Rocky" Lane, Eddy Waller, Bob Steele

TWENTIETH CENTURY-FOX

1952

Oct.	231	My Wife's Best Friend	101	Anne Baxter, Macdonald Carey
Oct.	229	Way of a Gaucho (Technicolor)	91	Rory Calhoun, Gene Tierney
Oct.	238	Something for the Birds	81	Victor Mature, Patricia Neal
Nov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
Nov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
Nov.	236	Bloodhounds of Broadway (Technicolor)	90	Mitzi Gaynor, Scott Brady
Nov.	237	Pony Soldier (Technicolor)	82	Tyrone Power, Cameron Mitchell
Dec.	233	My Pal Gus	83	Richard Widmark, Joanne Dru
Dec.	239	Stars and Stripes Forever (Technicolor)	89	Clifton Webb, Ruth Hussey, Debra Paget, Robert Wagner
Jan.	301	My Cousin Rachel	98	Olivia De Havilland, Richard Burton, John Sutton
Jan.	302	The 1 Don't Care Girl (Technicolor)	78	Mitzi Gaynor, David Wayne, Oscar Levant, Dennis Day
Jan.	303	Ruby Gentry	82	Jennifer Jones, Charlton Heston
Jan.	304	Thief of Venice	91	Maria Montez, Faye Marlowe, Paul Christon
Jan.	348	The Gunfighter (Re-Release)	84	Gregory Peck, Helen Westcott
Jan.	349	Yellow Sky (Re-Release)	98	Gregory Peck, Anne Baxter, Richard Widmark
Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)	89	Marilyn Monroe, Joseph Cotten, Jean Peters
Feb.	308	Treasure of the Golden Condor (Technicolor)	93	Cornel Wilde, Constance Smith
Feb.	309	The Silver Whip	73	Dale Robertson, Rory Calhoun, Robert Wagner
Feb.	316	The Star	89	Bette Davis, Sterling Hayden
Mar.	305	Taxi	77	Dan Dailey, Constance Smith
		Down Among the Sheltering Palms (Technicolor)	87	Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne
Mar.	313	Destination Gobi (Tech.)	89	Richard Widmark, Judy Dan
Mar.	350	Call of the Wild (Re-release)	81	Clark Gable, Loretta Young
Mar.	351	My Darling Clementine (Re-release)	97	Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan
April	312	The President's Lady	96	Susan Hayward, Charlton Heston, Fay Bainter
April	311	Call Me Madam (Tech.)	114	Ethel Merman, Donald O'Connor
Apr.	310	Tonight We Sing (Tech.)	109	David Wayne, Ezio Pinza, Roberta Peters
May	318	Titanic	98	Clifton Webb, Barbara Stanwyck, Robert Wagner
May	315	Man On a Tightrope	105	Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell
May	314	Invaders From Mars (Cinecolor)	78	Helene Carter, Arthur Branz, Jimmy Hunt
May	319	The Desert Rats	88	Richard Burton, Robert Newton
May	352	Gentleman's Agreement (Re-release)	118	Gregory Peck, Dorothy McGuire, Celeste Holm
May	353	Snake Pit (Re-release)	108	Olivia deHavilland, Mark Stevens
June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter

UNITED ARTISTS

NO RELEASE NUMBERS

Oct. 10th	The Thief	87	Ray Milland, Rita Gam
Nov. 26th	Outpost in Malaya	88	Claudette Colbert, Jack Hawkins
Dec. 7th	Babes in Bagdad (Color)	79	Paulette Goddard, Gypsy Rose Lee, John Boles
Dec. 14th	Monsoon (Technicolor)	79	Diana Douglas, George Nader
Dec. 21st	Breaking the Sound Barrier	115	Ralph Richardson, Ann Todd, Nigel Patrick, John Justin
Jan. 16th	Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster
Jan. 23rd	Guerrilla Girl	81	Helmut Dantine, Marianna
Jan. 30th	Luxury Girls	96	Susan Stephen, Anna Maria Ferrer
Feb. 6th	Limelight	140	Charles Chaplin, Claire Bloom, Nigel Bruce
Feb. 18th	Magnetic Monster	75	Richard Carlson, Jean Byron
Feb. 27th	Bandits of Corsica	81	Richard Greene, Paula Raymond
Mar. 6th	Moulin Rouge (Technicolor)	118	Jose Ferrer, Zsa Zsa Gabor, Colette Marchand
Mar. 13th	Bwana Devil (3-D Color)	85	Robert Stack, Barbara Britton
Mar. 27th	Son of the Renegade	57	John Carpenter, Lori Irving
Apr. 15th	Love Happy (Re-release)	85	Marx Bros.
Apr. 15th	Africa Screams (Re-release)	79	Bud Abbott, Lou Costello, Hillary Brooke
Apr. 22th	The Assassin	90	Richard Todd, Eva Bartok
April 28th	"Mahatma Ghandi—Twentieth Century Prophet"	81	Documentary Narrated By Quentin Reynolds
May 8th	That Man From Tangier	80	Nils Asther, Nancy Coleman
May 15th	"Shoot First"	88	Joel McCrea, Evelyn Keyes
May 15th	"Phantom From Space"	72	Ted Cooper, Rudolph Anders, Noreen Nash
May 27th	Raiders of the Seven Seas	88	John Payne, Donna Reed

UNIVERSAL

Oct.	233	Willie and Joe in Back at the Front	87	Tom Ewell, Harvey Lembeck, Mari Blanchard
Oct.	234	Yankee Buccaneer (Technicolor)	86	Jeff Chandler, Scott Brady, Suzan Ball
Oct.	235	Horizons West (Technicolor)	81	Robert Ryan, Julia Adams, Rock Hudson

1952-53

Nov.	301	The Raiders (Technicolor)	82	Richard Conte, Viveca Lindfors
Nov.	302	Because of You	95	Loretta Young, Jeff Chandler, Francis Dee
Nov.	303	It Grows on Trees	84	Irene Dunne, Dean Jagger, Joan Evans
Dec.	304	The Black Cattle	81	Richard Greene, Boris Karloff, Stephen McNally
Dec.	305	Against All Flags (Technicolor)	83	Errol Flynn, Maureen O'Hara
Jan.	306	The Lawless Breed (Technicolor)	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair (Technicolor)	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming (Technicolor)	80	Maureen O'Hara, Alex Nicol, Robert Strauss
Feb.	310	The Mississippi Gambler (Technicolor)	98	Tyrone Power, Piper Laurie, Julia Adams
Feb.	311	Girls in the Night	83	Patricia Hardy, Harvey Lembeck, Glenda Farrell
March	308	City Beneath the Sea (Technicolor)	87	Robert Ryan, Susan Ball, Anthony Quinn
March	312	Gunsmoke (Technicolor)	79	Audie Murphy, Susan Cabot, Paul Kelly
March	313	Seminole (Technicolor)	86	Rock Hudson, Barbara Hale, Anthony Quinn
Apr.	314	Ma and Pa Kettle on Vacation	75	Marjorie Main, Percy Kilbride
Apr.	315	Desert Legion (Technicolor)	86	Alan Ladd, Richard Conte, Arlene Dahl
Apr.	316	Abbott and Costello Go To Mars	77	Bud Abbott, Lou Costello, Mari Blanchard
May	317	The Lone Hand (Technicolor)	79½	Joel McCrea, Barbara Hale, Alex Nicol
May	318	Law and Order	80	Ronald Reagan, Dorothy Malone, Preston Foster
May	319	It Happens Every Thursday	80	Loretta Young, John Forsythe
June	320	Column South	84	Audie Murphy, Joan Evans, Robert Sterling, Ray Collins

WARNER BROS.-FIRST NATIONAL

1952-53

Oct. 11th	203	The Miracle of Our Lady of Fatima (Warnercolor)	102	Gilbert Roland, Angela Clark
Oct. 25th	204	Springfield Rifle (Warnercolor)	93	Gary Cooper, Phyllis Thaxter
Nov. 8th	205	Operation Secret	108	Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden
Nov. 22nd	206	The Iron Mistress (Tech.)	110	Alan Ladd, Virginia Mayo
Dec. 6th	207	Cattle Town	71	Dennis Morgan, Philip Carey
Dec. 27th	208	Abbott and Costello Meet Captain Kidd (Supercinecolor)	70	Charles Laughton, Hillary Brooke
Jan. 3rd	209	April in Paris (Technicolor)	101	Doris Day, Ray Bolger
Jan. 17th	210	Stop, You're Killing Me (Warnercolor)	86	Broderick Crawford, Claire Trevor
Jan. 31st	211	The Man Behind the Gun (Technicolor)	82	Randolph Scott, Patrice Wymore
Feb. 14th	212	The Jazz Singer (Technicolor)	107	Danny Thomas, Peggy Lee
Feb. 28th	213	I Confess	95	Montgomery Clift, Anne Baxter
Mar. 14th	214	She's Back on Broadway (Warnercolor)	95	Virginia Mayo, Gene Nelson
Mar. 28th	215	The Blue Gardenia	90	Anne Baxter, Richard Conte
Apr. 4th	216	Trouble Along The Way	110	John Wayne, Donna Reed, Charles Coburn
Apr. 18th	217	The System	90	Frank Lovejoy, Joan Weldon
Apr. 25th	218	The House of Wax (Warnercolor-3D-Natural Vision	88	Vincent Price, Phyllis Kirk, Frank Lovejoy
May 2nd	219	By the Light of the Silvery Moon (Technicolor)	102	Doris Day, Gordon MacRae
May 16th		Plunder in the Sun		Glenn Ford, Diana Lynn

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	5411	Hooked & Rooked	2	Sept. 11	16½
"	5412	Caught On The Bounce	2	Oct. 9	15½
"	5413	Stop, Look, And Listen	2	Dec. 11	15½
"	5414	Spies & Guys	2	April 9	16½
"	5415	He Popped His Pistol	2	May 14	16
"	5416	Loves A Poppin,	2	June 11	
Stooges	5401	Gents In A Jam	2	Sept. 4	16½
"	5402	Three Dark Horses	2	Oct. 16	16
"	5403	Cuckoo On A Choo Choo	2	Dec. 4	15½
"	5404	Up In Daisy's Penthouse	2	Feb. 5	16½
"	5405	Booty and the Beast	2	Mar. 5	16
"	5406	Losse Loot	2	April 2	16
"	5407	Tricky Dicks	2	May 7	16
Color Favorites	5601	The Fox And The Grapes	1	Sept. 4	7½
(Tech.) (Re-Issues)	5602	Wacky Wigwams	1	Oct. 2	8
"	5603	Tall Bridge Troubles	1	Nov. 6	7
"	5604	The Cuckoo I. Q.	1	Nov. 27	7
"	5605	Cinderella Goes To A Party	1	Dec. 1	7
"	5606	Plenty Below Zero	1	Jan. 8	7½
"	5607	Tito's Guitar	1	Feb. 5	7
"	5608	Professor Small And Mr. Tall	1	Feb. 26	7½
"	5609	The Make Believe Revue	1	Mar. 12	10
"	5610	King Midas Junior	1	April 9	7
"	5611	A Helping Paw	1	May 7	7
"	5612	The Mad Hatter	1	May 28	7
"	5613	Mother Hen's Holiday	1	June 18	7
Comedy Favorites	5431	Ain't Love Cuckoo,	2	Sept. 18	19
(Re-Issues)	5432	Pardon My Berth Mark	2	Oct. 23	18
"	5433	His Wedding Scare	2	Dec. 18	16½
"	5434	One Too Many	2	Jan. 15	20
"	5435	Yumpin' Yiminy	2	Mar. 19	17
Assorted-2-Reel	5421	Who's Hugh	2	Oct. 16	16
Favorites	5422	Dance Dance Dance	2	Nov. 13	18½
"	5423	Kiss And Wake Up	2	Jan. 3	18
"	5424	Gum Shoes	2	Feb. 19	21
"	5425	Woo, Woo!	2	Mar. 12	16
"	5426	Calling All Fibbers	2	April 16	16½
World of Sports	5801	Hunter's Holiday	1	Sept. 25	9
"	5802	Ice-Capades	1	Oct. 30	9½
"	5803	Rassler Mat Adors	1	Nov. 20	10
"	5804	Water Rodeo	1	Dec. 25	9½
"	5805	Trick Shot Artists	1	Feb. 26	10
"	5806	Legion At Bat	1	Mar. 26	10
"	5807	World's Championship Rodeo	1	May 21	
"	5808	The Babe Didrikson Story	1	June 18	
Screen Snapshots	5851	Hollywood Fun Festival	1	Sept. 11	10
"	5852	Hollywood Night At "21" Club	1	Oct. 16	9
"	5853	Fun In The Sun	1	Nov. 13	10
"	5854	Young Hollywood	1	Dec. 18	10½
"	5855	Spike Jones In Hollywood	1	Jan. 24	10
"	5856	Mickey Rooney—Then and Now	1	Mar. 19	9½
"	5857	Ha! Ha! From Hollywood	1	April 23	9
"	5858	Hollywood's Great Comedians	1	May 14	
"	5859	Hollywood's Pair of Jacks	1	June 18	
Mr. Mago (Tech.)	5701	Hotsy Footsy	1	Oct. 23	6½
"	5702	Captains Outrageous	1	Dec. 25	7
"	5703	Safety Spin	1	May 21	
Jolly Frolics	5501	Pete Hothead	1	Sept. 25	7
"	5502	Madeline	1	Nov. 27	7
"	5503	Little Boy With a Big Horn	1	Mar. 26	7
"	5504	The Emperor's New Clothes	1	April 30	7
"	5505	Christopher Crumpet	1	June 25	7
Animal Cavalcade	5651	Chimp-Antics	1	Oct. 30	10½
"	5652	Jungle Monarchs	1	Jan. 29	9
Thrills of Music	5951	Jerry Wald & Orchestra	1	Oct. 2	10½
"	5952	Ray McKinley & Orchestra	1	Nov. 20	9½
"	5953	Ray Anthony & Orchestra	1	Dec. 25	10½
"	5954	Buddy Morrow & Orch.	1	Feb. 12	9½
Candid Microphone	5551	No. 1	1	Oct. 16	9
"	5552	No. 2	1	Jan. 22	11
"	5553	No. 3	1	Feb. 19	10½
"	5554	No. 4	1	April 30	
"	5555	No. 5	1	June 11	
Topnotchers	5901	Beyond the Frontier	1	May 21	10
"	5902	This Is Versailles	1	June 25	

METRO-GOLDWYN-MAYER

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoon (Tech.)	W431	Push-Button Kitty	1	Sept. 6	7
" "	W432	Caballero Droopy	1	Sept. 27	6
" "	W433	Cruise Cat	1	Oct. 18	7
" "	W-434	Little Wise Quacker	1	Nov. 8	7
" "	W-435	The Dog House	1	Nov. 29	6
" "	W-436	Busybody Bear	1	Dec. 20	6
" "	W-437	The Missing Mouse	1	Jan. 10	6
" "	W-438	Barney's Hungry Cousin	1	Jan. 31	7
" "	W-439	Jerry and Jumbo	1	Feb. 21	7
" "	W-440	Cobs and Robbers	1	Mar. 14	6
" "	W-441	Johann Mouse	1	Mar. 21	8
" "	W-442	Little Johnny Jet	1	Apr. 18	7
" "	W-443	That's My Pup	1	Apr. 25	7
" "	W-444	Heir Bear	1	May 30	6
" "	W-445	TV of Tomorrow	1	June 6	
" "	W-446	Just Ducky	1	June 20	
Pete Smith Spec.	S451	Football Thrills No. 15	1	Sept. 6	9
"	S-452	Sweet Memories	1	Oct. 4	9
"	S-454	I Love Children, But	1	Dec. 27	8
"	S-455	The Mosconi Story	1	Feb. 7	10
"	S-456	Aquatic Kids	1	Feb. 14	8
" "	S-457	Travel Quiz (Tech.)		Apr. 25	9
Gold Medal Reprint Cartoons (Tech.)	W461	Wild and Woolfy	1	Oct. 4	8
"	W-462	Mouse In Manhattan	1	Dec. 6	8
"	W-463	Tee For Two	1	Feb. 14	7
"	W-464	Quiet Please	1	Mar. 28	8
"	W-465	Red Hat Riding Hood	1	May 2	7
"	W-466	Flirty Birdy	1	July 4	
Fitzpatrick Travel Talks	T-411	Pretoria To Durban	1	Sept. 20	9
"	T-412	In the Land of Diamonds	1	Oct. 25	9
"	T-413	Calling on Capetown	1	Nov. 22	9
"	T-414	Land of the Ugly Duckling	1	Jan. 3	9
"	T-415	Beautiful Bavaria	1	Apr. 4	9
"	T-416	Johannesburg—City of Gold	1	May 16	8
"	T-417	Delightful Denmark	1	June 27	
"	T-418	Copenhagen—City of Towers	1	July 18	
Prophecies of Nostradamus	R-421	Nostradamus Says So!	1	Jan. 31	11

PARAMOUNT

1952-53

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Musical Parade (Tech.)	FF12-7	Little Witch	2	Apr. 4	18
"	FF12-8	Midnight Serenade	2	Apr. 18	18
"	FF12-9	Champagne For Two	2	May 2	20
"	FF12-10	Big Sister Blues	2	May 23	14
"	FF12-11	Samba Mania	2	June 13	18
"	FF12-12	Catalina Interlude	2	June 27	18
Popeye Champion (Tech.)	Z12-1	House Tricks	1	Oct. 3	7
"	Z12-2	Mess Production	1	Oct. 3	7
"	Z12-3	Pitching Woo at the Zoo	1	Oct. 3	7
"	Z12-4	Puppet Love	1	Oct. 3	8
Sportlight	R12-1	Rugged Rangers	1	Oct. 3	9
"	R12-2	Canine I.Q.	1	Oct. 4	9
"	R12-3	Highland Sports	1	Dec. 19	10
"	R12-4	The Speed Queen	1	Jan. 2	9
"	R12-5	Brittania' Athletic Cadets	1	Jan. 16	9
"	R12-6	Sport Car Racing	1	Feb. 27	9
"	R12-7	Untitled	1	Apr. 10	9
"	R12-8	Tme Sporting British Indies	1	May 1	9
Topper	M12-2	Littles Expert on Yesterdays Champions	1	Oct. 3	10
"	M12-1	Littlest Expert on Interesting People	1	Dec. 5	9
"	M12-4	Animal Hotel	1	Feb. 6	10
"	M12-3	The Little Expert on Horse & Buggy Days	1	Apr. 24	10
"	M12-5	Here He Goes	1	May 1	10
"	M12-6	Bear Crazy	1	May 29	10
Popeye (Tech.)	E12-1	Shuteye Popeye	1	Oct. 3	6
"	E12-4	Big Bad Sinbad	1	Dec. 12	10
"	E12-3	Ancient Fistory	1	Jan. 30	7
"	E12-2	Child Sockology	1	Mar. 27	6
"	E12-5	Popeye's Mirthday	1	May 22	6
Herman & Katnip (Tech.)	H12-1	Mice-Capades	1	Oct. 3	7
"	H12-2	Of Mice And Magic	1	Feb. 20	7
"	H12-3	Herman The Catoonist	1	May 15	7
Pacemaker	K12-1	Parlor, Bedroom & Wheels	1	Oct. 3	10
"	K12-2	Let's Have a Parade	1	Nov. 14	10
"	K12-3	All Girls On Deck	1	Dec. 26	16
"	K12-4	High School Hi Jinks	1	Mar. 20	10
Casper (Tech.)	B12-1	Tru Boo	1	Oct. 24	7
"	B12-2	Frightday The 13th	1	Feb. 13	7
"	B12-3	Spook No Evil	1	Mar. 13	7
"	B12-4	North Pal	1	May 29	7
Kartune (Tech.)	X12-1	Forest Fantasy	1	Oct. 24	7
"	X12-2	Hysterical History	1	Jan. 23	7
"	X12-3	Philharmaniacs	1	Apr. 3	7
"	X12-4	Aero-Nuties	1	May 8	7
Noveltoon (Tech.)	P12-1	The Case of the Cockeyed Canary	1	Dec. 19	7
"	P12-2	Feast & Furious	1	Dec. 26	6
"	P12-3	Starting From Hatch	1	Mar. 6	7
"	P12-4	Winner By a Hare	1	Apr. 17	7

RKO-RADIO

1952-1953

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Edgar Kennedy (Re-issues)	33501	Prunes and Politics	2	Sept. 19	16
"	33502	The Kitchen Gynic	2	Oct. 17	18
"	33503	You Drive Me Crazy	2	Nov. 14	17
"	33504	Radio Rampage	2	Dec. 12	16
"	33505	Alibi Baby	2	Jan. 9	18
"	33506	Mother-in-Law's Day	2	Feb. 8	18
Melody Time (Re-issues)	33201	Harris in the Spring	2	Sept. 12	19
"	33202	Swing It	2	Oct. 10	16
Leon Errol (Re-issues)	33701	A Polo Phony	2	Sept. 5	18
"	33702	Who's a Dummy	2	Oct. 3	17
"	33703	The Wrong Room	2	Oct. 31	19
"	33704	He Asked For It	2	Nov. 28	18
"	33705	Panic in the Parlor	2	Dec. 26	18
"	33706	Home Work	2	Jan. 2	19
Walt Disney Cartoons (Tech.)	34101	Pluto's Birthday Party	1	Sept. 19	6
"	34102	Trick or Treat	1	Oct. 10	8
"	34103	Two Weeks Vacation	1	Oct. 31	6
"	34104	Pluto's Christmas Tree	1	Nov. 21	7
"	34105	How to Be a Detective	1	Dec. 12	7
"	34106	Father's Day Off	1	Mar. 28	7
"	34107	The Simple Things	1	Apr. 18	7
Sportscopes	34301	Aqua Champs	1	July 11	8
"	34302	Let's Go Fishing	1	Aug. 1	8
"	34303	Lure of the Turf	1	Aug. 22	9
"	34304	The Roaring Game	1	Sept. 12	10
"	34305	Sportmen's Playground	1	Oct. 3	8
"	34306	Husky Dogs	1	Oct. 24	8
"	34307	King of thhe Clubs	1	Nov. 14	8
"	34308	Bobby Shantz	1	Dec. 19	8
"	34309	All Joking Astride	1	Dec. 26	8
"	34310	Wild Bear Hunt	1	Jan. 16	8
Screenliners	34201	Sweet Land of Liberty	1	July 4	9
"	34202	Male Vanity	1	July 25	8
"	34203	Mexician Rhythm	1	Aug. 15	8
"	34204	Flying Pinwheels	1	Sept. 5	8
"	34205	Porpoise Roundup	1	Sept. 26	8
"	34206	Log Jam	1	Oct. 17	9
"	34207	College Circus	1	Nov. 7	8
"	34208	Johnny Gets His Route	1	Nov. 28	9

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	34209	Way Back When	1	Dec. 19	8
"	24210	Molly Bee Sings	1	Jan. 9	9
"	34211	Sea Going Smoke Eaters	1	Jan. 30	8
Specials	33100	Professor F.D.I.	2	Aug. 15	15
"	33102	I Am a Paratrooper	2	Sept. 12	15
"	33103	Caution, Danger Ahead	2	Oct. 10	15
"	33104	Men of Science	2	Nov. 7	16
	33101	Operation A-Bomb	2	Jan. 16	16
"	33105	Conquest of Ungava	2	Jan. 2	15
"	33106	Canadian Mounties	2	Jan. 30	15
Sports Specials	33901	Football Highlights of 1952	2	Dec. 12	17
True Life Adventures (Tech.)	33301	Water Birds	3	July 4	31
Comedy Specials	33401	Three Cheers for Betty	2	Jan. 23	16
"	33402	Half-Dressed for Dinner	2	Mar. 6	16
Gil Lamb Comedies	33601	The Fresh Painter	2	Jan. 16	16
"	33602	Lost In A Turkish Bath	2	Jan. 16	16
"	33603	Baby Makes Two	2	Feb. 27	17
"	33604	Pardon My Wrench	2	Mar. 13	17

REPUBLIC

Serial	5182	Radar Men From The Moon	12 Ep.		
"	5184	Nyoka and the Tigermen (Re-release of "Perils of Nyoka")	15 Ep.		
"	5281	Zombies of the Stratosphere	12 Ep.		
"	5282	Dick Tracy vs. Phantom Empire (Formerly titled "Dick Tracy vs. Crime")	15 Ep.		
"	5283	Jungle Drums Of Africa	12 Ep.		
"	5284	Return of Captain Marvel (Formerly titled "Adventure of Captain Marvel)	12 Ep.		
Short Subjects	5187	The Philippines	1	Aug. 25	9
" "	5188	Ceylon	1	Mar. 1	9
" "	9221	City of Destiny	1	Apr. 1	9
Commando Cody Adventures	5268	Enemies of the Universe	3	Mar. 28	30
"	5269	Atomic Peril	3	Mar. 28	30
"	5270	Cosmic Vengeance	3	Apr. 28	30
"	5271	Nightmare Typhoon	3	May 28	30

TWENTIETH CENTURY-FOX

1952

Terrytoon (Tech.)	5219	Aesop's Fable, Happy Valley	1	September	7
" "	5220	Little Roquefort in Good Housekeeping	1	September	7
" "	5221	Terry Bears in Nice Doggy	1	October	7
" "	5222	Mighty Mouse in Happy Holland	1	October	7
" "	5223	Heckle and Jeckle, the Talking Magpies in Moose and the Loose	1	November	7
" "	5224	Dinky in Sink or Swim	1	November	7
" "	5225	Little Roquefort in Flop Secret	1	December	7
" "	5226	Terry Bears in Picnic with Papa	1	December	7
Sport	3203	Sails and Blades	1	June	10
"	3204	U. S. Olympic Champions	1	September	9
"	3205	Kalamazoo Klonters	1	October	9
"	3206	Untitled	1	December	.....
Special (Tech.)	7251	I Remember the Glory (Art of Botticelli)	1	September	10
" "	7252	Curtain Call (Art of Degas)	1	September	10
" "	7253	Light in the Window (Art of Vermeer)	1	September	10
" "	7254	Birth of Venus (Art of Renaissance)	1	November	10
" "	7256	The Young Immortal (Art of Raphael)	1	December	10

1953

Terrytoon (Tech.)	5301	Mighty Mouse in a Soap Opera	1	January	7
" "	5302	Terry Bears in Thrifty Cubs	1	January	7
" "	5327	The Owl and the Pussy Cat (Re-Release)	1	January	7
" "	5303	Heckle and Jeckle the Talking Magpies in Hair Cut-Ups	1	February	7
" "	5304	Dinkly in Wise Quacks	1	February	7
" "	5328	Slap Happy Hunters (Re-Release)	1	February	7
" "	5305	Little Roquefort in Mouse Meets Bird	1	March	7
" "	5306	Terry Bears in Snappy Snapshots	1	March	7
" "	5307	Mighty Mouse in Hero For a Day	1	March	7
" "	5308	Heckle and Jeckle the Talking Magpies in Pill Peddlers	1	April	7
" "	5309	Dinky in Featherweight Champ	1	April	7
" "	5329	Happy Circus Days (Re-Release)	1	April	7
" "	5310	Little Roquefort in Playfull Puss	1	May	7
" "	5311	Terry Bears in Plumber's Helpers	1	May	7
" "	5330	Neck & Neck	1	May	7
" "	5312	Mighty Mouse in Hot Rods	1	June	7
" "	5313	Heckle and Jeckle the Talking Magpies in Ten Pin Terrors	1	June	7
" "	5314	Dinky in the Orphan Egg	1	June	7
" "	5315	Little Roquefort in Friday the 13th	1	July	7
" "	5316	Mighty Mouse in When Mouse-hood Was in Flower	1	July	7
" "	5317	Terry Bears in Open House	1	August	7
" "	5318	Heckle & Jeckle the Talking Magpies in Bargain Daze	1	August	7
Lew Lehr (Re-Release)	9381	Untitled	1	April	.....
"	9382	Untitled	1	July	.....
Movietone (New Camera)	6301	Breath of Disaster	1	April	.....
"	6302	Epic Drama	1	March	.....
"	6303	Untitled	1	June	.....
"	6304	Untitled	1	August	.....
Sport	3301	Gridiron Goliaths	1	February	.....
"	3302	Untitled	1	March	.....
"	3303	Untitled	1	June	.....
"	3304	Untitled	1	August	.....

UNIVERSAL

Variety Views	7346	Village Metropolis	1	Sept. 8	9
"	7348	The Man In the Peace Tower	1	Oct. 13	9
Earth & Its Peoples Two-Reeler	7372	Tropical Lowland	2	Sept. 8	21
"	7373	Riches of the Veld	2	Oct. 6	19½
Woody Woodpecker Cartune (Tech.)	7355	Scalp Treatment	1	Sept. 8	7
"	7356	The Great Who-Dood-It	1	Oct. 20	7
Name Band Musical	7311	Jimmy Dorsey Varieties	2	Sept. 25	15
Re-Issues Cartunes	7333	Musical Moments	1	Sept. 15	7

1952-53

Musical Featurette	8301	Xavier Cugat and his Orchestra	2	Nov. 16	15
" "	8302	Don Cornell Sings	2	Dec. 4	15
" "	8303	The Modernaires with Lawrence Welk's Orchestra	2	Jan. 1	15
" "	8304	Andy Russell and Della in 'House Party'	2	Mar. 12	15
" "	8305	Les Brown & His Orchestra in 'Crazy Frolic'	2	Apr. 9	15
" "	8306	Harry James and his Music Makers	2	May 17	14
" "	8307	Music on the Double	2	May 28	18
Special	8203	The World's Most Beautiful Girls	2	Feb. 1	17
A Two-Reel Special	8201	Out Of The Earth	2	Feb.	18
Variety View	8341	King Winter	1	Dec. 22	9
"	8342	Get A Horse	1	Jan. 26	9
"	8343	Sky Police	1	Mar. 9	9
"	8344	Deadly Drums	1	May 4	10
The Earth and its Peoples	8361	Horsemen of the Pampa	2	Nov. 3	21
"	8362	Farms And Towns Of Slovakia	2	Dec. 1	20
"	8363	An Industrial Lake Port	2	Dec. 29	20
"	8364	Ports of Industrial Scandinavia	2	Jan. 26	21
"	8365	The Po River Valley	2	Feb. 23	20
"	8366	Sheep Ranch Country	2	Mar. 3	20
"	8367	Cross Section of Central America	2	Apr. 20	21
"	8368	Factories, Mines & Waterways	2	May 18	21
Woody Woodpecker Cartune (Tech.)	8321	Termites From Mars	1	Dec. 8	6
"	8322	What's Sweepin'?	1	Jan. 5	6
"	8323	The Dog Who Cried Wolf	1	Mar. 23	6
"	8324	Buccaneer Woodpecker	1	Apr. 20	6
"	8325	The Mouse and the Lion	1	May 11	6

VITAPHONE

Joe McDoakes Comedy	8406	So You Never Tell a Lie	1	Aug. 2	10
Blue Bibbon Cartoons (Tech.)	8312	Merrie Old Soul	1	Aug. 2	7
"	8313	Fresh Air Dale	1	Aug. 30	7
Vitaphone Novelties	8607	Daredevil Days	1	Aug. 9	10
M.M. Cartoons (Tech.)	8720	Hoppy-Go-Lucky	1	Aug. 9	7
"	8721	Going! Going! Gosh!	1	Aug. 23	7
"	8722	Bird in a Guilty Cage	1	Aug. 30	7
Sports Parade	8510	Just For Sport	1	Aug. 23	10
Technicolor Specials	8008	Open Up That Golden Gate	2	July 19	20
Melody Master Bands (Re-Issues)	8806	The Serenaders	1	Aug. 16	10

1952-53

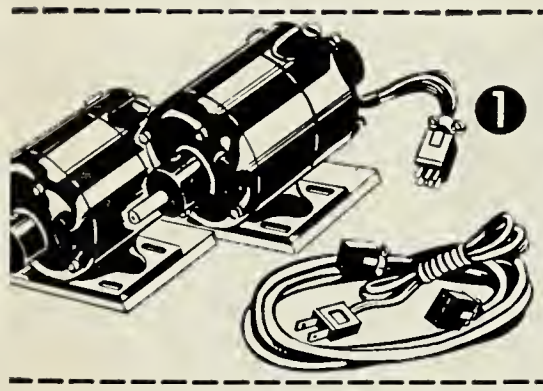
Technicolor Specials	9001	Killers of the Swamp	2	Sept. 6	20
"	9002	Man Without A Country	2	Oct. 25	20
"	9003	Cruise of the Zaca	2	Dec. 6	17
"	9004	Flag of Humanity	2	Jan. 24	17
Featurettes	9101	Monsters of the Deep	2	Sept. 27	20
"	9102	Oklahoma Outlaws	2	Nov. 22	20
"	9103	Are Animals Actors	2	Dec. 27	20
Blue Ribbon Cartoons (Tech.)	9301	A Feud There Was	1	Sept. 13	7
"	9302	Daffy Doodles	1	Oct. 11	7
"	9303	A Day at the Zoo	1	Nov. 8	7
"	9304	Early Worm Gets the Bird	1	Nov. 29	7
"	9305	Tale of Two Mice	1	Jan. 10	7
"	9306	Bashful Buzzard	1	Feb. 7	7
Joe McDoakes Comedy	9401	So You're Going to the Dentist	1	Sept. 20	10
"	9402	So You Want to Wear the Pants	1	Nov. 8	10
"	9403	So You Want to be a Musician	1	Jan. 10	10
Sports Parade	9501	They Fly Thru the Air	1	Oct. 4	10
"	9502	Unfamiliar Sports	1	Nov. 1	10
"	9503	Fiesta For Sports	1	Dec. 20	9
"	9504	Sporting Courage	1	Jan. 31	9
"	9505	Birthplace of Hockey	1	Feb. 28	9
Vitaphone Novelties	9601	Ain't Rio Grand	1	Sept. 13	10
"	9602	No Adults Allowed	1	Apr. 11	10
	9603	Hunting the Devil Cat	1	Oct. 18	10
"	9604	Too Much Speed	1	Jan. 3	10
"	9605	Here We Go Again	1	Feb. 14	10
M.M. Cartoons (Tech.)	9701	Mousewarming	1	Sept. 8	7
"	9702	The Egg-cited Rooster	1	Oct. 4	7
"	9703	Tree For Two	1	Oct. 18	7
"	9704	The Super Snooper	1	Nov. 1	7
"	9705	Terrier-Stricken	1	Nov. 29	7
"	9706	Food Coverage	1	Dec. 13	7
"	9707	Don't Give Up The Ship	1	Jan. 3	7
"	9708	Snaw Business	1	Jan. 17	7
"	9709	A Mouse Divided	1	Jan. 31	7
"	9710	Kiss Me Cat	1	Feb. 21	7
"	9711	Duck Anuck	1	Feb. 28	7
Bugs Bunny Specials (Tech.)	9723	Rabbit Seasoning	1	Sept. 20	7
"	9724	Rabbit's Kin	1	Nov. 15	7
"	9725	Hare Life	1	Dec. 20	7
"	9726	Forward, March Hare	1	Feb. 14	7
Melody Master Bands (Re-Issues)	9801	Freddie Fisher & His Band	1	Oct. 11	10
"	9802	Junior Jive Bombers	1	Nov. 15	10
"	9803	Circus Band	1	Dec. 27	9

NATURAL VISION THEATRE EQUIPMENT CORPORATION

First IN QUALITY and IN ECONOMY

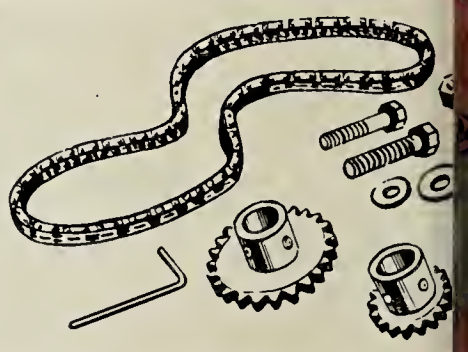
NVTEC, ***the company which originated and set the standards for 3-D projection now has available an immediate supply of all items needed for conversion in the booth, the 3-D kit that is most economical to purchase and maintain, so simple your house projectionist can install it!***

NVTEC 3-D CONVERSION KIT

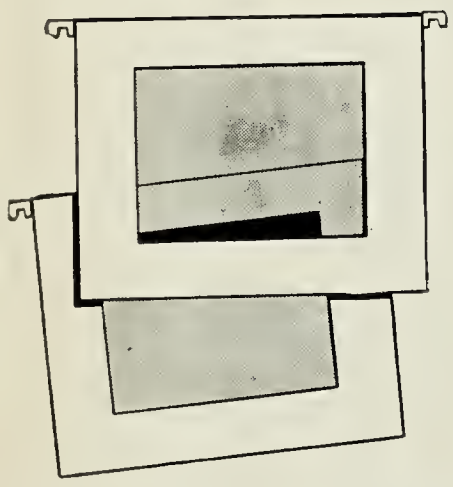


❶ ELECTRICAL INTERLOCK

Two Selsyn motors, complete with mounting plates, sprockets and chains, electrical jumper cords for use with 110 volts **$350** set complete



❷ POLAROID PROJECTION FILTERS



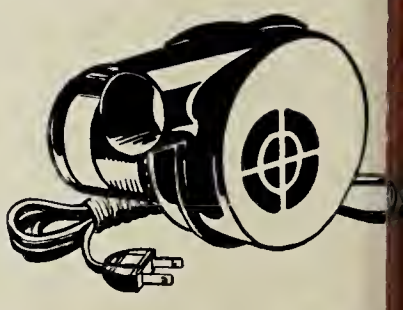
Polaroid filters and holders . . . . . **$50** pair

NVTEC IS THE EXCLUSIVE REPRESENTATIVE OF THE POLAROID CORP. IN THE SALE OF FILTERS TO THEATRES

Silent blowers for cooling Polaroid filters . . . . . **$24** pair

STATICMASTER brush to clean filters **$12**

Precision level **$2**







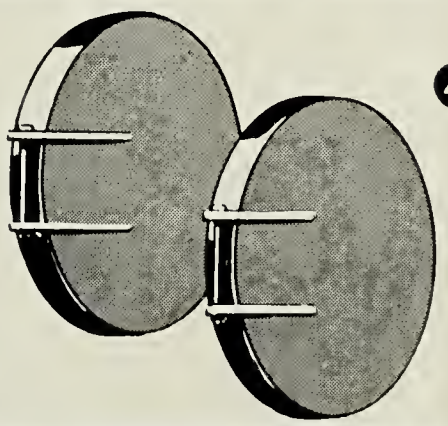
❸ REELS

23″ reels — **$20** each

24″ reels — **$22.50** each

Inertia Free Wheels — Clutch Hub Type B





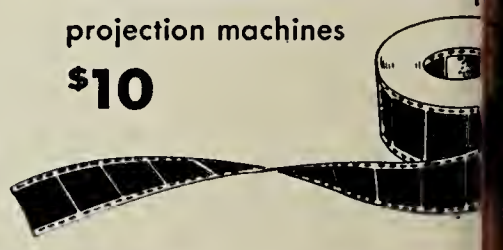
❹ MAGAZINES

Upper and lower 25″ 5500 feet magazines —

$352.40 per theatre set

❺ LINE-UP CHAR

100′ calibrated film to line-up projection machines **$10**



None Better in Quality!

ALL NATURAL VISION THEATRE EQUIPMENT CORP. CONVERSION KITS ARE BUILT TO THE STANDARDS SET BY THE MOTION PICTURE RESEARCH COUNCIL

None Lower i Price

NATURAL VISION THEATRE EQUIPMENT CORP

1710 NORTH LA BREA AVENUE • HOLLYWOOD 46, CALIF. • PHONE HEmpstead 23

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

...KES OFFERED LOW COST ...A-DIMENSION PACKAGE

TAX REPEAL DIMS COMPO STILL PITCHING

...BIA RELEASING 34 FILMS ...NINE-MONTH STRETCH

...OMY, CAUTION CUE RKO ...TURES POLICY AFTER '52 LOSS

...MANAGEMENT UPHELD IN VOTE

...NSON NOTES OPTIMISTIC ...TREND FOR AB-PT

REVIEWS
pages 8, 34, 35

Equipment

No. 10 May 30, 1953

...econd class matter October 25, 1946, at the ... New York, N. Y., under the act of March ...hed Biweekly by The ITOA Independent, ...roadway, New York 36, New York. Sub... $2.00 a Year, Single copy 10 cents.

A DELICATE PROBLEM

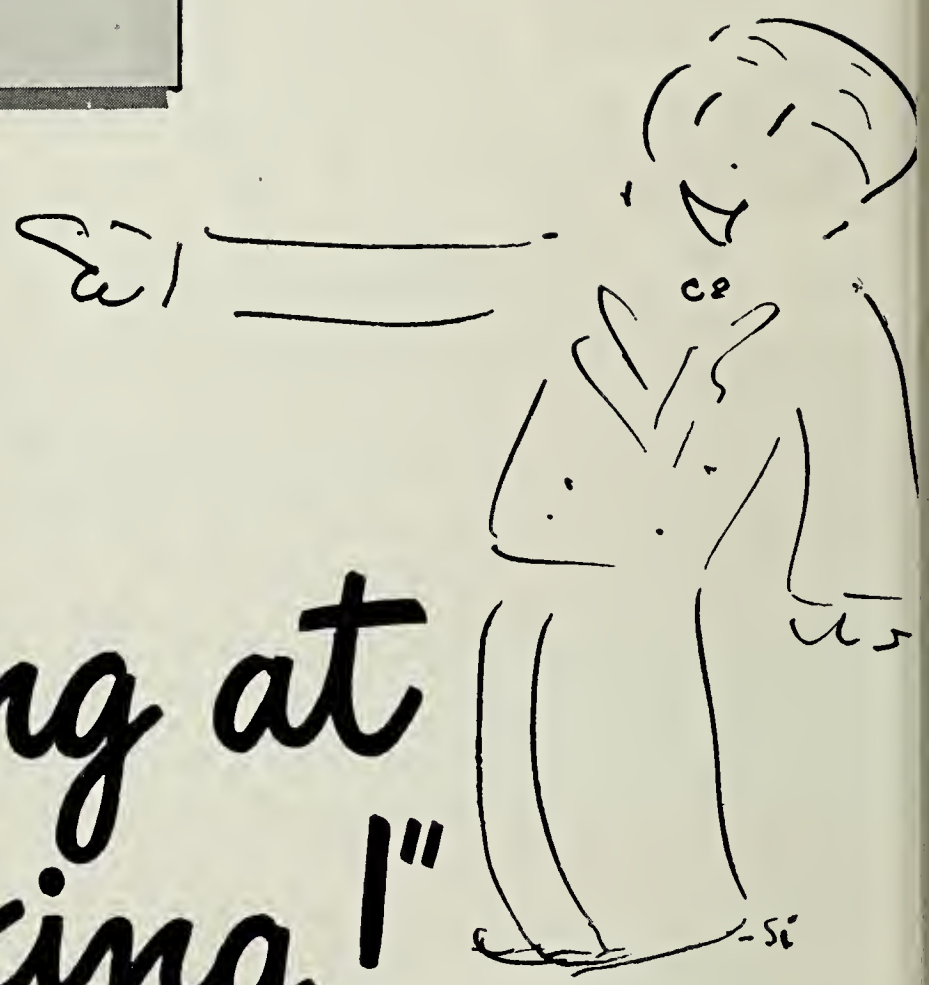
THE 3-D furore is pushing into the background a most delicate public relations problem which the industry should be tackling now even though its effects will not be felt until the 20% Federal tax on motion picture admissions is lifted from the nation's boxoffices, as it inevitably must be.

Up until now, the admissions tax repeal campaign had a minimum of publicity. However, the recent House Ways and Means Committee hearings focused public attention on the effort and brought with it an unavoidable rash of newspaper and other coverage. It should have come as no surprise that many of these news reports took it for granted that the savings accruing from repeal would be passed on to the public. This misconception could create a most

(See Page 3)







"You're looking at a Booking!"

Millions of holiday merrymakers want fun, songs and romance on the 4th! M-G-M's new Esther Williams musical is made-to-order for holiday business. Call your M-G-M Branch right now and say, "I want fireworks for the holidays. Give me M-G-M's BIG, NEW TECHNICOLOR MUSICAL—

"DANGEROUS WHEN WET"

M-G-M presents "DANGEROUS WHEN WET" • starring ESTHER WILLIAMS • FERNANDO LAMAS • JACK CARSON Charlotte Greenwood • Denise Darcel • with William Demarest • Donna Corcoran Color by Technicolor Written by Dorothy Kingsley Music by Arthur Schwartz Lyrics by Johnny Mercer Directed by Charles Walters Produced by George Wells

"As sure-fire as anybody's got a right to expect any picture to be." —M. P. DAILY

Vol. 31 No. 10
May 30, 1953

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

embarrassing public relations problem if we do not give it some consideration NOW.

From this point forward, we can expect every Congressional action on admissions taxes, and of necessity there must be many, to be accompanied by a burst of publicity. If and when the tax is repealed, the news will get widespread coverage and will certainly not remain a secret to the movie-going public.

We must not approach this problem like an ostrich with its head buried in the sand. Much can be done to soften any adverse public impact with proper advance planning and appropriate action. And consideration of this problem is not premature even though tax repeal may not be imminent. Otherwise, we will certainly be in no position to cope with the problem when tax repeal is in the immediate offing.

The problem is difficult but not hopeless. In solving it, we must do what we can to prevent as many people as possible from going to the theatre with the mistaken notion that the tax elimination will mean a ticket-price cut. Even then, there will still be many thousands who will have the mistaken idea and they must be answered at the theatre in such a way as to retain their good will and patronage.

It would appear that the problem will have to be met on the grass roots level since situations will vary across the country. Some theatres will pass on the tax savings to their customers; some may pass on only part of it; others may pass on none of it. At no time has there been an industry pledge in this campaign to Congressional leaders that the tax savings would be passed on to the public.

The important thing is to try to prevent misleading publicity instead of waiting to correct it. How to do it? Affected theatre owners and representatives of exhibitor groups in each locality should thoroughly and honestly brief their newspaper publishers, radio and TV commentators, and all others who might affect public opinion. Your editors will be interested and impressed by local facts and figures. You will not be asking him for publicity on tax repeal. You merely want him to understand that certain theatres must retain that 20% in order to stay in business. This represents the price increase to which you were entitled years ago when inflationary costs began hitting you. Other retailers moved up their prices to meet costs while the tax has been an artificial ceiling for your business.

These opinion makers will understand, in much the same manner as have our Congressional representatives, that most theatres can no longer exist on an 80-cent dollar. They will, in all probability, use their influence to help the tax repeal campaign. At the very least, they will keep out of their columns misinformation that would harm you with your customers.

After thoroughly covering the press and other moulders of public opinion, the next step is to make sure that every member of the theatre staff is well versed in the story behind your policy. When a customer asks, "Are you going to cut your prices 20% on the day the tax goes off?" your managers, assistants, cashiers, doormen and ushers should have the right answer. It should be spoken frankly, carefully, but without apology. The customer is entitled to an explanation. The facts, properly presented, should retain good will and not destroy it.

But if one theatre manager makes one explanation and the next one uses some double-talk alibi, a great harm can be done at a time when we need the good will of our customers.

If theatre people give the same, straightforward, honest reasons why the tax cannot be passed on, we will at least have truth and logic on our side. The public, properly informed, will quickly adjust itself.

Of all the many, many problems that confront theatre management, this is one that we should not shirk. In fact, we should welcome it for the benefits of tax repeal far outweigh any difficulties that may arise out of it.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

New Dimension Theatre Package Offered For $6,000 By Ballantyne

Officials of National Allied this week expressed their support of the newly announced Ballantyne package and stated that they were happy to have been instrumental in the creation of the idea, but they denied any "personal" interest in the deal. Wilbur Snaper, president of National Allied, said that his organization only was interested in helping the small exhibitor.

Snaper added that there was a precedent for Allied's action, because it had done something similar in 1929. At that time, when a comparable confusion reigned in the industry because of the advent of sound, Allied had requested another large manufacturer to package sound equipment that would sell for less than $3,000, he said.

The $6,000 "package" that will allow any theatre to show 3-D, wide-screen and panoramic films, plus stereophonic sound, was announced by J. Robert Hoff, executive vice-president of the Ballantyne Co. He advised that these new devices could be the salvation of the average theatre.

Flooded With Calls

In answer to Hoff's announcement came a "flood of telegrams and phone calls," according to a company report. "We seem to have made quite an impression" was Hoff's statement. He added that some of the inquiries concerned the availability of packages with screens in the 2.66 to 1 ratio.

Ballantyne can fill such an order, he assured, and the only reason that it had worked with the 2 to 1 ratio was that the company felt that most smaller theatres couldn't accommodate the larger ratio screen.

Along with the screen, he promised that Ballantyne could have the necessary anamorphic lenses available in six to eight months.

Major feature of the Ballantyne package is the low cost, which is further eased by the announcement of a financing plan for theatre owners who can qualify creditwise.

The plan calls for $1,000 with the order, another $1,000 on delivery and the balance to be paid out in two years.

Hoff stated that his company created the equipment at the request of National Allied, which represents most of the average-sized theatres. The object was to design a system that would be available at a price all theatres could pay.

The company has already begun production on the package and expects to make its first deliveries early in the summer. At that time it anticipates completing about 50 packages per day.

Low price had to be coupled with mobility and convenience so that the exhibitor could choose the system he wanted for his own theatre. Hoff assured its success by stating "the Ballantyne package will handle every reasonable kind of special projection picture now being produced."

Dual Aim Met

The package includes one pair of wide angle lenses in the required focal length to project pictures on a wide angle screen in any given theatre. Falling in a focal length of 2″ EF to 3½″ EF, they will be furnished complete with wide angle mounts. Their speed of *f*2 permits them to give complete definition and full resolution of the picture to the extreme outer edges of the wide-angle panoramic screen.

The screen itself, built on a ratio of 2 to 1, is available in six different sizes: 11′x22′, 12′x24′, 15′x30′, 20′x40′, 25′x50′ and 30′x60′. Designed for the most efficient maximum return of projected light energy, it allegedly gives greater brilliance for both

(*Continued on page* 15)

Additional CinemaScope Demonstrations Set

With 94 percent of the country's leading circuits having already applied for CinemaScope equipment, 20th Century-Fox continued to demonstrate the system at theatres in Boston and Pittsburgh. Atlanta and Kansas City showings follow.

Fox has received its largest single order from National Theatres for 212 installations. Stanley Warner will install it in from 75 to 100 theatres and RKO announced plans for using it in from 43 to 47 houses. Loew's and the former national Publix circuit have also placed orders for the system.

Tax Repeal Dims But COMPO Still In There Pitching

Despite the Treasury Department's opposition at present to removal of the Federal 20 percent admission tax, it appeared definite this week that COMPO's determination to seek repeal would gather in force.

The Treasury stand was announced in the wake of President Eisenhower's speech in opposition to any excise reductions. COMPO's position was taken in a pledge of Col. H. A. Cole and Pat McGee, co-chairmen of the organization's tax repeal committee.

It is up to the COMPO committee to get the Mason Bill, which would remove the tax, out of the House Ways and Means Committee, where it is now lodged, if it is ever to be voted on by Congress.

However, the fact remains that the President has declared his opposition to tax cuts for this year, while promising some alleviation for 1954.

Other Taxes Continued

In fact, he specifically asked for the continuation of excise tax increases in other industries. He explained that any extensive tax cutting now would endanger national security.

Following the appearance of the COMPO representatives at the House Small Business Committee, was one by Treasury Undersecretary Folsom, who stated the administration's view on the subject.

Folsom said that the whole tax problem was being studied in preparation for an easier tax plan for next year, but that the government was definitely opposed to any action for this year.

He added that he had sent a letter to the House Ways and Means Committee expressing opposition to the Mason Bill. He did promise, however, that the Treasury Department would allow other tax leniencies to help the small business man.

Other Allowances Made

He said that more deductions would be permitted for business improvements and that more allowances would be made on the personal income tax of such persons.

Meanwhile, Michigan exhibitors were faced with another tax when the state passed a bill calling for a levy of four tenths of one percent on the receipts of business above $10,000 a year, and after 50 percent of the total had been deducted for business costs. Deduction does not include labor costs and depreciation.

In the same state, local groups are planning to meet June 10 to conduct their own fight for national tax repeal. All exhibitors were invited to see a tax film screening.

Ohio Bill Exempting Newsreels From Censor Has Bright Prospects

COLUMBUS, OHIO.—The state of Ohio continues to play a central role in the question of film censorship in the U.S. as Charles Mosher, state senator, announced his decision to delay his fight against the censorship law in general but only so that he could concentrate on his battle to get newsreels exempted from state censorship. He said that he would introduce a broader bill at a later legislative session.

The Health and Education Committee subsequently approved by unanimous vote proposed amendments to the Mosher bill. It now must go to the House Rules Committee for further action. Those in favor of the bill regard the 5 to 0 vote as "encouraging" for prospects of the bill.

Meanwhile, Superior Films Inc., New York, distributors of "M," engaged a law firm here to appeal the decision of the Ohio Supreme Court which upheld the state censor's ban on that film to the U.S. Supreme Court. Firm claims that the Ohio statute is unconstitutional.

Support was given Superior's case by the

(*Continued on page* 14)

SMPTE Surveys Theatre Dimensions To Aid Trade

Nationwide survey of theatres will be launched at once by the SMPTE, with information to be gathered on seating areas, projection distance and permissable screen sizes, it was disclosed this week. Exhibitors will be furnished with data from the survey, on which several equipment concerns and many theatremens' associations are expected to co-operate.

Report, when completed, will be furnished to all participating theatres, all SMPTE members and all interested equipment people. Questionnaires are now being sent to exhibitor associations for distribution to members.

Expected to help in the survey are Altec Service Co., RCA Service Co., National Allied, Theatre Owners of America, Metropolitan Motion Picture Theatre Owners Association, Independent Theatre Owners Association, Theatre Equipment Dealers Association, Theatre Equipment and Supply Manufacturers' Association and National Theatre Supply Co.

3-D HIGHLIGHTS

Paramount announced production of 3-D cartoon short subjects which will be ready for delivery in September. Although the shorts were unidentified, it was expected that they will be subjects in one or more of the series which Paramount has been marketing for years, such as "Popeyes," "Noveltoons," "Herman and Katnip" and "Caspers." They will be sold separately and will not be part of the 60 one-reel short subjects line-up ready for release during the year beginning Oct. 1.

* * *

The first 3-D animated cartoon, Walt Disney's "Melody," was premiered at the Paramount Theatre, Hollywood, and the Downtown, Los Angeles. The 10-minute Technicolor short was made "under wraps" at the Disney Studio in Burbank.

* * *

A new wide-screen process, termed Ampo-Vision, was demonstrated by Albert M. Pickus, secretary of TOA, at his theatre in Strafford-on-Housatonic. His screen was 45-feet wide and curved to a depth of four feet in the center. It allegedly created a stereoscopic illusion, and is said to be adaptable to small theatres.

* * *

Paramount has completed initial tests on the Hogue-Leigh wide-angle lens which gives 74-degree exposure and is wider than any other lens system except Cinerama, according to Loren Ryder, studio research head. The lens, much wider than the standard 49-degree lens, photographs directly on 35mm. film, and no extra equipment is needed for camera or projector. The studio is also testing the 59-degree angle French angenieux lens.

* * *

Caution and careful economic consideration on the part of the small, independent exhibitor were urged by Herbert Barnett, president of the Society of Motion Picture and Television Engineers, in a speech made at the Allied MPTO of Western Pennsylvania convention. Before purchasing new equipment, the exhibitor should decide whether the market in his area warrants spending the money, Barnett advised. A large audience potential and enough working space are two requisites for making the expenditure profitable, he announced.

* * *

Voicing skepticism that the major studios would compromise on any one wide-screen system, Herbert Barnett, SMPTE prexy, stated that though everybody speaks about standardization, it means different things to different groups. One part of the industry would have new techniques stopped at the point of least cost, limiting progress at the cheapest common denominator, he said. Another would have all the producers agree on identical ratios, sound, etc., causing them to turn out identical products. The third wants a flexible standard.

(*Continued on page* 9)

Columbia Releasing 34 Films In Nine-Month Period; 7 In 3-D

A four-point program which assures exhibitors of a continuing flow of quality product in standard, wide-screen and three dimensional projection was announced this week by Columbia Pictures. Program covers the company's plans for the future use of wide screen, 3-D and stereophonic sound, and included in it are 34 features and two 3-D short subjects for release in the coming nine-month period.

Columbia predicated its program on two basic beliefs: the need of all theatres for a steady supply of top films, and the recognized necessity to keep abreast of major technical developments, incorporating those in the best interests of the industry into its program.

Program assures exhibitors that:

1) All of the company's future releases are being prepared so that they may be shown on wide screens up to an aspect ratio of 1.85 to 1.

Ten in 3-D

2) Stereophonic sound will be used in all current and future releases in which it will add to the dramatic effect.

3) In addition to "Man in the Dark" and "Fort Ti," eight 3-D pictures will be released by the company in the next 12 months.

4) All of the company's films, until further notice, may be used on standard screens and with present sound equipment.

Features will be available for both standard and wide-screen projection; all are equipped with conventional sound tracks, including the 26 which will be available with stereophonic sound as well; there will be seven 3-D productions, all Technicolor and equipped with stereophonic sound.

Of the 34 productions, 21 will be in Technicolor, including the 3-D films. The company is also offering two 3-D short subjects in the same nine-month period, one of which will be in Technicolor.

(*Continued on page* 14)

AA Sales Confab "Best Investment"

Allied Artists' first international sales convention, held last week in Miami Beach, Fla., garnered the plaudits of company prexy Steve Broidy this week as the best investment ever made by the concern in advancing its distribution activities.

Broidy claimed that the conclave gave vent to a better conception of company aims so far as distribution is concerned. He said also that the international meeting provided an opportunity for evaluation of "every phase of the company's distribution business."



STEVE BROIDY

AA executives, spurred on by the conclave's success, immediately formulated plans for a second convention. It will be held in London in September, 1954. If it is as successful as the first, Broidy said, the event would become an annual occurence for AA.

It was learned that the London meeting will also allow for some delegates to go to Paris for special meetings with European exhibitors.

Last week's convention included an address by Norton V. Ritchey, president of AA's foreign subsidiary, who announced the company's policy of expanding distribution by delegating it to experienced showmen who have established outlets of their own.

Only in territories where other distribution outlets have proven inadequate, such as in many parts of Latin America, has the company set up offices of its own, he said.

Continuing in the international flavor of the meeting was the speech by MacGregor Scott, general sales manager for Associated

(*Continued on page* 15)

Senate Unit Resumes

WASHINGTON—The Senate Small Business sub-committee resumed hearings on film industry trade practices late this week. Sessions re-opened with testimony by Austin C. Keough, Paramount vice-president and general counsel, and Edward F. Howrey, chairman of the FTC.

O'Donnell Discloses Developments On Another "Package"—$5,000

Mexico City.—That a second inexpensive new techniques "package" is in the wind was made known by Robert J. O'Donnell, Interstate Theatres executive, in a speech made before independent exhibitors and managers last week. The Texas circuit official said the price for this combination would be approximately $5,000. He said it would include an all-purpose screen, projection and sound equipment together with amplification devices. It was learned that Sterling Sales and Service, Inc., Dallas, will handle the "package."

Research on the project was conducted by technical experts, banding together in Texas, O'Donnell maintained. Although he admitted some obstacles to the plan still remain, he assured his listeners that "nothing is inconceivable in our industry so long as we work together and remain flexible in our thoughts and action."

FROM ANY ANGLE IT'S THE DOUBLE-BARRELLED, TRIPLE-POWERED FORTY-FIVE CALIBRE ROCKER-SOCKER OF THE YEAR!!!

The rough, tough story of how the F.B.I. took a chance on a B-girl... and won!



MEET "CANDY" the B-girl, who became F.B.I. bait!



SHE HAD A JOB TO DO – and she was doing it the only way she knew how!



IN THIS JOB for anything



HER ORDERS: To work with the whole underworld!



Pickup ON SOUTH S

STARRING

RICHARD WIDM

JEA

20th CENTURY-FOX

Produced by JULES

"I Pick

ON SOUTH

PICK UP BUSINES



THE GREATEST EXPLOITATIO

HIT 'EM WITH SIZZLING TV TRAILER
(two 60-second, two 20-second spots, both open-e

HIT 'EM WITH POWERFUL RADIO SPOT
(60, 30 and 20 seconds, all open-e

HIT 'EM WITH TICKET-SELLING "TELOPS"

HIT 'EM WITH THE ROCKER-SOCKE PRODUCTION TRAILE

HIT 'EM WITH STREET BALLYHO

HIT 'EM WITH YOUR OWN "QUEE OF SOUTH STREET"

THERE'S NO BUSINESS LIKE 20th CEN



up

TREET' WILL

ON ANY STREET!"

—FILM DAILY



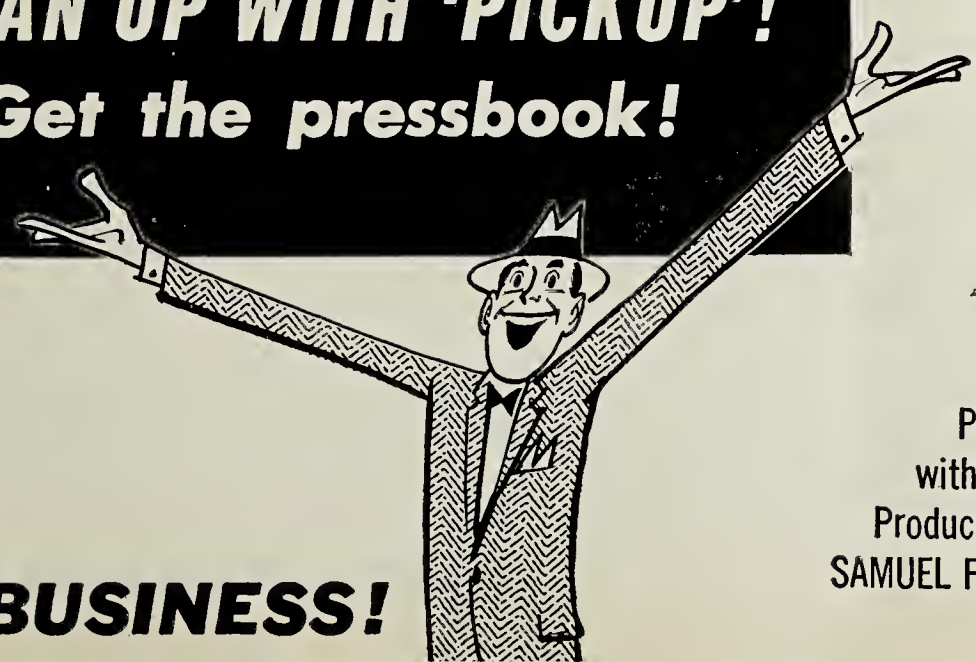
TURAL OF THE YEAR!

HIT 'EM WITH SELL-PACKED STOPPER ADS!

All this great material available so that you can

CLEAN UP WITH 'PICKUP'!

Get the pressbook!



FOX BUSINESS!



20th Century-Fox presents RICHARD WIDMARK · JEAN PETERS · THELMA RITTER in **"PICKUP ON SOUTH STREET"** with Murvyn Vye · Richard Kiley · Willis B. Bouchey · Milburn Stone Produced by JULES SCHERMER · Directed by and Screen Play by SAMUEL FULLER · From a Story by DWIGHT TAYLOR

Staff Reviews

"Houdini"

(Paramount) Technicolor 106 Min.

Cast: Tony Curtis, Janet Leigh, Torin Thatcher, Angela Clarke, Stefan Schnabel, Ian Wolfe, Sig Ruman, Michael Pate, Connie Gilchrist, Malcom Lee Beggs, Frank Orth, Barry Bernard, Douglas Spencer:

Credits: Produced by George Pal; Directed by George Marshall; Screen play by Philip Yordan; Based on a book by Harold Kellock. ,

This biography of the famous escape artist, packed to the hilt with magic via special effects, will hold equal appeal for both youngsters, who are naturally wild about slight-of-hand, and old-timers, who fondly remember Harry Houdini. Tie-ins with magicians' groups and capitalizations on the household name of Houdini will draw even wider audiences. The old-timers won't mind the few historical inaccuracies found in the plot since the power of the special effects registers to maximum effect throughout. Producer George Pal and his staff deserve plaudits for their work.

Extra lure for young audiences above the teen-age level (to whom the name of Houdini may register a blank) is present through the casting of Tony Curtis and Janet Leigh as the co-starring and romantic team. Scenes of their courtship, which is sentimentalized, and of their resulting marriage serve to bridge the gaps between the magic acts. Picture, filmed in Technicolor against numerous carnival backgrounds of the early part of the century, has a scenic beauty that adequately accompanies the sweep of the various escape tricks. A number of these are realized with life-like conviction.

STORY: Tony Curtis, Houdini, and Janet Leigh, his wife, attempt to settle down to a routine married life after a whirlwind romance, but Curtis is determined to be a magician. Despite Janet's opposition, they go off to Europe where Curtis becomes a success. While there he sets out to locate a German magician of whom he has heard, in the hope of learning the secret of "dematerialization." But the old man has died, and Curtis decides to return to America, where he has to prove his worth all over again for new audiences. This he does through a series of publicity stunts, but he retires at the height of his fame because of the death of his mother. He attempts to communicate with her, and in the process exposes fake mediums. Finally, he decides to stage a comeback, but dies while performing his most difficult trick.

●

"Thunder Bay"

(Univ.-Int'l.) Technicolor 102 Min.

Cast: James Stewart, Joanne Dru, Gilbert Roland, Dan Duryea, Jay C. Flippen, Marcia Henderson, Robert Monet, Antonio Moreno, Henry Morgan.

Credits: Produced by Aaron Rosenberg; Directed by Anthony Mann; Story by John Michael Hayes.

Here is an interesting entry that should wind up in the better money. This was seen in New York at Loew's State Theatre, where a wide screen with an aspect ratio of 1.85 to 1 made the presentation immensely impressive. Audience reaction seemed good. The subject, that of hunting oil offshore, and the various involvements, action sequences, etc., seemed to fill the screen and come off well. The yarn itself is an interesting one, one that commands attention throughout, and the cast headed by James Stewart, turn in good performances. There are a number of scenes which are loaded with action, suspense and drama which add to the overall effect. Direction and production are in the better class. It should make for interesting reaction, especially where the wide screen is utilized.

STORY: A couple of veterans, James Stewart and Dan Duryea, interest oilman Jay C. Flippen in backing their quest for oil off the shores of Louisiana. They run into a little difficulty with the townspeople. Opposition is headed by Gilbert Roland and Anthony Moreno, whose two daughters, Joanne Dru and Marcia Henderson, are attracted to Stewart and Duryea, respectively. Townspeople claim they are ruining the shrimp beds from which the fishermen make a living. Stewart works against a time limit and has to overcome sabotage by the towners, the weather and taut nerves in his own crew. With the time almost gone, the oilmen find their drill clogged with a golden shrimp that has been sought for years by the fisher folk. The crew votes to stick with Stewart and they strike oil just as the townspeople are about to wreck the operation. Flippen gets his oil, the fishermen are ready to work the shrimp beds, and Stewart and Duryea plan futures with Marcia and Joanne.

●

"Sangaree"

(Paramount) 3-D Technicolor 94 Min.

Cast: Fernando Lamas, Arlene Dahl, Patricia Medina, Francis L. Sullivan, Charles Korvin, Tom Drake, John Sutton, Willard Parker, Charles Evans, Lester Mathews, Roy Gordon, Lewis L. Russell, Russell Gaige, William Walker, Felix Nelson, Voltaire Perkins.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Edward Ludwig; Screen play by David Duncan; Adaptation by Frank Moss; From the novel by Frank G. Slaughter.

Paramount's first stereopticon production, requiring the use of polaroid glasses and an intermission for reel changes, should pull in the patrons who still are curious about 3-D. An added box office lure is the name of Fernando Lamas, who is rapidly approaching his peak as a matinee idol. Together with the appearance of Arlene Dahl, one of the prettiest women on the screen, these factors should account for sizable grosses. Plot-wise, "Sangaree" is little more than a routine Technicolor adventure set against a background of a Georgia plantation in 1781. The first portion of the tale is handicapped by too much talk. One compensation, however, is the splendid use of color and lavish sets, which appear "round" when viewed through the spectacles. Story picks up following the intermission, when a duel, a fire and a murder take place. Best of the few into-the-viewer's-lap 3-D gimmicks is the shot of a knife being thrown at the audience.

STORY: Prior to his death in Georgia, in 1781, Lester Matthews wills the management of his estate to Fernando Lamas, bonded servant. Opposed to the will are Arlene Dahl, Matthews' daughter, and her fiancee, John Sutton. On Lamas' side is Patricia Medina, Matthews' daughter-in-law. When evidence shows Arlene to be in league with pirates working against Lamas, Patricia, in love with Lamas, comes to his aid. She kills Sutton, who meanwhile has split with Arlene. Sutton is then revealed as the guilty party. Then Patricia dies of a disease and Lamas marries Arlene.

●

"Take Me To Town"

(Univ.-Int'l.) Technicolor 81 Min.

Cast: Ann Sheridan, Sterling Hayden, Philip Reed, Lee Patrick, Lee Aaker, Phylis Stanley, Larry Gates, Forrest Lewis, Harvey Grant, Dusty Henley, Ann Tyrell.

Credits: Produced by Ross Hunter; Co-produced by Leonard Goldstein; Directed by Douglas Sirk; Story by Richard Morris.

This is a good program entry designed to entertain family audiences with its comedy, drama, human interest angles. Seen at a sneak preview, audience reaction was in the better class with whole-hearted approval evident. Technicolor assists in getting across the story and the surroundings. The cast does a good, efficient job in their assigned roles and the direction and production are also in the good catagory. Ann Sheridan is shown to advantage.

STORY: Ann Sheridan and Philip Reed, prisoners of marshal Larry Gates, escape from his custody and Ann goes to a mining camp to work for Lee Patrick at the saloon. When Gates shows up, she takes off with motherless youngsters Lee Aaker, Harvey Grant and Dusty Henley to care for them while their father, Sterling Hayden, is at work. He returns and asks her to leave but at the insistence of the boys permits her to remain. She assists in raising funds for the church, and she and Hayden fall in love. Gates, no longer a marshal and in love with Lee, shows up at the same time Reed does. Hayden helps Gates capture Reed and Ann is cleared of charges, permitting marriage to Hayden.

●

"Siren Of Bagdad"

(Columbia) Technicolor 72 Min.

Cast: Paul Henreid, Patricia Medina, Hans Conreid, Charlie Lung, Laurette Luez, Anne Dore, George Keymas, Vivian Mason, Michael Fox, Karl Davis.

Credits: Produced by Sam Katzman; Directed by Richard Quine; Story by Robert E. Kent; Additional dialogue by Larry Rhine.

"Siren of Bagdad" is a desert action film charged with a touch of farce comedy. The net result is a lot of laughs that blend well with the movement. Picture, about a magician in Bagdad, is well set up production wise with both some excellent Technicolor photography and a bevy of shapely damsels in harem costumes giving an assist. Paul Henreid delivers well in this one, equally at home as the swashbuckler and the romantically minded magician, while Patricia Medina is easy on the eyes in some very attractive costumes, and handles her role capably. Biggest laugh-getter is Hans Conreid, who plays Henreid's assistant. "Siren of Bagdad" has plenty of exploitation angles and, with proper selling, will do okay in its market.

STORY: Magician Paul Henreid is playing the camel stops around Bagdad with his troupe when a band of cutthroats attack and steal his dancing girls. Henreid, with his assistant, Hans Conreid, track the girls to Bagdad where they are sent to the well-filled harem of Sultan Charlie Lung, a non-too bright character, whose chief advisor, George Keymas, is causing trouble by burdening the people with exhorbitant taxes. Henreid trying to rescue his girls, meets Patricia Medina and her father, Michael Fox, who is the dethroned sultant, now out for revenge. Henreid helps Fox and helps give Keymas and his crew their just desserts. Successful in this, he then concentrates on romancing Patricia, after he has also saved his dancing girls.

●

"It Came From Outer Space"

(Univ.-Int'l.) 3-D 80 Min.

Cast: Richard Carlson, Barbara Rush, Charles Drake, Russell Johnson, Kathleen Hughes, Joseph Sawyer, Dave Willock, Alan Dexter.

Credits: Produced by William Alland; Directed by Jack Arnold; Screen play by Harry Essex; Story by Ray Bradbury.

Universal-International has a 3-D, wide-screen winner in "It Came From Outer Space," a strong science-fiction film tailor-made for both the 3-dimension and wide-screen setup. Film, which has 3-D, wide-screen and stereophonic sound, profits from all of these. The wide

(*Continued on page* 34)

Washington Briefs

F&M Case Review

Supreme Court refused to review the Fanchon & Marco case concerning the Baldwin Theatre, Los Angeles, but agreed to review F&M's request for treble damages for alleged trust law violations involving licensing practices of Paramount with the Partmar Theatre, L. A. Case refused involved F&M's charging six distribntors with conspiring to deny the Baldwin first run.

Less Damages Unlikely

A House judiciary sub-committee seemed unfavorable to a bill that would give judges authority to declare trust damages at any level up to the current treble figure usually granted in such suits.

TV Station News

FCC announced it would speed up approval of video station licenses in contested cases; Senate voted earlier to increase the number of TV station license examiner teams.

Para Decision Re-affirmed

FCC re-affirmed its February decision granting Paramount Pictures control over DuMont, noting the Para position as "carefully devised to assure a substantial influence."

Higher Tariff Opposed

The industry could be ruined by adoption of higher tariff policies, MPAA President Eric Johnston told the House Ways and Means Committee in endorsing the President's request for extension for another year without change of the Reciprocal Trade Agreements Act.

Decca Seeks Funds

Decca Records will seek, through sale of capital stock, to raise money both to add to working capital and to finance purchase of 37,500 shares of Universal Pictures common stock, for which Decca holds warrants, according to the Securities and Exchange Commission.

Nine Fox Features Slated For Hot Weather Release

Twentieth Century-Fox this week announced four Technicolor features and five black-and-white films (a total of nine) scheduled for release in July and August. July releases include the technicolor productions, "White Witch Doctor," "The Farmer Takes a Wife" and "Inferno," with the latter slated to be in 3-D as well. Black-and-white releases include "The Glory Brigade," and "The Kid From Left Field."

Two features will be re-issued in July. They are "Road House" and "Kiss of Death." For August the company plans to release "Sailor of the King" and "Gentlemen Prefer Blondes," Technicolor.

Hospital's New Program

An annual achievement awards program will be conducted by the Will Rogers Memorial Hospital, according to Dr. Edgar Mayer, medical advisor to the board. It is to serve as a stimulus in fighting tuberculosis and other chest diseases, Mayer announced.

Five Films In Production At RKO; Seven Releases Scheduled Thru Summer

RKO Radio Pictures announced this week its summer shooting schedule as well as its release plans for the near future. Two films are currently being shot with three more slated to go into production early this month. The company intends to release seven films in the next three months, including two Technicolor productions.

In production now are "Son of Sinbad," starring Dale Robertson and Sally Forrest, and "Rage in the Jungle," a Glenn Ford—Ann Sheridan starrer. Scheduled for production early this month are the Edmund Grainger production, "French Line," a Technicolor musical, and "The Silver Horde." "Big Rainbow" will also go into production this month.

The company's May releases are "Split Second" and two Technicolor features: "Sea Devils" and "Below the Sahara." Films slated for June release are "Affair with a Stranger" and "Tarzan and the She-Devil."

Other Releases Planned

July releases will be "Arizona Outpost," "Second Chance" and "The Sea Around Us," Technicolor. Two August releases complete the slate. They are "The Sword and the Rose," Technicolor, and "She Had to Say Yes."

Company's short subjects releasing schedule includes eight specials, 13 Sportscopes, 13 Screenliners, two Sports Specials and a two-reel musical in Eastman Color. Re-releases for the 1954 period include six each in the Leon Errol and Edgar Kennedy series and two each in the "My Pal" and Ray Whitley series, according to the announcement.

As for cartoons, the company will release a program of six Mickey Mouse Birthday cartoons, which may be played singly or as a full-length short feature. New Disney cartoons are promised also.

Alexander In New Pacts

COLORADO SPRINGS.—Film ad campaigns for 12 national manufacturers brings to 75 the number of advertisers using Alexander Film Co., J. Don Alexander, prexy, announced this week.

3-D HIGHLIGHTS

(*Continued from page 5*)

Cinerama installation prices will be "drastically" reduced once standardization is achieved, according to William R. Latady, director of installations for Cinerama, Inc. Successful experimentation will considerably lower the cost from the present $40,000 to $50,000 figure quoted in connection with installation of the process at the Warner Theatre, N. Y.

* * *

Despite the opinion expressed by Hazard Reeves, co-developer of Cinerama, that for a long time to come the technique would be sound only for one large theatre in each big metropolitan area, another source had it that Cinerama technicians have developed a method for optically-printing on a single 35mm. filmstrip the material that is now projected on three projectors. This would make it possible to use a standard projector with a wide-angle lens and thus make Cinerama a possibility for all theatres.

* * *

The new Magna 65mm. wide-screen process will be shown in private demonstrations the week of June 8-15 for directors of the Magna Theatre Corp. and other officials, according to Mike Todd, Magna director. Equipment for the Magna System is slated to be manufactured by American Optical Corp.

* * *

Telenews Theatres' division manager John Parsons is heading a group experimenting with their new sound system called Telesound in San Francisco.

Mayer Settlement Signed

Federal District Judge Alfred C. Coxe signed settlement orders this week in the Geremy — Singer and Deitsch — McMullin cases involving Louis B. Mayer and Loew's, Inc. Mayer will consequently pay the demanded $150,000 to Loew's.

Convention Close-Ups

CHICAGO. — Committee chairmen of the 1953 convention and trade show of the Theatre Owners of America, Conrad Hilton Hotel, Nov. 1-5, held their first meeting with Convention Chairman David Wallerstein here this week.

They decided to slant the convention to the theme of a return to showmanship, claiming that exhibition has drifted away from that idea and that a re-evaluation was necessary. Plans were drawn for the convention, and duties assigned to the Chicago and New York staffs.

* * *

ATLANTA.—Joint convention of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association will be held May 31-June 2 at the Biltmore Hotel. Business sessions will be devoted exclusively to the latest developments in all phases of third-dimension and wide-screen exhibition, drive-in school, conventional theatre school, and current developments in the industry.

* * *

DENVER.—Taxes and 3-D assumed center of interest at the convention of Allied Rocky Mountain Independent Theatres, which met here late this week. Producer William C. Thomas spoke of his experiences in making 3-D films and asserted that a 3-D film must also have star and story value as well as novelty. Pat McGee, COMPO tax committee co-chairman, told the story of the current tax fight.

* * *

PITTSBURGH. — Charles R. Blatt, co-supervisor of the Blatt circuit, has been elected to succeed Fred A. Beedle as president of the Allied Motion Picture Theatre Owners of Western Pennsylvania's annual convention. Ray Woodward was named vice-president and William Fox, treasurer.

another great picture from John Ford



OFF THE FREIGHT BOAT IN THE DEAD OF NIGHT...

AND THE TOWN WAS NEVER THE SAME AGAIN!

HERBERT J. YATES
presents
JOHN FORD and MERIAN C. COOPER'S Argosy Production

THE SUN SHINES BRIGHT

With

CHARLES WINNINGER

and ARLEEN WHELAN · JOHN RUSSELL · STEPIN FETCHIT

een Play By LAURENCE STALLINGS · Based on IRVIN S. COBB'S short stories: "The Sun Shines Bright" "The Mob From Massac" "The Lord Provides"

Directed by JOHN FORD

A REPUBLIC PICTURE



JUDGE PRIEST... He knew the whole town's secret!



MALLIE CRAMP... No man ever called Mallie a lady!



THE LOVERS... A Black sheep gambler and a lovely, lonely girl!



BUCK RANSY... The Lusty Bully... fast with his fists and whip!

Economy, Caution Cue RKO Policy; $10 Million Loss

RKO Pictures is making every effort to effect "substantial economies in distribution" and is "exercising caution in planning future productions" pending a degree of 3-D standardization and clarification in the public attitude toward the new techniques.

The above was made clear by James R. Grainger, RKO Pictures president, in his forward to the company's annual financial report, released last week.

Report, which accompanied a proxy statement, noted that the annual stockholders' meeting will be held June 3 in Dover, Delaware. Proxy statement asked for re-election of the current board members.

Company noted rentals and sales for the 53 weeks ended Jan. 3 at a total of $60,-841,287.91, plus operating income of $534,-781.44.

Board Seeks Re-election

Expenses were $64,923,485.65; $3,758,000 was lost on investments in productions of other producers and an extra loss of $2,-103,831 was sustained on stories and preliminary production charges, etc.

Total net loss for the 53 weeks was $10,178,003.18, representing a decline from the 1951 net profit of $334,627.

Seeking board re-election are Noah Dietrich, Howard Hughes, Grainger, A. Dee Simpson and J. Miller Walker. Hughes owns 1,015,620 shares, or approximately 26 percent of the total outstanding common stock, according to the annual report.

Hughes, along with Ned E. Depinet, former president who now is a company consultant, received $1,294,176.77 and $45,-973.34, respectively, when a purchaser decided not to use his option, it was disclosed. The amounts are said to represent an initial payment on part of the purchase price agreed upon with the Stolkin group for the company.

New All-Media Camera Perfected By Warners

A new all-media camera which employs singly or in combination the best features of 3-D and wide screen WarnerScope has been perfected by Warner Brothers, according to Jack L. Warner. It will be used for the first time on a feature film with "Hondo," a Wayne-Fellows production.

Designed by Al Tondreau, had camera research engineer for the company, it contains twin optical lenses whose optical centers can be brought as close together as one and one eighth inches. This is said to be the smallest inter-axial distance achieved without photographic light loss in a practical 3-D motion picture camera.

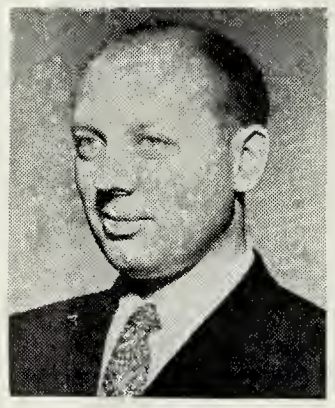
Advantage of this nearness is that it permits photographing close-ups from a distance of only three feet without the slightest distortion. It also gives true perspective at all distances. The camera can be fitted with compressive lenses being perfected for WarnerScope wide-screen photography in 2 and 3-D, Warner added.

NEW APPOINTMENTS

Oscar Doob was transferred from the theatre to the distribution department of M-G-M, where he will begin work immediately on the promotion of Metro's first 3-D film, "Arena." He will work with Silas F. Seadler, director of advertising; Dan S. Terrell, director of publicity, and Emery Austin, director of exploitation. Doob leaves soon for the coast to become acquainted with M-G-M's wide-screen process and to be briefed on promotional plans developed by Howard Strickling of the publicity staff.



DOOB



ROBBINS

Burton Robbins, former head of the advertising accessories division of National Screen Service, was promoted to the post of assistant to the president. Robbins, who has been with the firm since 1940, has worked in exchange offices in Philadelphia, Albany and Detroit.

Succeeding Robbins as head of the advertising accessories division is Albert G. Stefanic, Robbins' former assistant. Stefanic has been with the company since 1940.

Charles Rosmarin was appointed general sales manager of RKO Radio's Europe—Near East division as assistant to Joseph Belfort, division supervisor. RKO's Argentina manager since 1949, Rosmarin will be stationed in Paris.

Nat Levy, eastern division manager for RKO Radio, has also been given supervision of the company's seven southern branches in addition to his regular duties. Southern post was formerly held by Charles Boasberg, now general sales manager for RKO. Other district managers and their assistants remain the same.

Murray Segal joined the public relations firm of Condon and Norton, Inc., tendering his resignation to RKO Pictures as trade press contact. Segal, who had served in a similar capacity at Paramount Pictures, is succeeded in his RKO position by Al Stern, who moves over from publicity, where he wrote stories for newspaper insertion.

Jules K. Lindenberg was elected vice-president in charge of the personnel division of Willmark Service System, Inc. Lindenberg, who has been with the firm since 1945, was formerly director of personnel.

Pedro Peiroten was named RKO Radio's permanent representative in Uruguay. Since July, 1949, Peiroten has been district manager in charge of six interior suboffices in the Argentine territory. He will headquarter in Montevideo.

Vic Beattie, manager of 20th-Fox's Calgary exchange succeeded Philip Sherman, who resigned as head of the Toronto exchange. Beattie's Calgary post has been filled by Bob Cringan, previously a salesman in the company's Winnipeg exchange.

Jack D. Matlack, former executive of J. J. Parker Theatres, was engaged by Universal Pictures for a special exploitation assignment through the Pacific northwest on U-I's "It Came From Outer Space."

VCI Awards To Milwaukee, Houston

MEXICO CITY.—Variety Club Tent 34, Houston, Texas, and Tent 14, Milwaukee, shared the Charity Citation Awards of Variety Clubs International, presented at the organization's annual convention, which concluded over the weekend. In the business end of the meeting, Nathan D. Golden, international heart committee chairman, stated that the Variety Clubs spent more than $2,-100,000 for charitable efforts last year.

Convention delegates re-elected Jack Beresin, president, by acclamation. They also elected George Hoover, vice-president; Murray Weiss, second vice-president; George Eby, secretary; Jack Chisholm, treasurer; and William McCraw, executive director. The group chose Dallas, Tex., as site for its 1954 convention.

The Houston Tent won its honor because it "gave a notable demonstration of that inter-country friendship which is a blessing to both the U.S. and Mexico." Part of the Houston program was youth guidance.

Contributions to the fight against heart disease won the Milwaukee Tent its award. The chapter was associated with the Marquette University Medical School. Judges were Hy Bossin, Herbert Kohn, Peter Mole and Rodrigo de Llano.

Academy Re-elects Brackett

HOLLYWOOD.—The Academy of Motion Picture Arts and Sciences unanimously re-elected Charles Brackett, president, for his fifth term. Brackett also belongs to the writers branch of the group. Other new officers are: Johnny Green (music) and Samuel G. Engel (producers), vice-presidents; Fred L. Metzler (executives), treasurer; Jacob H. Karp (executives), assistant treasurer; Edward B. Powell (music), secretary; and Frederick Y. Smith (film editors), assistant secretary. Mrs. Margaret Herrick was re-elected executive director and Lloyd Wright was retained as counsel.

UA Bally Drive Launched

A six-week advance exploitation drive that will put 10 men in the field to cover 34 key cities three times over has been launched by United Artists in behalf of "Return To Paradise," "Melba" and "The Moon Is Blue."

Fox Management Upheld; Green's Action Continues

Twentieth Century-Fox stockholders gave complete approval to management's slate of 10 directors at their annual meeting last week, thereby snuffing out the last hopes of the dissident stockholder faction, led by Charles Green, to gain seats on the company board.

Despite Green's defeat, Milton Paulson, his attorney, stated that their suit against management would continue. Suit claims the company is "mismanaged" and asks the defendants to "acount to the corporation for any loss or damage sustained to it as a result of their actions." It also asks the court to void certain parts of the employment agreement made between Skouras and Darryl F. Zanuck.

Stockholders voted also not to restrict management's right to enter into certain contracts and not to require management to secure permission from holders to pay salaries in excess of $100,000 per year. The Green faction wanted the reverse in both instances.

Approval was also gained for a resolution calling for consideration to electing a woman to the board. Consideration had previously received management's sanction.

Officers Elected

The company board now consists of L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, B. Earl Puckett, James A. Van Fleet and Skouras.

Officers elected were: Michel, executive vice-president; Darryl F. Zanuck, vice-president in charge of production; S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; Murray Silverstone and Joseph H. Moskowitz, vice-presidents; Donald A. Henderson, secretary and treasurer.

Also, Wilfred J. Eadie, comptroller and assistant treasurer; Francis T. Kelly and Fred L. Metzler, assistant treasurers; C. Elwood McCartney, assistant comptroller; Frank H. Ferguson, J. Harold Lang, Norman B. Steinberg and William Werner, assistant secretaries.

A quarterly cash dividend of $.25 per share on outstanding common stock was declared payable June 27, 1953, to stockholders of record on June 10, 1953, by the board.

Strong Prosperity Seen By Skouras

The motion picture industry is about to enter one of its most prosperous periods, according to a speech Spyros Skouras, president of 20th Century-Fox, made before his company's stockholders at their annual meeting last week.

As for 20th-Fox, Skouras declared that with the arrival of CinemaScope productions next fall, he expects the company to have its best year ever. At the least, it will reach the record earnings of 1947, he predicted.



Dr. Herbert T. Kalmus (right), president and general manager of Technicolor, Inc., receiving a citation from David Weinstock, chairman of the board of the Independent Theatre Owners Association. The citation reads: "For his outstanding contribution to the enhancement and the advancement of motion pictures and for his tireless efforts in bringing untold beauty to the screen."

122 Features Scheduled For Technicolor In '53; Kalmus Reports Profits

All of 27 producing companies have contracted for a total of 122 features to be filmed in Technicolor during 1953, Dr. Herbert T. Kalmus, Technicolor, Inc., prexy, disclosed at a stockholders' meeting last week. He said that the new total represented an increase over the 97 features that utilized Technicolor in 1952.

Kalmus estimated that about 15 of the productions will be presented on one of the wide-screen techniques. He judged that 20 would be 3-D productions and 35 regular 2-D films. Kalmus added that the process used on the other films was still undecided.

Another question remains as to the photographic process that will be used in shooting the films. Kalmus noted that about 30 will use the Technicolor three-strip method, and approximately 25 are expected to use the Eastman color negative or the Ansco color negative.

High Profits Listed

Concerning the remaining films, Kalmus said: "A large number of producers are still undetermined as to which photographic processes they will use."

Kalmus reported an optimistic picture of company profits. He estimated a consolidated net profit of 94 cents per share for the first quarter of 1953, as compared to 56 cents per share for the same period of 1952.

Consolidated net profit after income taxes, for Technicolor, Inc., and its subsidiary, Technicolor Motion Picture Corp., for the 1953 quarter, equaled $896,838. This compared with the $518,949 for the corresponding 1952 quarter.

He continued on an optimistic note, stating that "preliminary figures for April are continuing on a level at least as good as those of the first quarter." This was in line with his estimate that profits for 1953 should exceed those of 1952 by approximately 50 cents per share.

Dr. Kalmus also pointed out that if volume for the year does not fall off much more than 15 percent, and if the excess profits tax is removed by the middle of the year, then 1953 profits could exceed 1952 profits by more than one dollar per share.

Dr. Kalmus gave a bright report also on Technicolor, Ltd., the British affiliated company.

At the same time they elected Leonard Lyons to the board of Technicolor, Inc. Eversley Childs, Lester G. Clarke and Herbert T. Kalmus were all re-elected to the board.

The company board then re-elected Kalmus president and general manager; George F. Lewis, vice-president, general counsel and secretary; Clarke, treasurer; George F. Lewis, Jr., and L. Alice Skinner, assistant secretaries.

Goldenson Notes Optimistic Trend

First stockholders' meeting since merger of American Broadcasting Co. and United Paramount Theatres saw Leonard H. Goldenson, newly re-elected president, disclose what he called an encouraging trend in the company's theatre business during the last six to nine months.

Goldenson advised of immediate commitments for 3-D stereophonic sound and wide-screen installations at circuit houses. Costs, he said, may amount to as much as $1,250,000.

He said the company is in excellent financial condition for the investment but installations would not be rushed since the company currently is testing reaction to the new techniques by placing units only in key houses.

A total of $500,000 has been spent on these initial installations, and about $250,000 for stereo sound and wide-screen equipment, he added. Goldenson noted also that CinemaScope will be installed in some theatres when equipment becomes available.

Goldenson admitted that though the first quarter of 1953 was financially good, it fell slightly behind the same quarter of the preceding year.

New Quarter Improves

He added, however, that the trend of the first six weeks of this year's second quarter showed a definite improvement over the corresponding period of the previous year.

In outling future plans of the company, Goldenson announced that the ABC division has contracted with Hal Roach, Jr., for the production of television programs on film. These will be both for network use and also for subsequent syndication, he said.

All the directors who served on the board last year were re-elected. They include: Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Walter W. Gross and Robert H. Hinckley.

Also, Robert L. Huffines, Jr., William T. Kilborn, Robert E. Kintner, Walter P. Marshall, Edward J. Noble, Robert H. O'Brien, Herbert Schwartz, Robert B. Wilby and Owen D. Young.

The board, in turn, re-elected officers for the next year: They are, besides Goldenson; Gross, Hinckley, Edward L. Hyman, Kintner, Sidney M. Markley, O'Brien and Robert M. Weitman, vice-presidents; James L. Brown, treasurer; O'Brien, secretary; Edith Schaffer and Geraldine Zorbaugh, assistant secretaries.

Max Cohen Named OMPI Chairman

Max A. Cohen, president of Cinema Circuit and vice-president of the Independent Theatre Owners Association of New York, has been elected chairman of the Organization of the Motion Picture Industry of the City of New York. Cohen succeeds Fred J. Schwartz, president of Century Theatres, who received praise at an OMPI meeting for having organized the group. Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, commended the work Schwartz and his committee had done in improving public relations during the past two years.



MAX COHEN

A steering committee, consisting of Oscar A. Doob, Harry Goldberg, David T. Katz, Harry Mandel and Robert K. Shapiro, was appointed to serve with Cohen.

Ohio Bill Exempting Newsreels From Censor Has Bright Prospects

(*Continued from page 4*)

recently formed Independent Motion Picture Distributors Association of America. Group, with headquarters in New York, filed an amicus curiae brief on behalf of "M."

Group also struck a blow against censorship by advising its members to pay the current license fee tax imposed by certain states and municipalities—but only under protest.

Support in its action is being sought from the MPAA. Group estimated the license tax total as more than $2,000,000 per year; claims the idea of the tax to be unconstitutional; resolved to take action to reclaim money already paid.

"Moon" Denied Seal

MPAA directors, acting as an appeals board, voted last week to uphold the decision of the PCA Production Code Administration in its refusal of a code seal to "The Moon Is Blue." This was done despite the fact that the New York and Pennsylvania state censors have already passed the United Artists film.

A UA spokesman said that the company still has not decided about the release of the picture in view of the adverse decision. The company is studying the problem, he added.

$402,000 Pledged UJA

Contributions totalling $402,000 were pledged by industry leaders this week to the United Jewish Appeal at Hotel Plaza luncheon held in behalf of the amusement world's participation in UJA activities. Affair was a testimonial honoring S. H. Fabian and Samuel Rosen, heads of Fabian Theatres.

Columbia Sets 34; Releasing 7 In 3-D

(*Continued from page 5*)

The 34 features and two shorts scheduled for release within the next nine months are listed below. Those to be released in standard, wide-screen and 3-D, all in Technicolor and equipped with stereophonic sound, are:

"FORT TI," produced by Sam Katzman, starring George Montgomery.

"MISS SADIE THOMPSON," produced by Jerry Wald, starring Rita Hayworth, Jose Ferrer and Aldo Ray.

"GUN FURY," produced by Lewis J. Rachmil, starring Rock Hudson and Donna Reed.

"THE STRANGER WORE A GUN," produced by Harry Joe Brown, starring Randolph Scott and Claire Trevor.

"THE NEBRASKAN," produced by Wallace MacDonald.

"DRUMS OF TAHITI," produced by Katzman, starring Patricia Medina.

"FIFTY FATHOMS DEEP," produced by the Robert Cohn unit.

Technicolor productions, available for projection on wide-screen and with stereophonic sound, are:

"THE 5,000 FINGERS OF DR. T," musical, produced by Stanley Kramer, starring Peter Lind Hayes and Mary Healy.

"LET'S DO IT AGAIN," comedy with music, produced by Oscar Saul, starring Jane Wyman, Ray Milland and Aldo Ray.

"CRUISIN' DOWN THE RIVER," musical produced by Jonie Taps, starring Billy Daniels and Dick Haymes.

Other Films Scheduled

"CONQUEST OF COCHISE," produced by Katzman, starring John Hodiak.

"THE BIG JUMP," produced by Irving Allen and Cubby Broccoli, starring Alan Ladd.

"SLAVES OF BABYLON," produced by Katzman, starring Richard Conte and Linda Christian.

"PRISONERS OF THE CASBAH," produced by Katzman, starring Gloria Grahame, Cesar Romero and Turhan Bey.

"CHARGE OF THE LANCERS," produced by Irving Allen and Cubby Broccoli, starring Paulette Goddard and Jean Pierre Aumont.

"HELL BELOW ZERO," produced by Irving Allen and Cubby Broccoli, starring Alan Ladd.

Technicolor productions for standard or wide-screen, with conventional sound tracks, are:

"SERPENT OF THE NILE," produced by Katzman, starring Rhonda Fleming and William Lundigan.

"AMBUSH AT TOMAHAWK GAP," produced by Wallace MacDonald, starring John Hodiak and John Derek.

"SIREN OF BAGDAD," produced by Katzman, starring Paul Henreid and Patricia Medina.

"FLAME OF CALCUTTA," produced by Katzman, starring Denise Darcel.

Black-and-white productions, standard or wide-screen and equipped with stereophonic sound, are:

"MISSION OVER KOREA," produced by Cohn, starring John Hodiak and Maureen O'Sullivan.

"FROM HERE TO ETERNITY," produced by Buddy Adler, starring Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed.

"SKY COMMANDO," produced by Katzman, starring Dan Duryea.

List Continued

"CHINA VENTURE," produced by Anson Bond, starring Edmond O'Brien and Barry Sullivan.

"A NAME FOR HERSELF," produced by Fred Kohlmar, starring Judy Holliday and Peter Lawford.

"SCALPEL," produced by William J. Fadiman, starring Charlton Heston and Lizabeth Scott.

"THE WILD ONE," produced by Kramer, starring Marlon Brando.

"THE BIG HEAT," produced by Robert Arthur, starring Glenn Ford and Gloria Grahame.

"EL ALAMEIN," produced by Wallace MacDonald, starring Scott Brady.

"PARIS MODEL," starring Marilyn Maxwell and Eva Gabor.

Black-and-white productions, standard or wide-screen and conventional sound track, are:

"THE AFFAIRS OF MESSALINA," starring Maria Felix.

"THE JUGGLER," produced by Kramer, starring Kirk Douglas.

"THE 49TH MAN," produced by Katzman, starring John Ireland and Richard Denning.

"THE LAST POSSE," produced by Harry Joe Brown, starring Broderick Crawford and John Derek.

The two 3-D shorts scheduled are:

"SPOOKS," black-and-white two reel with conventional sound.

"THE TELL-TALE HEART," a one reel Technicolor UPA cartoon with conventional sound.

Smith Leaves Cinerama

Frank M. Smith, vice-president of Cinerama Productions Corp., resigned due to illness. Smith is a Cinerama pioneer and a long time associate of Lowell Thomas.

Financial Notes

Twentieth Century-Fox consolidated net earnings of $1,023,965 were announced for the first quarter ended March 28, 1953. This compares with the $723,407 that was lost in the comparable period of the preceeding year.

* * *

Paramount Pictures Corp. estimated earnings of $1,374,000, after provision for income taxes, for the first 1953 quarter ended Apr. 4. This is a slight increase from last year's $1,355,000, which was earned for the same period. The first quarter's consolidated earnings represented $.59 per share as compared with last year's $.58 share for the initial quarter.

* * *

Directors of Loew's, Inc., announced a dividend of $.20 per share on common stock, payable June 30 to holders of record June 12.

* * *

Allied Artists declared a net profit, before taxes of $585,127 for the 39-week period ended March 28. This compares with the $365,058 earned in the corresponding period of the previous year. Steve Broidy, president, disclosed that a reserve has been set aside of $231,000 to cover taxes. After reserve, the 1953 net profit for the period was $354,127. The same period last year netted $365,058. Gross for the 1935 period was $7,147,360 as compared with $6,680,956 for the same period in 1952.

* * *

Eastman Kodak Co. announced net earnings of $9,916,028 for the first quarter of 1953, ended March 22. This was a 14 percent rise from the $8,697,477 netted in the same period of last year. Earnings equal $.59 per share, as compared with last year's $.52 per share for the same quarter. Earnings before taxes were $31,275,824, which is a 27.5 percent increase over last year's $24,536,348 for the first quarter. Consolidated sales of $133,800,000 were 11 percent higher than those of the corresponding quarter of last year.

The directors declared the regular quarterly dividend of six percent, $1.50, on preferred stock and one of $.40 per share on common stock, payable July 1 to holders of record June 5.

* * *

The board of directors of Monogram Pictures announced a dividend of 10 percent on stock payable July 10, to holders of record July 1.

* * *

Board of directors of National Theatres, Inc., announced a dividend of $.15 per share on outstanding common stock, payable June 26 to holders of record June 10.

Davis Buys French Pix

Three new French films will be distributed in the U.S. this year by the Arthur Davis Releasing Organization. They are Vicki Baum's "Rendezvous In Paris," starring Michele Morgan and Jean Marais, and directed by Rene Clement; "The Night Is My Kingdom," starring Jean Gabin; and "The Four Intimate Passions," starring Viviane Romance. Films have English titles.

News From London

Arrangements are now complete for the filming of the Coronation of Queen Elizabeth II June 2. One of the greatest projects ever undertaken by the British film industry, the event will be filmed by 200 cameramen belonging to the five British newsreel companies. In addition, Rank, Pathe and Movietone are to make color films of the occasion, using Technicolor, Warnercolor and Gevacolor, respectively.

Magazines of exposed films are to be rushed direct from the procession route to the laboratories which will handle 250,000 feet of black and white film and 150,000 feet of color film on the same day.

First newsreel flashes will be seen in London cinemas on the day of the Coronation. Prints will catch the first aircraft to the USA and Canada. By midnight June 2, the full newsreel records will be ready for shipment throughout the world. They will be seen by audiences totalling 300,000,000 cinemagoers.

First full-length color films of the Coronation will be ready by June 4; Associated British Pathe has announced London showing of its "Elizabeth is Queen'' for June 5. Country- and world-wide distribution should be complete by June 9.

Meanwhile, exhibitors in the West End of London have made arrangements to entertain crowds expected in Central London during the night preceding the Coronation. All-night shows are to be given in many cinemas in the vicinity of the Coronation route. Many have laid on special programs. At the Empire, Leicester Square, for instance, M-G-M is to give the first West End showing of ''Lili,'' the prizewinning film of the Cannes Film Festival. This will be a one-night-stand performance.

* * *

Signs are that this summer will be eventful for the British film trade. Crucial issues will be at stake and will need settlement before the year is out. Last-minute efforts are now being made to secure entertainment tax concessions for exhibitors, ignored in the April budget. Then the industry will have to try and agree on an extension of the Eady levy—which has been stalled owing to producer-exhibitor differences. Finally, the exhibitors will have to make up their minds about commercial TV.

The Government is expected to announce plans for ending the present television monopoly within the next few weeks. Though there will be some vigorous opposition to commercial-sponsored TV, some sections of the British press and most of the Labor Party are opposed. There seems little doubt about the outcome: commercial TV will be here to stay.

* * *

Trade efforts to obtain entertainment tax concessions are highlighted by the reduced tax yield for the year ending March 31, 1953. Treasury returns show that the tax from cinemas was down to 37,681,000 pounds compared with 38,435,000 pounds in 1951-52. Higher rates of tax, therefore, have failed to offset lower attendances and in fact were probably the deciding factor. Exhibitors and Government alike are the losers.

Meanwhile, it was announced that registration of British films in the year ending March 31, 1953, were up on the previous year, while American films have come down. In that year, 82 full length British feature films were registered compared with 64 in the year before. Hollywood sent 249, France 39, Italy 20 and Russia 5.

* * *

M-G-M started shooting ''Crest of the Wave'' in the Channel Islands with an all-male cast starring Gene Kelly and David Wayne; Boulting brothers directing. . . . Twentieth Century Fox's ''Prince Valliant,'' in Cinemascope, went on location May 25. Director Henry Hathaway, after a lightening 3,000-mile tour through the British Isles, has selected Eileen Donan Castle in Scotland. Later, the unit will move to Braemar Castle and Alnwick Castle, and other locations. This will be the first filming in England by the CinemaScope process. . . . J. Arthur Rank and Universal-cine have started shooting of "Romeo and Juliet'' in Verona, Italy. This Technicolor production stars Susan Shentall and Laurence Harvey.

AA Sales Confab "Best Investment"

(*Continued from page 5*)

British-Pathe, AA distributor. Scott forecast a continuous sales increase in the United Kingdom.

In his opening speech, Broidy prophesied a bright future for the company. He elaborated with "outstanding as our current program has been, I assure you that the schedule now in preparation offers a line-up of films that any studio in Hollywood would be proud to own."

He then announced plans for the filming of "The Annapolis Story" in CinemaScope through a deal completed with 20th Century-Fox. Film is scheduled to start shooting early this month, but final plans await the availability of the CinemaScope lenses.

Broidy praised Walter Mirisch, executive producer, for developing the story from the idea to final script form. Mirisch, who was busy with the film, could not attend the meeting.

Other forthcoming AA productions announced by Broidy include "The Maze," the company's first 3-D film, and "The Black Knight," to be filmed in Technicolor. "Fighter Attack," "Witchita," "The Royal African Rifles" and "The Adventures of Hajji Baba" are all scheduled to be shot in color.

The company will also continue its "Bowery Boys," "Bomba," "Wild Bill Elliot" and other series.

Ballantyne Offers Extra-Dimension Theatre Package On Low Cost Plan

(*Continued from page 4*)

2 and 3-D projection than is available from any other screen.

It is curved on a 90-foot radius and is said to have excellent polaroidal characteristics. When used with wide-angle lenses, the screen will reflect enough light so that it will not be necessary to replace the arc lamps in a theatre, according to claims.

The package is said to include all the equipment necessary for the projection of stereophonic sound. This comprises a stereophonic, magnetic, three track, sound reproducer; also three pre-amplifiers and amplifiers; one booth monitor; one stereophonic sound mixer and three two-way horn systems; and marginal rear speakers as required by the size of the auditorium.

Interlock System Included

Also included is a complete interlock system that will synchronize the three-track magnetic reproducer with both projectors. The sound effects for the rear speakers will be placed on the film's optical sound track.

In order to project standard pictures on a ratio of 2 to 1 or less, the package will include two sets of aperture plates. One set will be in a ratio of 2 to 1, and the other in a ratio of 1.85 to 1. It will be possible for exhibitors to purchase additional aperture plates in other accepted ratios, such as 1.75 to 1 and 1.66 to 1.

These other aperture plates will be available at a modest cost, according to the company. To facilitate the changing of the aperture plates when using different ratio pictures on the same bill, the package also includes a special aperture plate holder.

To allow the exhibitor to show 3-D films in his theatre, the package includes complete equipment for interlocking two projectors. Also, it includes polaroid porthole filters and holders, a polaroid brush, projection alignment film and other necessary items. It is said to allow for all types of modern projection and sound.

For theatre owners who do not prefer to build their own wooden screen frames, Ballantyne has made optional a prefabricated metal screen frame for use with its panoramic 2 to 1 screen. The use of the company's metal screen frame will simplify installation of the screen.

Exhibitors who have not already purchased or contracted for magazines from local manufacturers will be able to purchase them in sizes 24″ or 25″ along with the Ballantyne package.

Package Fair-Traded

The package will be fair-traded, and dealers will have to sell it at established prices. It was noted that the only difference in price will be the result of a departure from the 15′ by 30′ screen that was assumed in the $6,000 price. The package will vary in price according to the size of the screen, costing more or less, depending upon the square footage required.

Orders for the package will be filled in the order in which the company's Omaha office receives signed contracts, accompanied by $1,000. The equipment will be sold only through dealers, but Hoff added that "in those few areas not served by a Ballantyne dealer, the company will accept orders through any reputable theatre equipment dealer."

Pre-Selling:

Touring Museum Sparkplugs Campaign For "Young Bess"

With "Young Bess" named its Coronation Picture of the year, M-G-M has decided to grant the film the royal treatment, and the red carpet is being pulled out for it in cities all over the land.

Starting with a touring museum on wheels, continuing with fashion shows, beauty contests, and including tie-ins with women's clothing manufacturers and with the current syndicated feature on the new Queen Elizabeth in many newspapers, the film company is sparing little in its efforts to let people on the local level know that "Young Bess" is the season's big one.

The museum, which has already visited many major cities this month, is a huge trailer advising people to see "the love story of a princess." The public is invited inside to see the exhibit, which includes many properties and costumes of the first Queen Elizabeth.

Among the highlights are the royal throne chair from the set of the picture, a Henry VIII writing table, and replicas of a cradle, chest and walker used by the first Elizabeth.

Tour Detailed

To connect all this with the picture, the trailer also contains stills and pictures of the stars of the film in their Elizabethan costumes. Places still to be visited by the exhibit include Dayton, Louisville, Lexington, Knoxville and Chattanooga.

To interest the younger folks, Loew's Theatres, in conjunction with M-G-M, is sponsoring a "Coronation Teen Queen Contest" to be held in all Loew's houses. Each school will vote for its own Coronation Teen Queen who will represent the student body in the city contest.

Judging of city winners will take place on the stage of local Loew's theatres, where a panel of judges and the audience will decide on a winner.

Then national judges, including John Powers and Harry Conover, will pick the national winner. She will win a 10-day, all expense vacation to New York and Bermuda. Local winner will receive awards from theatre managers.

Manual Prepared

To generate interest in the contest, the Loew's Theatres home office has prepared a "Young Bess" Coronation Teen Queen contest manual, which will be of help to local managers.

Loew's also arranged a tie-up with the British Chamber of Commerce, which will push British merchandise in connection with the coronation. Department stores will receive posters, blow-ups, and other displays of "Young Bess" to be exhibited in the general promotion of the British merchandise they are trying to sell.

Also in the merchandising field is the national fashion promotion of clothing designed by Carolyn Schnurer for Bates Fabrics. The outfits, summer cottons "inspired by the movie 'Young Bess,'" are being given a big play in 200 department stores throughout the country.

M-G-M is working closely with these stores, providing mats, layouts, and fashion show ideas for the occasion. Companies such as John Wanamaker's in New York are running huge ads describing the dresses and showing scenes from the film. Young star, Rex Thompson, appeared in his costume at a fashion show given at the store.

This same Thompson, who plays young King Edward in the film, appeared on both radio and television shows to plug the picture.

CBS promoted the film on its May 29th program of the "Big Pay Off." Miss Bess Meyerson, former Miss America, modeled a Ceil Chapman gown that was presented to a Britisher who will, in turn, present the gown to the present Queen Elizabeth.

Newspaper Contest Held

In Allentown, Pa., the campaign was built upon the series of articles that the "Allentown Call-Chronicle" is running on Queen Elizabeth. The newspaper sponsored a contest to select the girl who will wear the Queen Elizabeth costume used in the campaign. She will also receive a government bond as a prize. Papers throughout the midwest are also giving publicity to the film.

Another Metro contribution is the de luxe herald on "Young Bess," which National Screen Service is distributing. Because of the importance of this film, they have taken special pains to make this a particularly attractive broadside.

"Pickets" Push "Stooge"

NORWALK, Conn.—Ushers "picketed" the Empress Theatre as a promotion stunt during the run of Paramount's "The Stooge." Manager John R. Patno had his men carry sandwich signs which read "'The Stooge' is unfair to grouches, grumblers and sourpusses. Too many belly laughs."

Fur Tie-ups Prove "Lady Wants Mink"

Philadelphia.—Exhibitors in other locales can take advantage of the universal feminine desire for mink in a way similar to that exploited by management of the World Theatre here, which secured the co-operation of local furriers to plug the run of "The Lady Wants Mink," a Republic release.

A newspaper ad presented a drawing of a young lady draped in mink. "The lady wants mink," the ad noted. "Do you want mink too? And you don't have to raise your own minks to do it, like the heroine of Republic's. . . . 'The Lady Wants Mink.'" Ad carried a playdate item for the World.

"Pan" On Top



Exhibitors desiring a novel bally procedure for runs of the RKO-Disney release of "Peter Pan" can follow profitably in the footsteps of the State Theatre, Austin, Tex. That house promoted a 15-foot figure of the film's hero from a local college, where it had been used in a parade, and set it atop the marquee.

Local Level Ties Bally "Pan" Runs

Theatres all over the nation have been promoting major merchandising tie-ups in connection with runs of RKO-Disney's "Peter Pan," utilizing both the movie house and the respective retail outlet carrying the merchandise item for publicity.

One campaign was conducted by the Riverside Theatre, Milwaukee, to major proportions. Another was staged by the Roger Sherman Theatre, New Haven. The Colonial Theatre, Hartford, also put on a sizable campaign for its "Pan" run.

The Riverside drive included use of an eight-page supplement in a Sunday newspaper, paid for by local merchants who sponsored a Peter Pan coloring contest.

Local Stores Helped

Local stores that sold the merchandising item joined in the campaign as did the town's four department stores and IGA store. The Milwaukee public library held a story hour on Peter Pan, and a Disney trailer was shown on television.

Peter Pan hats and story books were sold in the theatre lobby during the run of the film, and the theatre sent 100 of them to children's hospitals and polio wards.

The Roger Sherman, under Irving Hillman's managership, got a supermarket chain to run a coloring contest with the aid of the Peter Pan soap tie-up. Prizes were given.

The Colonial Theatre lured youngsters to the house by dressing an adolescent as Peter Pan, having him greet the kiddies as they came in on the matinee. Stunt was engineered by Ernie Grecula, ad-pub director.

HIGH ADVENTURE STORMS THE SOUTH IN A TERRITORIAL SATURATION PREMIERE!

May 28 sparks the film's national release with more than 600 engagements already set!

THE SOLID SOUTH IS REALLY BOOKED SOLID!

TEXAS—155 playdates · GEORGIA—153 playdates · LOUISIANA—128 playdates
OKLAHOMA—105 playdates · NORTH AND SOUTH CAROLINA—79 playdates

"Plenty of action!" *—Showmen's T.R.*

"Fast-moving!" *—Exhibitor*

"Sea battles, sword play, sex appeal!" *—Film Daily*

"Boxoffice returns should prove satisfactory!" *—Variety*

"Technicolor lends added values to its exploitable subject!"
—Daily Variety



RAIDERS of the SEVEN SEAS

COLOR BY Technicolor



GLOBAL PRODUCTIONS presents

"RAIDERS OF THE SEVEN SEAS" COLOR BY Technicolor

STARRING

JOHN PAYNE · DONNA REED

with GERALD MOHR · LON CHANEY · Produced and Directed by SIDNEY SALKOW Story and Screenplay by JOHN O'DEA and SIDNEY SALKOW Executive Producer EDWARD SMALL

A GREAT BIG ONE from EDWARD SMALL

...thru UA

Circuit's Art Shop Matures Rapidly, Producing False Fronts On Demand

A false front on your theatre will mean more customers inside, according to Joe De Santo, director of the Trans-Lux sponsored Art Shop. He can back up that idea with the facts that are to be found in the story of the growth of the organization from a one-man outfit that painted the signs for all the Trans-Lux Theatres to the present group that creates false fronts and other theatre displays for some 15 to 20 houses in the New York area as well as for theatres in Boston and other cities. Originally a project solely for the use of the circuit, the shop now services independent exhibitors and is always on the lookout for new clients while keeping the fronts of the Trans-Lux houses at peak attractiveness.

The purpose of the false front is to make the theatre look as though it were built especially to house the film currently being shown. This is achieved by utilizing the doors, display cases and outer walls of the house in an attempt to give the appearance of a complete unit.

Huge blows-ups of provocative stills of the film and blurbs from the local reviewers are highlighted to attract the customers. Also, the artists attempt to catch the spirit of the film in the design they create for the house.

Colors Fit Mood

Thus, a comedy is apt to be illustrated in bright colors, while the motif for a somber picture, such as the French "Justice Is Done," is created in a montage of greys.

The Art Shop is an enterprise that was built on success, and it has met with nothing but success throughout its existence. It all began in a small basement room in the Trans-Lux Colony Theatre, New York, where Randall David painted signs for all the houses in the Trans-Lux chain.

From that beginning it has grown to a full-scale art shop and photographic laboratory, housed in the Sign Pictorial and Display Union Local 230 at 1700 Broadway.

David's designs for the Trans-Lux theatres were so effective, that the executives of the company decided that theatres outside the chain should be allowed to profit from this new concept in theatre display.

They moved David to the Trans-Lux 60th St. Theatre. Soon he began to accept orders from other exhibitors.

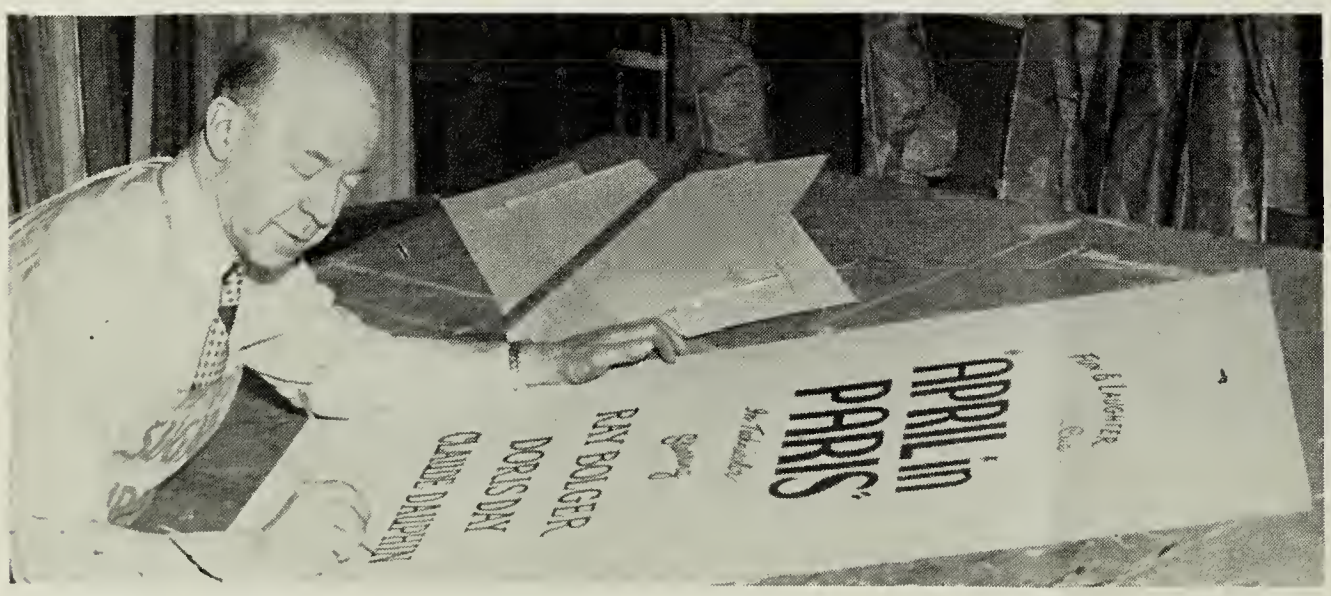
He received so many orders that it became necessary to move again. It was in August 1951, that the Art Shop moved to its present quarters, and Joe De Santo undertook its direction.

Here the organization came into full maturity, and De Santo selected a staff that included David, still painting his signs; Eliso Da Silva, Sam Okun, Douglas Paddock, Palmer Shannon, and Harry Morrison.

The group has worked with the full approval of the major distributing companies, who like to see their product sold. And these designs *do* sell tickets, according to members of the group.

At present, the Art Shop is determined to match its success in the theatre industry with equal good fortune in the non-theatre world as well.

However, it is always ready to accept new business from other theatres interested in its work.



Randall David letters one of his signs for the Trans-Lux Art Shop. He created this poster to ballyhoo the run of Warner Bros.' "April In Paris" at one of the houses on the Trans-Lux chain. David was the first member of the organization, which specializes in the designing of false fronts. These make theatres look as though they were built especially to house the film currently being shown. The Art Shop creates theatre displays for all Trans-Lux houses as well as for independents.

Book Store Breaks Aid "President's Lady"

Book store promotions, playdate accessories and much magazine publicity are components of a campaign 20th Century-Fox is according "The President's Lady."

Window and counter displays in bookstores highlighting the novel on which the film is based are being set to run between two and three weeks in advance of openings. Cards crediting playdates, plus stills from the picture will be included, as well as bookmarks and book jackets utilizing the film.

Extra accessories will be provided exhibitors by 20th-Fox: a free, three-way radio spot announcements transcription; a 20-second TV slide; a fluorescent satin usher's badge; a deluxe sectional valance; an auto bumper banner; a complete campaign mat, and a special book-mark.



The idea of remembering the titles of all the popular songs written by Noel Coward was utilized effectively by the Baronet Theatre, New York, in a contest designed to push that house's run of the J. Arthur Rank presentation of "Tonight At 8:30," British film composed of three Coward plays. According to contest rules, the 35 persons who came closest to naming all of Coward's songs were to receive passes to the Baronet or editions of a new M-G-M Record album of "Noel Coward Favorites." Contest was judged by recording stars.

* * *

Exhibitors looking for novel promotional stunts that combine opportunities at generating good will and a steady clientele via excellent community relations may well profit from a study of the principle behind and the mechanics that go into a long-range plan for safe driving that is now in operation on the Frels circuit, Victoria, Tex.

Under the plan, the management of the local Frels house offers free passes daily to the most courteous drivers in town. Eight are given out each day. These are presented to daily winners by the Victoria police chief.

Campaign, however, runs on a wider basis than a day-to-day operation. According to Dick Bar, Frels' advertising manager and originator of the plan, the drive will reach its climax next April, when the motorist who has received the most citations for road courtesy will be awarded a trophy.

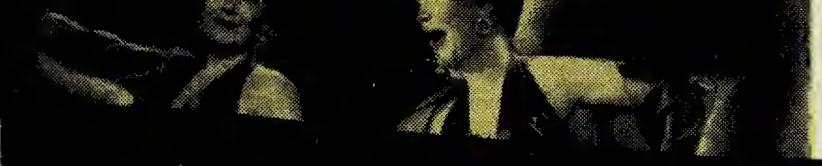
* * *

Paintings and sculpture by contemporary American artists were placed on exhibition in the lobby of the Kingston Theatre, Kingston, N. Y., to arouse interest in the spring program of the art film series, "Curtain at 8:40." Manager Joseph Sommers, who secured these works from the art colony in nearby Woodstock, thus gave his patrons a double stimulus for attending his theatre. The idea behind the plan was that the typical art film audience would have a natural interest in other works of art. Abstract sculpture and non-objective paintings competed for attention with films such as "The Promoter," "Beauty and the Devil," "The Clouded Yellow" and "Kontiki."

* * *

In conjunction with its release of "Sangaree," Paramount has provided each of its division and branch managers, and salesmen, with an unusual promotion device in the form of a stereoscopic viewer. The View-Masters, as they are called, come from Sawyer's, Inc., Portland, Ore. Each contains a reel of seven 3-D color shots from the film. The portable viewer is equipped with batteries and battery-case. It will be used by Paramount salesmen in the selling of other 3-D films as well as "Sangaree." Theatremen who visit Paramount exchanges can see the viewer.

...what makes a "personality"?







We're not sure but...

If a star has it the men in the audience promptly fall in love with her.

Women sigh and envy her.

People generally say "gee...isn't she wonderful!"

That's what happens when Jane Wyman flashes onto the screen in "LET'S DO IT AGAIN", Columbia's new Technicolor laughing triumph co-starring Ray Milland and Aldo Ray.

More beautiful than ever, the girl who won an Academy Award in 1948 for her performance in "Johnny Belinda" and more recently made millions weep in "The Blue Veil", now emerges in a role that is the perfect definition of an irresistible "personality!"

AVAILABLE WITH
T:EREOPHONIC
SOUND!

COLUMBIA PICTURES presents

JANE WYMAN · RAY MILLAND · ALDO RAY

in

LET'S DO IT AGAIN

COLOR BY TECHNICOLOR

with Leon Ames • Valerie Bettis • Tom Helmore • Screen Play by MARY LOOS and RICHARD SALE • Based on a play by Arthur Richman • Produced by OSCAR SAUL • Directed by ALEXANDER HALL

REGIONEWS

ATLANTA

July 1 has been set for opening of the Lincoln Drive-In, under construction on Lincoln Hyway, Tallahassee, Fla., for A. F. Rich and W. G. Starry. It will be an all-colored project. . . . Owners of the Palm Beach Outdoor Theatre at W. Palm Beach, Fla., took over the Beach Drive-In at Riviera Beach from Anthony F. and Phylis D'Anna. Purchase price was $185,000, including all furnishings. . . . Bill Morrison started on his new Lake Drive-In at Tiptonville, Tenn., with opening set for early June. . . . Mr. and Mrs. Ben Maloy, owners of the River Breeze Drive-In, Knoxville, Tenn., installed a new Cretor Olympic Popcorn machine from Wil-Kin Thea. Supply, Atlanta. . . . Belmont Theatre at Pensacola, Fla., owned by M. Sims, closed because of bad business. . . . Tex Maxwell of Maxwell Dry Cleaning Co., Trion, Ga., took over the Park Theatre there from M. T. Varnell.

Two applications are before the Tampa, Fla. zoning board. Raymond Sheldon and Joe Adams are asking that 35 acres be converted from residential to commercial use so that they may build an ozoner at Cypress St. & West Shore Blvd., and Harry G. Kerr wants rezoning of seven acres on MacDill Ave. for similar construction. . . . Ft. Benning will again become the scene of a major studio production when Edward Small films a feature-length movie based on the famous 101st Airborne Division. . . . Jack Riggs, resigned from Florida State Theas., Miami, to go with UA in Jacksonville as sales representative. . . . M. E. Paul took over the Casino Theatre, Jacksonville, from owner W. D. Seal. . . Wm. Rose, Jr., new owner of the Wadley Theatre, Wadley, Ala., formerly operated by M. W. Burdette, renamed it the Bill Theatre. . . . New owner of the Sky Vue Drive-In, St. Pete, Fla., is K. T. Barfield. . . . Jackie Turpinseed was added to the booking dept. of Kay Exchanges.

Rube Joiner, RKO booker at Jacksonville, returned to Atlanta where he will take over his booking service again. . . . The Rialto, Atlanta, installed a new giant Magnascopic screen with Supersonic sound for opening of "Salome." . . . A five-hour blaze in the snack bar and projection room of the Lakeland Drive-In, Lakeland, Fla., reduced the building to a pile of smoking rubble. Owner Clyde Murrell started rebuilding and hopes to open around June 15. . . . Martin Theas. Rexview Drive-In at Columbus, Ga. reopened after suffering some $80,000 loss in a recent storm. . . . Herman Hatton, city mgr. for Georgia Theas. in Macon, won first prize in the Wm. K. Jenkins Silver Anniversary Drive; P. E. McCoy, Augusta city mgr., took second prize, and Waycross city mgr. John Harrison took third.

Tom Barrow of Ft. Walton, Ala. will build a $60,000 theatre there if the City Council will close an alley for use as a parking lot. . . . The 1400-car Beach Theatre, Jacksonville, Fla., reopened with John L. Neely as mgr. It was formerly a nightclub. . . . T. D. Fisher's $65,000, 500-car ozoner, under construction at Tampa, Fla., is expected to open July 1. . . . Jim Frazier was appointed mgr. of Florida State's Edgewood Theatre, Jacksonville. . . . The old Lincoln Drive-In at Fort Myers, Fla., has been converted from Negro to white patronage. . . . Mary Hawkins and Edna Smith were added to the booking staff at U-I. . . . The new Bel Air Drive-In, Nashville, Tenn., has opened. . . . Proceeds from the Old Newspaper Boys sale of the special Cerebral Palsy edition of the Atlanta Journal-Constitution will more than equal last year's total of $52,000, according to Marc Barre, treas. of Atlanta Variety Club. . . . Arlene Dahl, accompanied by producers Pine and Thomas, will be in Atlanta for local opening of "Sangaree" at the Paramount.

BOSTON

Ernie Whitford has been upped to mgr. of Shea's Lawler Theatre, Greenfield, succeeding Bernie Hickey, transferred to Pittsburgh, Pa. as mgr. of Shea's Fulton Theatre. . . . Six members of IATSE Projectionists Local 182 have been picketing the Brattle Theatre, Cambridge, which started when owners Bryant Haliday and Cyrus Harvey, Jr. put a non-union projectionist in the booth. . . .20th-Fox presented its first New England CinemaScope demonstration at the Metropolitan Theatre, Boston, to which exhibitors, publishers and motion picture critics were invited. The Metropolitan, flagship of New England Theas., seats 4300 and is equipped with stereophonic sound.

Al Lourie, Adams Theatre, Dorchester, is having 3-D equipment installed by Capitol Theatre Supply, and air-conditioning by Capitol Engineers of Cambridge. Lourie is spending week-ends supervising his most recent acquisition, the Bowdoin Drive-In, Brunswick, Me. . . . When Norman Glassman played the Marciano-Walcott 3-D fight films at the Rialto, Lowell, and Strand, Haverhill, his advertising read "See the knockout blow that TV didn't show." . . . Nathan Yamins Theatres purchased the Manchester, N. H. Drive-In from Jacob Asadorian and is operating with George Freeman as mgr. This marks the fifth ozoner under the Yamins banner. . . . Ernest Warren, independent theatre owner, signed a long term lease on the Paramount, Needham, and will reopen the house in the middle of June. This operation marks Warren's third, along with leases on the Strand, Canton, and the Warren, Whitman.

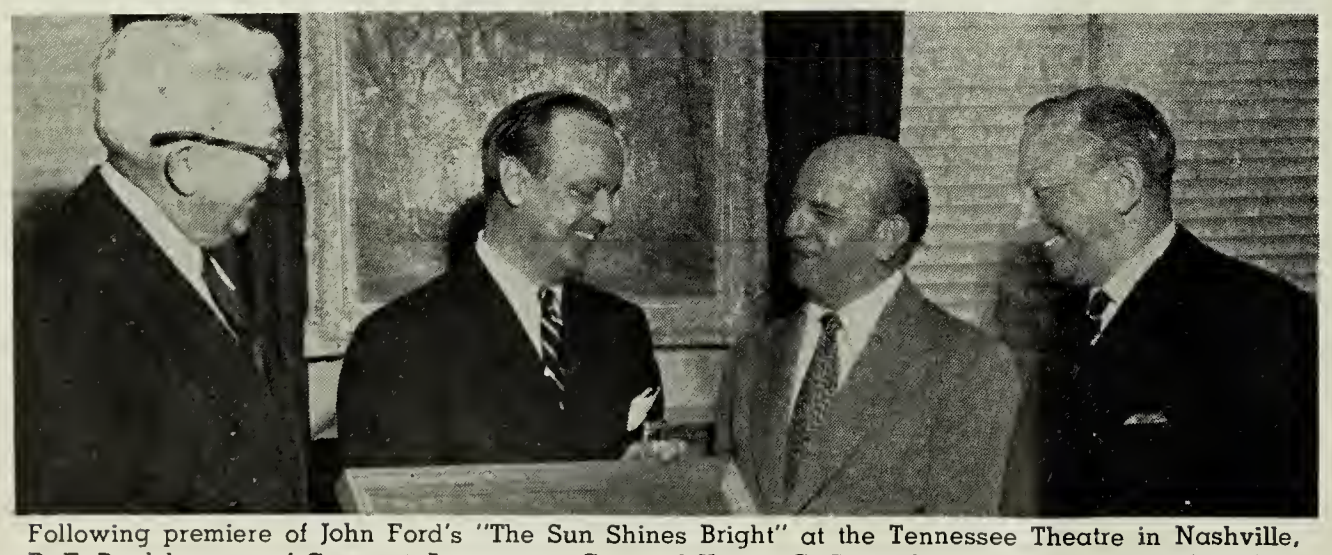
Lewis Newman, former mgr. for M&P and Translux Theatres in N. Y. and Boston, has been named managing director of the Beacon Hill Theatre by owner Benjamin Sack, replacing Tom Dowd, who resigned to go to the Avon Cinema, Providence, for Lockwood & Gordon. . . . Interstate opened its fourth drive-in in Quinebaug, Conn., four miles over the Mass. line, with Robert Prince as mgr. It accommodates 600 cars and was designed by Wm. Riseman Associates. . . . John J. McAvoy, mgr. of the Empire, Fall River, for Yamins, will be resident gen. mgr. of the Somerset Theatre for a season of summer stock and return to his post at the Empire in the fall. . . . Joseph Mathiew and Warren Nichols sold their 500-car drive-in at Keene, N. H. to Mr. and Mrs. Gabriel M. Shakour.

BUFFALO

A highlight of local drive-in programs this season was the Buffalo premiere of "Kansas Pacific" and "Jalopy" at Marvin Atlas's Broadway, Harry Berkson's Delaware and Bill Rosenow's Lakeshore Skyway. "Fort Vengeance" plus "Roar of the Crowd" premiered simultaneously at Alex Winter's Buffa'o Drive-In, Frank Stephen's Park, and Irving Cohen's Sheridan. . . . 3-D is being installed in nine Basil community houses, which include the Apollo, Varsity, Victoria, Genesee, Colvin, Broadway, Roxy, Strand and LaSalle in Niagara Falls. . . . The local Paramount house is being equipped with Paramount's own giant panoramic screen and stereoscopic sound in preparation for "Shane," opening next month.

Albert Pierce, formerly mgr. of Shea's Bellvue in Niagara Falls, is the new owner

(*Continued on page* 22)

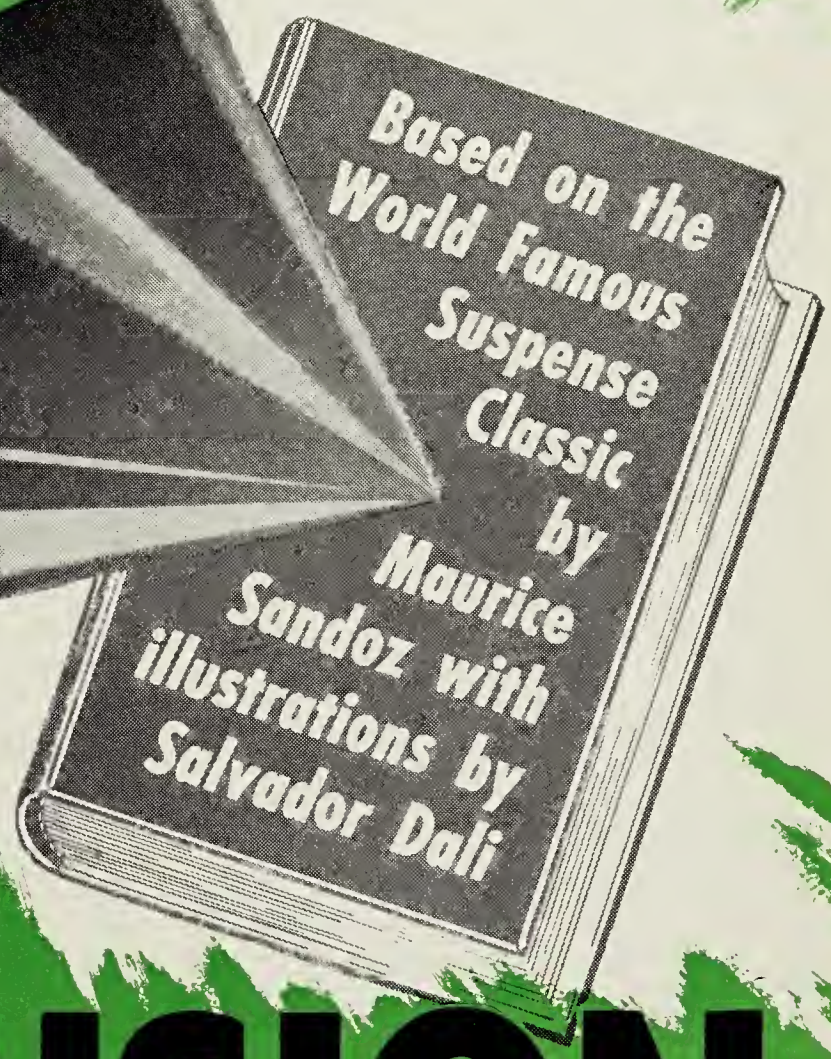


Following premiere of John Ford's "The Sun Shines Bright" at the Tennessee Theatre in Nashville, R. E. Baulch, pres. of Crescent Amusement Co., and Kermit C. Stengel, exec. v.p., honored Republic pres. Herbert J. Yates with a plaque "for his outstanding leadership in the entertainment field." Admiring plaque here, are (l. to r.): Neil Agnew, newly appointed special asst. to Yates; sales mgr. Walter L. Titus, Jr.; Yates; and C. Bruce Newbery, dir. of sales.

ALLIED ARTISTS

presents

THE MAZE



3rd DIMENSION

AVAILABLE WITH STEREOPHONIC SOUND

ALLIED ARTISTS presents **"THE MAZE"** starring RICHARD CARLSON • VERONICA HURST with Katherine Emery, Michael Pate

Produced by RICHARD HEERMANCE • Directed by WILLIAM CAMERON MENZIES • Screenplay by DAN ULLMAN

NATIONAL RELEASE JULY 23rd

WATCH FOR PRE-RELEASE ENGAGEMENTS

Wire or Phone **ALLIED ARTISTS** *Today!*

BUFFALO (cont'd.)

of Shea's 1412-seat Elmwood Theatre in Buffalo. Booking and buying is by Co-operative Theatres of Buffalo. . . . Edward E. Horning's Capitol in Frewsburg has closed for the summer. . . . John J. McSweeney is closing his Newfane Theatre for conversion to 3-D. . . . Lou Jaffee transferred as mgr. of Shea's Kensington to the Bellvue in Niagara Falls. He is succeeded at the Kensington by Charles McLeary, transferred from Shea's Elmwood. . . . N. P. Slotnick closed his Arnett Theatre in Rochester. . . . The 750-car Tri-Cities Drive-In owned by Meco Theatres was formerly known as the George F. Drive-in at Endicott, N. Y. Correct location is Endwell, N. Y., which has also changed its name. . . . Basil's Lafayette will be the first here to show the 3-D short of Nat King Cole and Russ Morgan's orchestra when "It Came From Outer Space" opens there in June.

CHARLOTTE

The North Carolina Supreme Court has upheld the validity of Charlotte's Sunday law in a ruling confirming the conviction of Charles B. McGee, drive-in owner charged with operating during restricted hours. The fact that radio and TV stations are permitted to broadcast during the restricted hours does not make the Charlotte ordinance discriminatory, the court ruled. . . . Harry Wessinger, owner and operator of the new No. 1 outdoor theatre in Lexington, S. C., has opened with RCA equipment. . . . A total of 568 ballots were cast as the citizens of Mt. Holly, N. C. voted to eliminate the showing of motion pictures on Sunday. The issue had been debated for months and ministers of the town circulated petitions calling for the vote. . . . The Palmetto Theatre, Spartansburg, S. C., has installed 3-D equipment. . . . M. H. Huggins started on his new 200-car ozoner at Walterboro, S. C., with opening set for early June. . . . Jim Howard has let contract for a new 500-car drive-in at Goldsboro, N. C., to cost around $100,000 and open around July 3.

CHICAGO

Ralph Lawler and associates are building an outdoor theatre east of Kankakee, Ill. . . . Kerasotes Circuit is opening a drive-in near Rantoul. . . . D. H. Mills of Equity Pictures heads the new Beacon Films Co., recently organized to produce 3-D's for theatres. Max Roth of Capital Film Co. is franchise holder for this territory. . . . Women's Variety Club, headed by Mrs. Oscar Bloom, is planning a huge father's day dinner for the fathers of Chicago Variety Club at the Congress Hotel on June 20. . . . Mrs. James L. Carr was elected pres. of Better Films Council and Mrs. Robert H. Brauer named v.p. in charge of reviewing films. . . . Calo Theatre reopened with Swedish film programs. . . . Justus Garard, owner of the Royal Theatre, Warsaw, Ill., was elected Mayor of that city.

Zenith Corp. asked the U. S. Court of Appeals to set aside FCC's recent dismissal of its application to operate a commercial TV station in Chicago. . . . Y & W Drive-In near Gary, Ind., with 940-car capacity, opened for business. . . . Elmer Balaban is in charge of the annual Variety Club golf tournament set for July 3 at Elmhurst Country Club. . . . 20th-Fox will stage its annual Key Week drive June 7-13. . . . M and S Amuse. Co. reopened its Collins Theatre, Joliet, Ill., with Eugene Blessen as mgr. . . . All new equipment has gone into the Hollywood Drive-In on Route 50 out of Sandoval, Ill., with playgrounds added and concession buildings enlarged. . . . Greater Rockford Television Co. got the nod from Washington for a TV station for the Rockford, Ill. territory, where H and E Balaban operate WTVO.

Warner Exchange will have its next 3-D film, "Charge at Feather River," early in July. . . . Hanns Teichert studios came to the rescue with a paint job on the McVickers' screen when new screen was delayed for showing of "Man in the Dark." . . . Seventh District Appeal Court affirmed Judge John Barnes' dismissal of government case against Starlite Drive-In for violation of Sherman act, to fix admission charges. . . . Wilton and Mar theatres, Wilmington, Ill. will close if city authorities impose proposed local amusement tax. . . . Charles Jordan, member Chicago Operators Union died in Veterans Hospital, Los Angeles. . . . B&K trying out triple bill program at its Broadway Strand. . . . Charles Fetcher, veteran Chicago theatre owner, dead.

B&K closing its 3000-seat Tower Theatre. Business off. . . . John Gromley named veep and gen. mgr. Outdoor Advertising, Inc., handling film accounts for this territory. . . . Teitel Film Service moving from the Fine Arts building to 60 E. 13th, on film row. . . . Charm Theatre will operate weekends only for balance of the season. . . . Jimmy Durante will headline the charity show at Chicago Stadium on June 10. . . . Les Brown will serve as news editor for Weekly Variety here, succeeding Leo Zeblin, who goes to Down Beat. Vic Wilmot joins the advertising staff of Variety. . . .



Ross Hunter, U-I producer, who recently visited the company's Cleveland Exchange in connection with advance promotion of "Take Me To Town," is shown here with (l. to r.): Lee Hendershot, Temple Theatre, Orwell, Ohio; Herb Horstemeirer, Herb's Personal Booking Service, Cleveland; Hunter; Mrs. Leo Burkhart and Leo Burkhart, Crestline and Hippodrome theatres, Crestline, Ohio, and Harry Foster, Mahoning Theatre, Youngstown.



Miss Mary Purcell, American Red Cross staff aide, receives annual contribution of Loew's Theatres from Joseph R. Vogel, v.p. and gen. mgr. of Loew's.

Republic will stage world premiere of "City That Never Sleeps" at B&K's loop Roosevelt, with many stars on hand. . . . A promotion tie-up has been made with Revere Camera Co. for opening of "It Came from Outer Space" at B&K's United Artist Theatre.

Judge Sam Perry has set June 22 for hearing of Eagle Theatre suit, involving claims of $340,000 triple damages. . . . More than 70,000 TV sets have been installed in Chicago since last Jan. . . . Ben Edelman joined Republic as country salesman. . . . Howard L. Wirsing of Nortown Theatre joined the Air Force and is being sent to Korea. . . . The latest B&K houses to get 3-D equipment are the Nortown, Terminal, Central Park and Belpark. . . . James Estes and Smith Brothers will build a new drive-in on Hyway 45, out of Urbana, Ill. . . . Essaness reports Four Screen outdoor will not be opened this year as last year's operations were unprofitable.

CINCINNATI

Newbold Circuit is taking over the Logan and Middleburg Theatres, Logan, W. Va., from Thalheimer Bros. Thalheimers will continue to operate the Capitol in Logan. . . . James McDonald of Theatre Owners Corp. reports adding Eugene Harvey's Crab Orchard Drive-In at Crab Orchard, W. Va., and C. E. Davie's Corning Theatre, Corning, O., to their service. . . . The M-G-M Club elected booker Art Stackum as pres. . . . Midwest Theatre Supply furnished RCA equipment for the new ozoner at Morehead, Ky., owned by L. D. Conley, and Wm. Goldcamp's Sunset Drive-In, under construction at W. Portsmouth, O. John Poe, operator of the ozoner at Aberdeen, O. will buy and book for the Sunset. . . . Jack Bein, son of Wm. Bein, National Screen dist. mgr., will be married to Nancy Marx of this city in Aug. . . . UA branch mgr. Jack Finberg is celebrating the arrival of a second daughter.

Northio is in process of installing 3-D equipment in all its houses, except the Bellevue. . . . Ira B. Dyer, operator of the Clinton, Albany, Ky., and an ozoner in Florida, had a formal opening of his new drive-in in Albany. . . . Frank Nolan's City Drive-In, Lancaster, O., is playing "Peter Pan" first run in the town. . . . Mrs. Gertrude Levine and Clyde McCoy sold the Lyric in Williamson, W. Va. to Louis Shor, who

CINCINNATI (cont'd.)

temporarily closed the house. Shor also operates the Cinderella and Mingo in Williamson. . . . Fred Helwig is opening a new ozoner in Kanawha City, W. Va. . . . Senators Hoffman and Charles A. Mosher introduced a bill to remove censorship from newsreels in Ohio. Senator Mosher gave up on an effort to remove all movie censorship.

Gene Tunick of Tunick Releasing is currently booking two 2-reelers in 3-D, printed some years back by a process known as Audioscopics and titled "Day in the Country" (teamed with "Tall Texan") and "College Capers" (teamed with "Bad Blonde). Frank Yassenoff has set them to play and date in his four ozoners in Columbus. . . . Mr. and Mrs. Fred May of the Royal Theatre, Carrollton, Ky., are planning to spend their first vacation in several years in Florida. . . . Mr. and Mrs. Gilbert Ogden, operators of the Town Warsaw, Ky., are moving to Dayton, O,. where Odgen has obtained employment. They will commute to Warsaw weekends to operate the theatre. . . . J. B. Steadman of the Starlite Drive-In, Marietta, O., settled his differences with U-I regarding bidding and dropped his suit against the company. . . . "Dolly" Dick resigned as Realart booker to await the stork. . . . Realart acquired distribution rights to two new subjects, "Atomic Monster" and "Flying Saucers."

CLEVELAND

G. W. Huff of the Hudson Theatre, Hudson, is helping promote community public relations through a series of luncheons for PTA representatives from Hudson and adjacent communities, who discuss matinee movies at the various schools in that territory. . . . Jack Silverthorne, Hipp Theatre mgr., helped spark Cerebral Palsy telethon over WXEL. . . . Arrangements for installation of stereophonic sound in the Paramount, Toledo, have been completed by Jack Armstrong. . . . Norbert Clark is the new mgr. at the Windameer. . . . Ward Besanson resigned as UA salesman and is reported to be going into another business in the Toledo area. . . . The Grand Theatre, Dunkirk, was reopened and is being operated by Louis Douglas, the town's postmaster.

DALLAS

Bob O'Donnell, Interstate and COMPO official, speaking at the Texas Drive-In TOA convention in Dallas, urged ozoner owners to protect the high standards they have set for drive-in theatres. The group elected Preston Smith, indie operator of Lubbock, to succeed to the presidency. They also agreed to join an international association and appoint co-ordinators for key cities. . . . Construction of a new drive-in theatre is well along in Pasadena, directly across the street from the Capitan Theatre, which is meeting this competition by installing 3-D equipment.

Seven more Texas theatres have begun installations of WarnerPhonic sound equipment in preparation for "House of Wax" showings. They are the Paramount, Abilene; Wichita, Wichita Falls; Waco, Waco; Plaza, El Paso; Paramount, Austin, Paramount, Amarillo, and a theatre at Galveston. The film did superlative business at the Majestic, Houston, grossed $6,138 on its first day at San Antonio's Majestic and $4,104 at the Worth in Ft. Worth. . . . New Texas managers, including Interstate Circuit changes, are Truman Riley, city mgr. for Paris; C. W. Moss, city mgr. for Tyler; James Neely for the Cuero Drive-In; Harry Gaines, mgr. for Brownwood; Jimmy Neinast, mgr. for Denison, and Paul W. Gay for the Oasis, Kermit.



Managers of the ten branches which won a total of $50,000 in Paramount's "Greater Confidence Parade" drive are congratulated by A. W. Schwalberg, pres., and E. K. (Ted) O'Shea, v.p. of Paramount Film Distributing Corp., at the annual sales meeting in Chicago. L. to R.: C. H. (Buck) Weaver, Okla. City; Wm. Holliday, New Orleans; J. T. (Jess) McBride, Mpls.; O'Shea; J. H. (Steve) Stevens, Chicago; Mike Simon, Detroit; E. G. Chumley, Jacksonville; Schwalberg; Phil Isaacs, Wash.; Harry Hamburg, Kansas City; Harry Haas, St. Louis; and Wayne Thiriot, Portland, Ore. The branches of Simon, Holliday and Hamburg emerged first, second and third, in the drive.

DENVER

Hall Baetz, Denver city mgr. for Fox Inter-Mountain since 1949, has resigned and will go to Seattle to become gen. mgr. for Sterling Theatres, comprising about 40 houses in Wash. and Ore. . . . Herbert Gumper is about ready to open his Roundup drive-in for 300 cars, at La Jara, Colo. . . . Mike Stewart resigned as gen. mgr. for Preferred Pictures and is planning to go to California. He is succeeded by Joe Kaitz, recently asst. booker at Metro. Preferred is opening film row offices at 2081 Broadway. . . . Joan Carter returned to her former job as secy. at Allied Rocky Mountain Allied, succeeding JoAnn Gifford. . . . Stanley J. Strauss, 26, RKO salesman, was instantly killed when he failed to negotiate a curve on a mountain road in New Mexico. . . . Henry M. McLaren, 49, pres. of Western Service & Supply, passed away following a lengthy illness.

Wm. Prass resigned as publicity representative for Metro here and Salt Lake City, to do special assignment work for Columbia. He is presently working on "Fort Ti." Frank Jenkins, who formerly covered Denver from a publicity angle for 20th-Fox, has taken the Metro job. . . . Television Theatres is planning to build a drive-in on the grounds of the Centennial race track, Littleton, Colo., just south of Denver. . . . Ralph Batschelet, Tabor mgr., was emcee at the banquet which closed the convention of the Colorado State Federation of Post Office Clerks. . . . Pete Meyere expects to have his new drive-in at Lusk, Wyo. open in June. . . . Joe Dekker, Civic Theatres partner, and his family have headed west on a six-week vacation.

DES MOINES

3-D and all other new types of film presentation took top billing at the recent convention of AITO of Iowa, Nebraska, South Dakota and Mid Central, with the group urging standardization and calling for a "good, one-machine, wide-screen 3-D without glasses, that TV cannot duplicate," within the means of all. Eddie Aaron of Fox, N. Y. promised that a Des Moines showing of CinemaScope would be scheduled for June and Col. B. J. Palmer said the first public demonstration of Stereocolor would be held May 31 in Davenport. Dr. Edgar Fuller promised an Iowa showing of his invention, "Naturscope," at the Uptown Theatre, Sioux City, in about two weeks.

The AITO group praised Senator Guy Gillette (Dem., Ia.) for his efforts in behalf of the small theatre owner and the board elected the following officers: Chairman of the board, Leo F. Wolcott, New Grand Theatre, Eldora, Ia.; pres., Al Myrick, State, Lake Park, Ia.; veeps, Thelma Parsons, Avon, Keota, Ia.; Arnold Meierdierks, Pix, Pender, Neb.; Lloyd Kingsbury, Platte, Platte, S. D., and A. B. Jeffries, Jeffries, Piedmont, Mo.; secy., Charles L. Jones, Elma, Elma, Ia.; exec. v.p., Robert Kreuger, Uptown, Sioux City, Ia.; treas., Elmer Huhnke, Minne Lusa, Omaha, Neb.

Glen Colton, formerly house mgr. at the Strand in Creston, was named mgr. of the drive-in at Washington, Mo. by Commonwealth. . . . June 12 has been set as the opening date for the new Oelwein Drive-In by mgr. Paul Scholar. . . . A series of 12 children's movies will be presented in Council Bluffs this summer, arranged in cooperation with the Children's Committee for Visual Recreation. Pictures were selected from the children's film library, maintained by the motion picture industry. . . . M. L. Dickson opened his new ozoner in Mt. Pleasant. It has been named Ridge Drive-In Theatre. . . . Evansdale will have its first theatre in Sept., when construction of a new building is completed. Owner and operator will be David E. Oliphant.

Irvin Jeanette disposed of his holdings in the Exira Theatre to C. A. Tuey. Mrs. Jeanette will retain her interest in the theatre and continue in active management. Jeanette, who has been with the army engineers in Germany, expects to continue his engineering studies at Iowa State College in the fall. . . . Mr. and Mrs. B. G. Buffington closed the Wapello Theatre for an indefinite time because of the illness of Mr. Buffington, who is presently in Mercy Hospital, Burlington. . . . Pocahontas' new Chief Drive-In opened under ownership and management of Adrian Mueting of Fonda. The $25,000 ozoner is the first of its kind in the county and holds 244 cars. . . . Among Iowa theatres to announce the advent of 3-D are the Avoca, Avoca, Ia., owned by Howard Brookings; the Sioux in Sioux Rapids, owned by Al Gran; and the Page in

QUICK SERVICE!

Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices

KELLER PRINTING CO.

Suite 805, 723 7th Ave., N. Y. C. CI 5-6439

DES MOINES (cont'd.)

Shenandoah, managed by Leon Hoffnagle.

Norman Markel of Estherville has purchased the equipment and business of the Time Theatre in Albert City. He formerly managed theatres in Sioux Falls, S. D. and St. Cloud, Minn. . . . Members of the Morning Sun community are working to renovate and repair the Cozy Theatre, which was damaged by fire last winter. The theatre was purchased by the citizens from Clement Dahlheimer. . . . Marcus theatre patrons are staging a contest to name their new community theatre, recently opened. Winner will receive a year's pass. . . . Bill Lyons has been added to the booking staff of Allied Artists. He was formerly with Warners. . . . Phil H. Sproul has taken over the northeastern Iowa territory for United Film Service. . . . Howard Conlon, 70 longtime theatre owner in Hamburg, passed away. He had operated the Colonial Theatre since 1918.

DETROIT

Switching jobs with Raymond Mackey as mgr. of the Rouge in River Rouge for Associated is Thomas W. Ryan, former operator of the Franklin Theatre. Mackey left for the Greenwood for David Korman. . . . David Idzal, director of the Fox Theatre, reports that the house is being equipped with a 40 ft. screen for the showing of three 20th-Fox productions—"Titanic," "Powder River" and "Pickup on South Street." . . . Zany doings of Martin and Lewis on stage at the Fox even brought Sol Gordon's adventures with the pair to the attention of the columnists.

Phil Schare reports installation of new 3-D projection equipment in the Film Exchange Building studio. . . . Tom Reinwand is putting 3-D equipment in the Lyric at Harbor Springs, as is Imogene Thorne, operator of the Lincoln Theatre at Lincoln. . . . Joe Lee reports over 250 theatres in the area already placing orders for CinemaScope. . . . Albert Dezel, Lippert distributor here and in Chicago, also operator of the Coronet Theatre, Detroit, headed for London for the Coronation and will spend a month in Paris and Rome. . . . Attending the three-day Allied Artists sales convention in Miami, Harlan Starr, Monogram branch mgr., was accompanied by Mrs. Starr for a week's vacation in the Florida sunshine.

MINNEAPOLIS

Minnesota Amus. Co. will spend some $350,000 on a new theatre for Minot, N. D., which will include wide screen and newest sound equipment. When completed, MACO will probably dispose of its 1100-seat State in Minot, recently enlarged and improved for commercial purposes. . : . New TV stations will soon be in operation at Duluth and Rochester, Minn. and Fargo, N. D. Minot, N. D., and Sioux Falls, S. D., already have stations operating. . . . A new cafeteria-style snack bar was installed in the Hilltop drive-in, recently reopened by Ed Sullivan. . . . Frank Kinas, operator of the Thorp, Thorp, Wis., and Bill Danelz, owner of the Border, Elmore, Minn., have purchased 3-D equipment. . . . Cinema Corp. (Reinhard and Dryer) opened its new 450-car drive-in at LaCrosse, Wis., the second in that city. . . . Lyle Garrish also opened his new ozoner at Hibbing, Minn., and Mel Rangaard opened one at Morris, Minn. . . . The neighborhood Nile Theatre has inaugurated a "gift nite."

NEW HAVEN

Prudential Circuit announced transfer of Charles Stokes from mgr. of the Playhouse, Ridgefield, to the Playhouse, New Canaan, succeeding Richard Knight, who resigned to take over management of two large theatres in Princeton, N. J. . . . Victory Operating Co. is installing a new front at the Victory Theatre, New London. . . . Jack A. Sanson, Manchester city mgr. for Stanley-Warner, acted as emcee at the Manchester Rotary-sponsored Boys and Girls Week talent show. Sanson also heads that city's Chamber of Commerce. . . . Barney Tarantul, partner in Burnside Theatre Corp., E. Hartford, is back home following sick leave in Durham, N. C. . . . Hugh J. Campbell, mgr. of the Central, W. Hartford, since 1936, is observing his 35th year in the motion picture industry. . . . Chief Barker Robert Elliano announced plans for a vaudeville show at the Shubert Theatre, New Haven, on June 14, to benefit Variety Club's charitable activities.

Manchester Drive-In Theatre Corp., headed by Bernie Menschell and John Calvocoressci, announced a July 4 opening for the $100,000 ozoner at Bolton, Conn. . . . Newly incorporated Center Drive-In Theatre, Inc., Derby, Conn., is headed by Amelia Bracken, T. Holmes Bracken and Irving E. Stroh. . . . Morris Keppner and Louis Lipman have withdrawn their application for rezoning in Farmington, Conn., where they were planning to build a drive-in. . . . Operators Local 277, IATSE, Bridgeport, named John S. Bernard pres. and John A. Martin business agent. . . . Jack Mitchell resigned as chief projectionist of the Colonial, Hartford, to join the projection staff at the East Windsor (Conn.) Drive-In. Wm. Siracas, formerly at the State, Manchester, gets the Colonial post. . . . UA dropped plans to appeal the court award to Raymond J. Wylie, former New Haven branch mgr. now in the insurance business, and gave Wylie a check for the full amount of $3,768.



A capacity audience, which included well-known personalities from all walks of life, thronged Loew's State Theatre in New York for the premiere of U-I's "Thunder Bay" in Technicolor, on a wide-screen with stereophonic sound. Shown here (l. to r.): Alfred E. Daff, exec. v.p. of Universal; Mrs. Daff; Milton R. Rackmil, Universal prexy; Edward Muhl, v.p. and gen. production exec.; Russell V. Downing, pres. of Radio City Music Hall, and Mrs. Downing.

Watch These Dates!

May 31-June 2: Atlanta — Alabama Theatres Ass'n and Motion Picture Theatre Owners and Operators of Georgia joint convention—Biltmore Hotel.

June 9-10: French Lick Springs, Ind.—Allied Theatre Owners of Indiana convention—French Lick Hotel.

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

July 8-10: Atlantic City — Allied Theatre Owners of New Jersey convention—Traymore Hotel.

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 6-7: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

NEW ORLEANS

G. A. and G. D. Adkinson will soon have their 45 Drive-In at Macon, Miss. ready for opening. . . . The Children's Theatre of New Orleans Better Films Chapter will continue its program of free movies through the summer, according to chairman Mrs. Norman E. Kerth. . . . Leo Carrillo will be among the stars in an all-professional western show to be presented at the City Park Stadium June 12-14 for benefit of the Knights of Columbus civic and charitable fund. . . . The RKO Orpheum is now charging 75¢ for adults and 25¢ for children on Saturday and Sunday evenings for the 3-D runs.

NEW YORK

Ben Lorber, head of Universal's Insurance Dept., was honored by U-I execs at a luncheon on the occasion of his 25th anniversary with the company. . . . Harold Rinzler of Randforce Circuit and Marvin Kirsch of Radio Daily have been named co-chairman of the Second Annual Film Industry Golf Tournament to be sponsored by Cinema Lodge at the Vernon Hills Country Club, Tuckahoe, June 11. . . . William Brandt of Brandt Theatres, accompanied by Mrs. Brandt, is on a trip to Paris and Rome, where he will negotiate for foreign films but will seek only exhibition rights for first-runs at several of his theatres. . . . Ben D'Augosta resigned as Jersey booker for UA to go with Bell Pictures, where he succeeds Lou Solkoff. . . . Ray Moon, asst. gen. sales mgr. at Universal, is back at his desk after hospitalization. . . . Abe Dickstein of 20th-Fox was

(*Continued on page 26*)



BRIGHT SPOT!

The Bureau of Labor Statistics records the sad news of a 90.8% average increase in the cost of your *basic living needs* from 1939 to 1952. The Exhibitors Digest adds to the gloom by reporting an average jump of 98.9% in the cost of *theatre equipment* and *supplies* from 1940 to 1952.

Compare these costs with the negligible increase, IF ANY, you've given NSS during these years of soaring prices and observe the BRIGHT SPOT . . . put in your price picture by the Prize Baby.

NATIONAL *Screen* SERVICE

PRIZE BABY OF THE INDUSTRY



Examining CinemaScope equipment at the Stanley Theatre in Pittsburgh, Pa., during the 20th-Fox demonstrations there, are (l. to r.): Mayor David K. Lawrence; Alex Harrison, Fox home office representative; and M. A. Silver, Stanley-Warners Pittsburgh zone mgr.

NEW YORK (cont'd.)

appointed distributor chairman for the 1953 United Jewish Appeal drive. . . . Supervision of RKO's seven southern branches has been added to the duties of Nat Levy, eastern div. mgr.

United Cerebral Palsy will sponsor the gala world premiere of the Technicolor musical, "Melba," at the Capitol Theatre on June 24, for benefit of N.Y.'s C.P. fund. Mrs. Louis J. Robbins, pres. of the Women's Division, is committee chairman of the event. . . . First 3-D picture to be presented on a Paramount-devised wide-screen will be the company's Technicolor "Sangaree," when it opens shortly at the Victoria Theatre. . . . Loew's theatre collections for the Will Rogers Memorial Hospital for the past two months came to $2,790, bringing the circuit's total to $11,668.74. Loew's will continue to use collection boxes on candy stands and several times a year move them near the doorman to stimulate donations.

PHILADELPHIA

Paramount's Tower Theatre, the Nixon and the Roosevelt reopened May 20 with one week stands of double features for their inaugural bills. . . . Premiere showing of "Lili" at the Arcadia Theatre, for benefit of the Children's Heart Hospital, was sponsored by the women's auxiliary of the hospital. . . . Gimbel Bros. department store presented a fashion show-luncheon for the Philadelphia Motion Picture Preview Group in the Warwick Hotel ballroom, built around 3-D and CinemaScope, with newsreel coverage by Movietone News. The show was divided into three scenes, the first hailing new dimensional films and Technicolor, the second paying honor to all local film exchanges, and the third featuring famous actresses.

Recently shuttered theatres are the Lindley in Philly; Dillsburg, Dillsburg; Neutral, Simpson; and the Laurel in Laureldale, Pa. . . . John Daly, Warner shipper, was upped to booker for the Harrisburg territory. . . . Bob Hanover reopened the Byrd Theatre with his own wide-screen system, called Photorama. . . . The Rialto Theatre in Trenton, N. J. reopened. . . . Milgram is buying and booking for the Laurel Drive-In, Hazleton, Pa.



PITTSBURGH

Bernie Hickey has been appointed mgr. of Shea's Fulton Theatre, replacing John Walsh, who is on sick leave. Hickey comes from Greenfield, Mass., where he managed the Lawler Theatre for Shea. . . . Charles R. Blatt was elected pres. of Allied MPTO of Western Penn. at the organization's 32nd annual convention. Ray Woodward of Franklin was named v.p. and William Fox of Carnegie, treas. . . . Harold Coleman has shifted from the Schenley Theatre to the Warner. . . . Richard Reschoff is the new asst. mgr. at the Enright and Harold Cornelius is asst. mgr. at the Schenley. . . . Warren Beaster from Lake Geneva, Wis., manages the Stanley-Warner Strand at Greensburg, Pa. . . . Harry Brady, formerly asst. to Philip Katz, Stanley-Warner publicity man, is now managing the Strand in Miami, Fla. . . . Leopold Satori, relief mgr. for Stanley-Warner, is former mgr. of the Beacon Theatre. . . . Brandon DeWilde, child star of "Shane," was in town meeting newsmen and making TV and radio appearances. . . . Leslie Caron was here as a special feature of Golden Triangle Festival Week and took that opportunity to boost her latest film "Lili."

PORTLAND-SEATTLE

Work on the new Creek Drive-In at Dallas, Ore., was temporarily halted by injunction secured by neighbors on grounds it will be a public nuisance. . . . Vashion Island, Wash., residents appealed to the King County Commission to remove its admission tax on theatres as a step towards saving the Island's only theatre. Owner Lloyd Raab claims it is losing upwards of $5,000 a year. . . . Recently, Elmer Wentworth, asst. mgr. of the Eugene Drive-In, Eugene, Ore., was knocked unconscious and robbed of some $600 as he was closing the theatre. . . . Hamrick's Portland mgr., Marvin Fox, specially reopened the Roxy Theatre for showing of the Marciano-Walcott bout to a group of invited guests, including members of press and radio. It was a short, short subject. . . . Mrs. Viva Green is new owner of the Vista at Everson, Wash. . . . Jack Matlack, formerly with J. J. Partker Theatres in Portland, has made an 11th-hour change from operation of drive-ins to founding the Jack Matlack Promotions, both theatre and commercial operations in the Portland trade area.

Hall Baetz, who resigned as city mgr. for Fox Intermountain Theatres in Denver after being with that company since 1940, has become gen. mgr. of the Sterling chain, which includes some 40 theatres in Washington and Oregon.

PROVIDENCE

A Rhode Island Movie-Radio-Television Council was organized in this city by a citizens' committee seeking to stimulate community and industry interest in "maintaining higher educational levels" in these three media. Albert J. McAloon, R. I. Juvenile Court coordinator, was named temporary chairman. Designed to function primarily as an advisory organization to the public and to film, radio and TV officials, it has the full support of the state educational TV commission. . . . As a special attraction for the kiddies, the Pike Drive-In is offering free rides on a real fire engine made available by a nearby volunteer company, and lollypops are also handed out to the youngsters. . . . The neighborhood Liberty Theatre is presenting a Tropicolor dinnerware promotion every Monday and Tuesday.

ST. LOUIS

In compliance with divorcement requirements, Fox Midwest disposed of six central and southern Ill. theatres to independent interests. The recently-formed El Fran Theatres, with corporate headquarters in Jacksonville, Ill., acquired the 775-seat Plaza at Mt. Vernon, 485-seat Plaza in Marion; 600-seat Grand in Centralia, 700-seat State, W. Frankfort; 580-seat Star, Benton, and 650-seat Times in Jacksonville. . . . Wm. H. Green, who worked here as special exploiteer for several Columbia pictures, is now re-



M-G-M receives a citation from the Front Royal, Va. Chamber of Commerce for making the "Plymouth Adventure" Mayflower ship model available to that city. Presentation is made by secy. James Payne (left) to Metro's Washington salesman, Tom Cosgrove (right), as theatre mgr. Scott Reid looks on.



Among those on hand for the annual convention of Allied Motion Picture Theatre Owners of Western Pennsylvania, held in Pittsburgh, Pa., were (l. to r.): Lee Conrad, Meadville, Pa.; Wm. Scott, RKO sales representative; Perry Nathan, National Screen Service mgr.; Leon J. Bamberger, RKO sales promotion mgr.; Ralph Shadley, Meadville; Harry Fleishman, Pittsburgh; David C. Silverman, RKO branch mgr.; (seated) Mrs. M. A. Rosenberg, McKees Rocks; and Mrs. Ralph Shadley.

ST. LOUIS (cont'd.)

gional publicity director for Cinerama. . . . A wildlife film, Bobwhite Through the Year," made by Charles W. Schwartz, son of Dr. Frederick O. Schwartz of Ladue, was awarded a grand medal at the international sports film festival at Cortina d'Ampezzo, Italy. . . . Edward L. Butler, chairman of Amusement Employees Welfare Fund and business representative of Local 774, passed away.

$7525 in cash was recently awarded the winner in F&M's "Movie Reporter" quiz on radio station KWK. . . . Cliff Mantle, a partner in Globe Roadshow Attractions, has taken desk space in the offices of Andy Dietz Ents. . . . Art LaPlant, local salesman for Columbia, has been ill since May 13. . . . Don Reed of Linto, Ind., took over operation of the Fox Theatre, Hutsonville, Ill. . . . E. L. Staup, head of East 30 Drive-In near Ft. Wayne, Ind., bought John Vestal's holdings in the Twin Lakes Drive-In at Paris, Ill. and took over immediately. . . . Matt Schulter, an officer of the company that owns the Columbia and Avalon Theatres, passed away. . . . The old State Theatre building, New Baden, Ill., was purchased by John Jaske, owner of the adjoining property, from Stanford Fritz.

Mrs. Loren Myers is new magr. of the Vogue Theatre, Palestine, Ill.. owned by Bernard Temborius and J. Stewart Fox, succeeding Mr. & Mrs. Charles Moore. Her husband, Loren Myers, continues as projectionist. . . . The new K-B Drive-In at Casey, Ill. has designated Thursday as "Buck Night" and has an owl show Saturday night in addition to the regular features. . . . Three nabes recently closed are Komm Circuit's 550-seat Longwood, the 678-seat Ivanhoe, and Midwest's Overland at Overland, Mo. . . . Garrick Theatre, Inc., St. Louis, has been incorporated by M. Gillen, M. Zeisler, M. Lia, G. Baur and A. Camarata, who reopened that theatre as a combination burley-sexy film house. . . . Fred Joseph, m.p. industry attorney, has been named special counsel for the American T & T Co.'s microwave plans for all of Missouri. . . . Former patrolman Edward F. Mueller pleaded guilty to a charge of petty larceny for his part in the $1118 safe burglary of the Congress Theatre in June 1951.

J. R. Thompson's Community Theatre at Raymond, Ill. reopened after being dark since Jan. 5 last. It was announced that the theatre will give a "free" show each Tuesday evening, and there will be shows Friday and Saturday. . . . Woody Hilsabeck, who managed the Tiger at Carthage, Mo., is to assume new duties as resident mgr. for Fox-Midwest at Jacksonville, Ill., to succeed Ben M. Montee, resigned. . . . Total receipts of May 12 at the Harrisburg, Ill. drive-in were given to the Harrisburg Township high school band to help finance a trip to Chattanooga, Tenn. this summer. . . . Sparta and Grand Theatres, Sparta, Ill., managed by J. D. Slayden, will charge 74¢ for adults and 25¢ for children during showing of "Bwana Devil." . . . Success of the first joint meeting of Kansas-Missouri Theatre Assn. and MPTO of St. L., E. Mo. and So. Ill. at Osage Beach, Lake of the Ozarks, Mo. was so obvious it probably will be repeated in 1954 and include the Springfield Theatre Assn. and United Theatre Owners of Ill.

John Rees is installing Chrysler Airtemp air-conditioning in his Regal Theatre, Wellsville, Mo. and 3-D equipment preparatory to showing of "Bwana Devil" June 5-8. . . . A. T. Wholert reopened his Main Theatre at Altamont, Ill. . . . Harry Whitefield, owner of the New Union Theatre, Uniontown, Ky., is ill. . . . F&M ordered 100,000 of the new plastic 3-D viewers being distributed by Real Art Pictures. . . . Andy Dietz, new mgr. for UA here, succeeding Mike Lee, advanced to dist. mgr. . . . Bill Earle, Jr. and Harry Hoff of National Theatre Supply, Dick Walker of Walker-American Corp., Ruby S'Renco and his projectionist, John L. Wilson, and Tom Bloomer of Belleville, Ill. formed the St. L. delegation which viewed the CinemaScope demonstration in Chicago. . . . Paul Stehman and Tom Danner have opened an outdoor theatre on Route 106 north of Whitehall, Ill.

SAN FRANCISCO

Julian Harvey, Jr. purchased the 1000-seat Marvel, Vallejo, from Fox West Coast, renamed it the Crown, and reopened it May 24. FWC closed the Marvel last Dec. . . . The 1000-seat FWC Baywood, San Mateo, closed last April, is being dismantled. . . . Golden State opened the new San Pablo Auto Movies, San Pablo. . . . Jimmy Lyons, United-Paramount publicist, resigned to live in Big Sur and write. Mary Hennessy succeeded him. . . . Anne Belfer, United Artists Theatre publicist, promoted 500 samples of Lentheric's Dark Brilliance which were given to the first 500 women attending "Salome' opening day. Lentheric dealers participated with counter displays and Decca records also tied in for promotion of the film. . . . Boyd Sparrow, Loew's Warfield mgr., is recuperating at home following hospitalization.

Duke Clark was in town to officially open the new Tower Pictures Co., of which he is pres. Among features to be distributed by Tower are "Casanova Brown," "Along Came Jones," "Bell of the Yukon," "Tomorrow is Forever," "Woman in the Window," "It's a Pleasure" and "The Stranger." . . . The local Telenews Theatre is installing a 10′ screen in its lounge to replace the present 24″ screen. The lounge is being completely done over with new decorations and Kroehler pushback seats. . . . Changes in executive set-up of National Screen include the appointment of Burton E. Robbins as asst. to the pres., Herman Robbins, and Albert Stefanic to the post of v.p. in charge of operation. . . . Walter Lantz, creator of the "Woody Woodpecker" cartoons was in S.F. for preview of his short at the Press Club, made for the Red Cross blood procurement campaign.

Drive-In Suit Dismissed

The government's conspiracy charges brought against the Starlite Drive-In and other Chicago ozoners were turned down for a second time by the Seventh District Court of Appeals last week. In dismissing the suit, which claimed that the theatres had combined to fix admission prices, the court upheld the decision of Federal District Judge John Barnes.

Perspecta-Sound Devised

A device, named Perspecta-sound, which allegedly synchronizes four-channel stereophonic sound on a standard 35mm. film track, was announced by C. Robert Fine, president of Fine Sound, Inc., Tompkins Cove, N. Y.



Nebraska film executives are shown with Actor Paul Picerni following his arrival in Omaha for personal appearances in connection with Warner's "House of Wax" at the Omaha Theatre there. L. to R.: Ted Emerson, publicity director for Tri-States Theatres; Don Shane, mgr. of the Orpheum Theatre; William Miskell, Omaha dist. mgr. for Tri-States; Picerni; Frank Hannon, Warner branch mgr.; and Harry Leeper, mgr. of the State Theatre, Lincoln, Neb.

New U-I Screen Can Fit Narrow, Wide, 3-D Films

Universal-International announced the development of an all-purpose screen, and is presently conducting experiments in stereophonic sound. The screen can be used for films projected in standard or large size and in 2 or 3-D, according to the company.

Curved on a 90-foot radius, the screen is made of a textile sprayed with an aluminum solution created by Fred Tuch, head of the U-I scenic department. It has a light magnifying factor of approximately four to one, which was achieved by coating the surface of the screen so that it would reflect light rather than diffuse it.

A strip of material two to three feet wide masks the screen on all four sides, giving it the appearance of a picture frame.

Dual Purpose Served

The masking serves a decorative purpose as well as a practical one. It reflects some light back to the screen, thus supposedly giving the extreme edges of the picture the same brightness as the center.

Since it would be too expensive to custom build the screen for each house, it will be made in six standard types adaptable to the six standard types of theatres now in existence. The U-I test screen was designed to accommodate pictures filmed on a 2 to 1 ratio, but it is said that it can be used on any ratio less than that figure.

Films already completed for use on standard screens can be given wide-screen projection, according to the company, by equipping the projector with a standard lens of a wider angle than that now used for normal projection. Thus, the new screen will permit exhibitors to take advantage of its full 2 to 1 ratio, U-I asserted.

Walker Aluminum Screen Suits Multi-Media Needs

The Walker-American Screen Corp. has available a high intensity screen surfaced with a non-flammable, non-yellowing, transparent plastic, in which are embedded reflecting flakes of a non-tarnishable aluminum alloy. It has been designed for use in theatres showing 3-D films, but it can also be used with standard 2-D films.

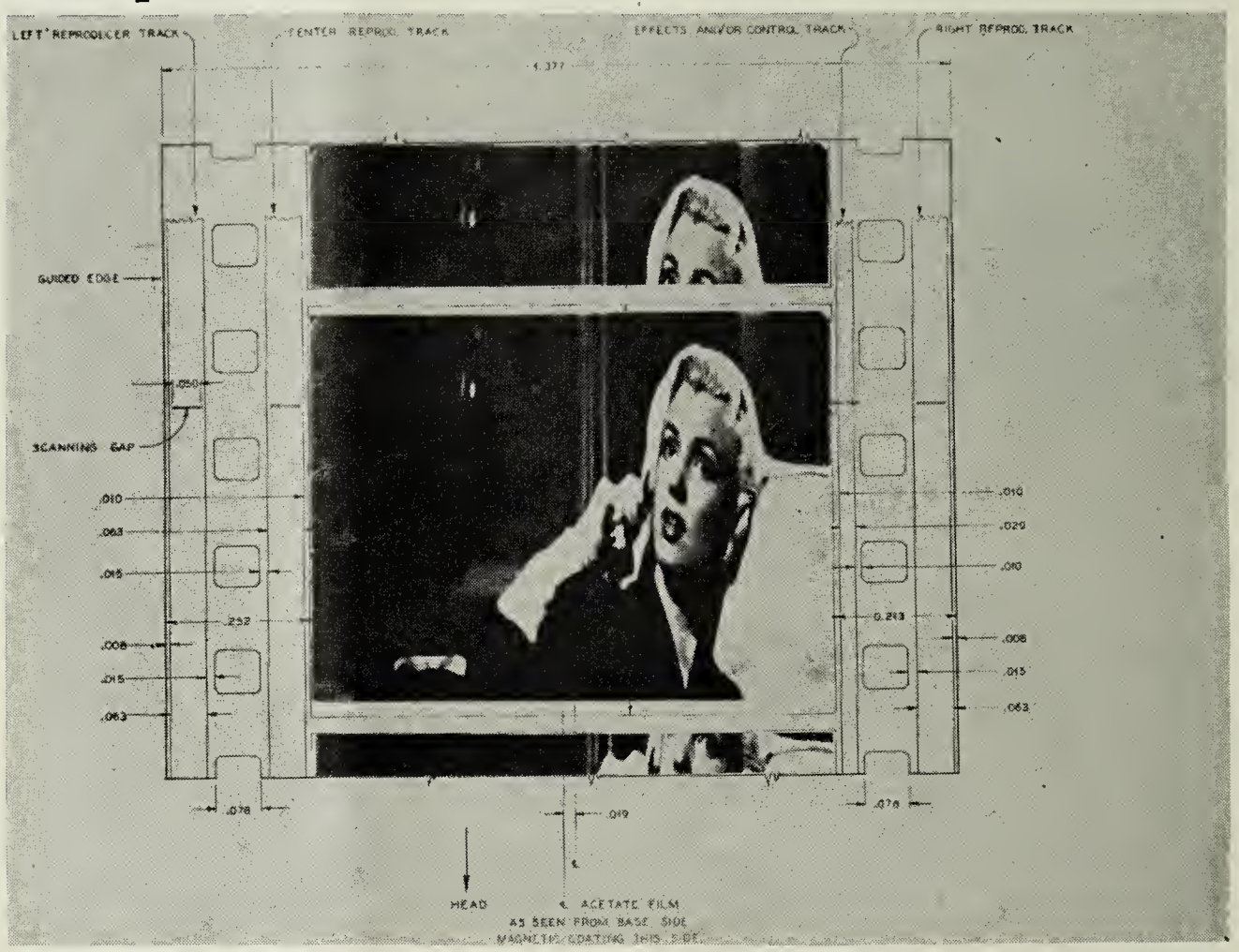
The company numbers among the advantages of the new screen the fact that it is not diffusive and therefore defines the picture better. Also, it is alleged that the screen will offer efficiency and economy in the use of projection lights. Screen is available from National Theatre Supply Co.

National's New Carbon

National Carbon Co. has a regular high-intensity positive projector carbon that is said to give 15 percent or more longer life with equal light at the same current, a cooler light giving less heat at the aperture and lower carbon cost per hour of operation.

It is for use in condensor type, high-intensity lamps in the larger theatres that do not require the full maximum light of "National Hitex" carbons. Called the 13.6 mm x 22" Regular H-I Positive Carbon, it is designed for operation between 125 and 160 amperes.

CinemaScope Sound Utilizes One Strip Of Film For Four Tracks



The new Fox sound system combines three stereophonic sound tracks (designated in picture above as "left reproducer track," "center reproducer track" and "right reproducer track"), and a fourth track (shown at immediate right of film and marked "effects and/or control track"). The process definitely obviates the need for a separate sound reproducer required until now for the projection of stereophonic sound, the company claims.

The solving of the problem of combining four magnetic sound tracks on a single 35mm. film by 20th Century-Fox Research Director, Earl I. Sponable, and his associates, is claimed to achieve standardization in projection, for with the new process the regular motion picture theatre projector reportedly becomes compatible not only with CinemaScope screening but also with every existing film-and-sound system as well.

The system combines three stereophonic sound tracks and a fourth track which is utilized for effects and/or control. The process is said to definitely obviate the need for a separate sound reproducer required until now for the projection of stereophonic sound.

Standard Projector Used

Exhibitors will continue to use standard projection equipment, requiring no extra projectors, with only simple, practical and economical changes involved in the new single-film stereophonic sound system. To accommodate the four sound tracks, the sprocket holes of standard 35mm. film have been narrowed from .110 to .078 inches.

Changes in the standard projector are (1) the slight reduction in width of the teeth of the intermittant and other sprockets, and (2) the addition of a simple multiple film-driven sound head installed between the upper magazine and the regular projection head.

Feasibility of the four-track single-film system stems from the present-day utilization of acetate film which, unlike the old-fashioned nitrate film, has practically no shrinkage and therefore permits the use of smaller sprocket holes.

A considerable saving in the inspection, processing and shipping of films, in addition to projection booth costs, and millions of feet of film stock otherwise required for separate sound tracks, is effected by the new system.

The new sound head is being manufactured by General Precision, RCA, Altec and Westrex and will be available, along with the anamorphic lens and Miracle Mirror Screen for showings of the first CinemaScope production, "The Robe."

Motiograph Perfects Two Models Of Interlocks For Stereo Sound Projection

Two models of a stereophonic sound system, varying only in the amount of poper output of the three power amplifiers and the size of the loud speaker systems, are announced for early availability by Motiograph, Inc. One system will be appropriate for theatres of 1,600 seats or less, and the other for larger theatres.

Contained in the equipment is a magnetic reproducer capable of reproducing the sound from films using three magnetic sound tracks. Capable of being electrically interlocked with the theatre's existing sound system, it will reproduce sound through three separate loud speaker systems and a number of auditorium speakers, according to manufacturer's claims.

The Motiograph equipment also includes three Altec Lansing "Voice of the Theatre" loudspeaker systems and from 10 to 15 auditorium speakers.



You Can Hear a Pin Drop!



That's because it's SIMPLEX! From a whisper to an explosion—from pianissimo to double fortissimo, there's more listener pleasure in SIMPLEX IN-A-CAR SPEAKERS! Your drive-in deserves them—your patrons will welcome them!

If you're not already a "SIMPLEX" drive-in, why not do as exhibitors everywhere are doing—try SIMPLEX—there's a vast difference in SIMPLEX IN-A-CAR reception!

Specify SIMPLEX IN-A-CAR SPEAKERS — *IT'S GOOD BUSINESS!*

Simplex

T.M. REG. U.S. PAT. OFF.

IN·A·CAR SPEAKERS

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION • DISTRIBUTED BY

NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.



AMERICAN
Approved
PLAYGROUND EQUIPMENT

Unsurpassed in Design, Safety and Performance

● It's the *plus* factor that makes American the most respected name in Playground Equipment . . . *Plus* in design—American leads the field. . . . *Plus* in performance—*Approved* Equipment stronger, more ruggedly built to assure a lifetime of perfect repair-free service . . . *Plus* in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design and performance and unmatched safety.

Send for Literature

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA U.S.A.
WORLD'S LARGEST MANUFACTURERS OF FINE PLAYGROUND & SWIMMING POOL EQUIPMENT

☆ ☆ ☆ ☆ ☆

Any Type Of Film Can Be Shown On Paramount's 1.66 Ratio Screen

Paramount Studios research division, headed by Loren Ryder, announced that it has developed a new screen with an aspect ratio of 1.66 to 1. Researchers finally settled on this figure because they claim it comes closest to what people normally see in everyday life. The human eye is oval, and people see greater width than height.

Paramount claims that its new screen, which it has developed but will not merchandize, will allow theatre owners to replace present screens comparatively inexpensively and quickly without having to redesign the house to do so. Also, the alleged flexibility of the screen will allow houses to play all films made on any ratio, standard or wide-screen.

Plays 2-D, 3-D Films

The screen shape can play standard 2-D films, or it can be used for 3-D if it is surfaced with a metallic substance, according to studio officials. Exhibitors will have to purchase a new lens and an altered aperture plate for the projector along with the new screen.

To give the illusion of depth, Paramount recommends that the screen be curved on a 90 foot radius for a house with a projection throw of about 120 feet. The curve should vary depending upon the width of the house and the projection throw.

For normal size houses, the radius of curvature should be about ¾ of the distance from the center of the screen to the projector. Wide houses should have a radius equal to the projection throw.

Large Screen Desired

The company recommends also that the screen size be as large as possible, limited only by available light, the vertical and horizontal audience viewing angles, and the front seat viewing distance. Very large theatres with large prosceniums should be individually considered, according to company statements.

To lose as few side seats as possible, the research staff decided that it would be best to move the screen forward as far as possible. This will permit the installation of a still wider screen for future films made in higher aspect ratios.

The size of the screen should determine the size of the proper projection lens, if best results are to be obtained, the company advised. Lenses are generally available in ¼ inch graduations of focal length, and technicians will help exhibitors decide which is the best one for his screen.

The wings, cornice and base ramp could be covered with any of the white materials now used for 2-D screens. However, if the theatre plans to use stereophonic sound, the wing material on the screen itself must be porous for sound. The side frames may be mounted on dollies so that they can be easily moved for different size pictures.

Aperture Plates Filed

The new projection aperture plates required should be filed very carefully until the picture just fills the screen area. Paramount recommends that the plate be placed further from the film than normal in order to produce a soft edge to the picture at the junction of the picture and the surround. No projected light should fall directly on the surround.

For use on 3-D pictures, Paramount advises that as much unfiltered incident light as possible should be used. Readings should be taken at the center of the screen, without film, but with the projector running, and without the polarizing filter in the projector beam. From 20 to 25 candles is most desirable. However, when showing 2-D films on a metallic screen, the light will have to be lowered somewhat.

Ozoners Minus Speakers? —Sight Without Sound!

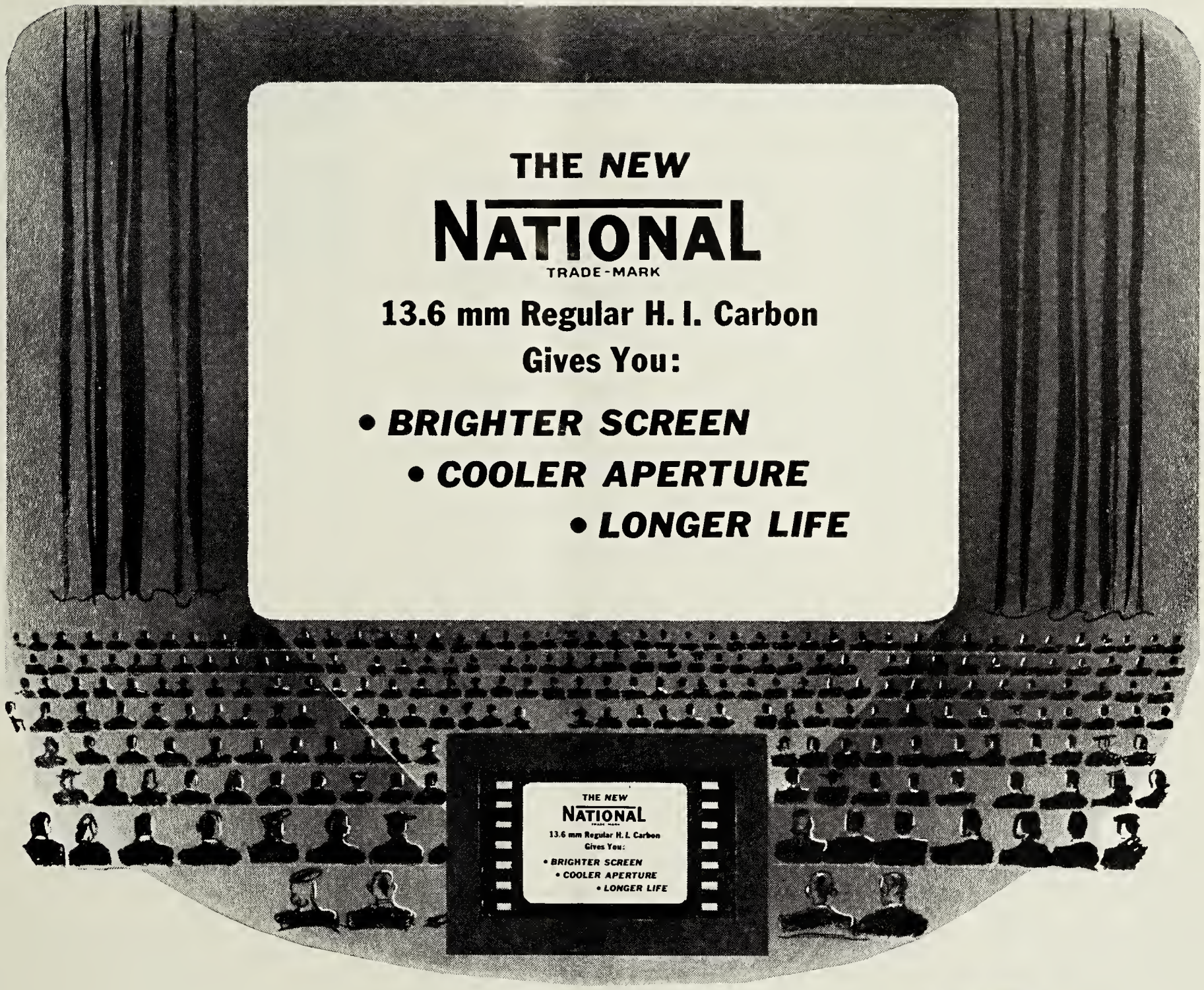
Drive-in owners and equipment manufacturers alike may derive food for thought from the disclosure that a device has been invented to bring sound into the car via the auto's radio.

Idea, patented by Richard A. Satterfield, Winston-Salem, N. C., appears to have just one gremlin—what to do in the case of the poor motorist without a radio!

Our correspondent ventures that he can be content in merely watching the picture.



Miss Roberta Bart, winner of the beauty contest held at the Century's Kingsway Theatre, Brooklyn, N.Y., poses with Al Jacobs (left), of the Kings Highway Board of Trade who mc'd the show, and Charles Okun (center), theatre promotion representative for the Coca Cola Co. Miss Bart won out over 500 contestants, and in so doing garnered $1,500 worth of prizes donated by Kingsway stores.



Hard on the heels of the sensational, new "National" "Suprex" 7 mm and 9 mm carbons comes still another major product improvement – the new 13.6 mm x 22″ Regular High Intensity projector carbon for condenser-type lamps.

HERE'S HOW IT WORKS:

AT 160 AMPERES, (ten amperes higher than the previous H.I. Regular), you get a *brighter* screen, a more *uniform* arc . . . with no added heat on the film.

AT 150 AMPERES, (same current as its predecessor), you get the *same* screen brightness with *less* heat on the film – and, according to laboratory tests, *at least* 15% lower carbon consumption!

For cleanliness, and to protect against moisture, each unit package of the new carbons comes to you enclosed in a heat-sealed, polyethylene envelope. Order your supply of these NEW, uniformly dependable "National" carbons and treat your patrons to a better picture . . . yourself to lower operating cost. Your theatre supply house has them NOW!



The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

Numerous Playground Devices May Boost Ozoner Revenues

By NORMAN R. MILLER

Vice President, American Playground Device Co.

The children's playground is now generally accepted as an essential facility at the drive-in theatre, but many operators are wondering just what sizes and types of recreational devices should be purchased and how much money should be invested.

Truly, this is a very important question. Since playgrounds are a somewhat recent innovation at ozoners, not much information has been published as yet on this particular phase of theatre operation.

Playground apparatus should be selected to best fit the age, size and abilities of the boys and girls concerned. By following this rule, the drive-in operator will assure maximum play-exercise value and safety for the youngsters, as well as money savings for himself.

Division Recommended

For the modern drive-in, with a capacity of 400 cars or more, we recommend dividing the playground into two apparatus areas—the junior for children up to nine years of age, and the senior for those 10 years old and over.

Following are the apparatus units recommended for the junior area:

B-146 Six-Swing Set, with chair-type nursery seats to securely hold children of pre-school age. The seven-foot high frames are constructed of tested, hot-dip galvanized steel pipe, locked rigidly together with certified malleable fittings. Swing hangers of malleable iron, certified to test more than 50,000 pounds tensile strength per square inch, and oil-impregnated bronze bearings assure extra safety and lasting wear.

H-148-MS Combination Unit, with swing frame eight-feet high. This unit combines the fascinating play-exercise opportunities of slides, swings and see-saws. Standard equipment includes two American heavy-duty Type-C see-saws, four heavy-duty Type-C swing seats suspended on heavy-duty No. 8/0 Bulldog chains with extra-heavy-duty all-steel 16-foot wave chute slide, complete. All metal parts are hot-dip galvanized to rustproof permanently. See-saw boards and swing seats are colorfully finished with three coats of weather-resisting Wax-O-Namel.

New Structure Designed

Primary Castle Walk, a special climbing structure designed by American to provide the arm and shoulder muscle building exercises of the American horizontal ladder as well as the climbing-play action of the Castle Tower. The primary unit has a seven-foot tower and a walk six feet long, 24 inches wide, and five feet three inches high.

ME-3 Merry-Go-Round, equipped with an improved assembly to afford smooth, easy motion, is readily propelled by one child even when carrying a capacity load of 25. Seat board is 10 feet in diameter, constructed of clear, select two-inch Oregon fir stock, with enclosure platform also of select wood. It will provide children with thousands of hours of healthful fun and exercise with maximum safety.

For the senior apparatus area, the following pieces are recommended:

C-136 Six-Swing Set, with 10-foot high frame fabricated with upright supports of 1⅞-inch and top beam supports of 2⅜-inch tested steel pipe. The frame is locked together by massive certified malleable iron fittings, assuring lifetime durability.

Senior Castle Tower, which will accommodate as many as 50 children at one time. Developed to satisfy the climbing instinct inherent in every child, the Senior Castle Tower is nine feet, nine inches in height. The pipe members are purposely 1-1/16-inch in diameter so that even the smallest child can grasp and maintain a firm handhold. Improved circular design eliminates sharp corners and ends, provides larger capacity and makes the many climbing-play-exercise opportunities highly interesting and beneficial to the child.

Slide Included

WMS-20 All-Steel Slide, with a chute 20 feet long and platform 10 feet high, offers the thrills all youngsters enjoy. Lifetime durability and safety are assured by special American certified malleable fittings tested to 50,000 pounds tensile strength, which lock the chute, massive 16½-inch by 23-inch malleable safety platform, large, roomy, non-slip stair treads, chute guard rails, safety handrails, stairway and supports into a tremendously strong integral unit.

B-164 See-Saw. This equipment is recommended in the four-board unit size for the standard drive-in. American see-saw boards are constructed of carefully seasoned, select 8/4-inch Oregon fir and are 12 feet long, 12 inches wide, the ideal size for the larger children. All corners are rounded, with seats saddle-shaped for greater comfort and safety. American see-saw fulcrums provide three-way adjustability at fulcrum point to compensate for varying weights.

The eight above-mentioned units, which will keep upwards of 500 children happily and beneficially occupied before showtime, may be purchased for slightly more than $1,000. By selelcting durable, ruggedly-built equipment, maintenance costs will be negligible.

There also will be that comfortable feeling that comes from the knowledge that there will be no mechanical defects to cause accidents.

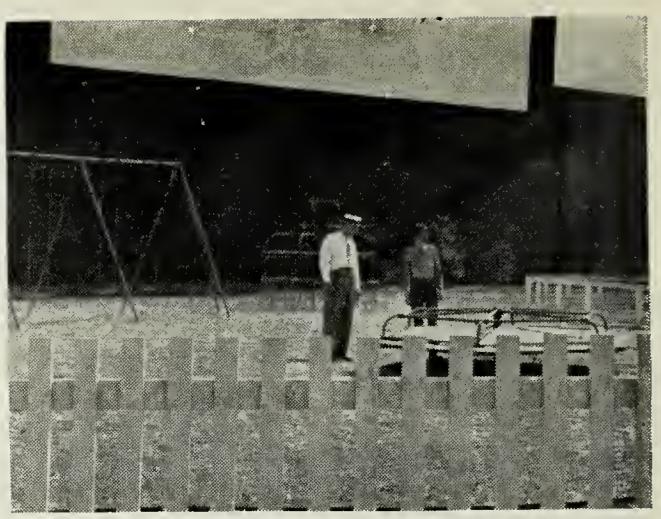
Picnicking facilities are provided by many drive-ins to induce families to come early and enjoy an outdoors meal before the movies start. For this purpose, the All-American picnic grill and streamlined picnic table are ideal.

Grill Wins Approval

Developed through years of exhaustive testing, the All-American grill has won the enthusiastic approval of every top chef who has tried it. Faster, much easier fire handling, uniformly even heat to the exact intensity desired through positive draft control, guarantees delicious steaks and chops.

The American approved heavy-duty picnic table is ruggedly built with all-steel frames of 1 2/3-inch new tested steel pipe locked together by heavy certified malleable fittings, which through-bolt the pipe members for maximum strength.

Four table top and single seat boards are constructed from carefully seasoned 5/4" and 10" Douglas fir. The table is eight feet long, and accommodates 12 persons.



Shown examining new merry-go-round installed by American Playground Device Co. at Town Drive-In, Detroit, are Ernest S. Thompson (left), Detroit district manager for the company, and attendant.

3-D Lobby Viewers On Display



National Screen Service's three-dimensional View-Master Film Display Cabinet, used here to form a display for Paramount's "Sangaree," holds three 3-D viewers, each containing a reel of seven 3-D shots from the film in full color or black-and-white. Three patrons can view simultaneously the scenes and can change them without assistance. Displays are planned for mounting on lobby or foyer walls, or to be placed on bases for convenient viewing.



For Over 25 Years...

NATIONAL THEATRE SUPPLY has set an enviable record of achievement and service to the motion picture exhibitor.

It was not always easy! New techniques were developed — new equipment was designed—new processes were advanced yet, with each, National Theatre Supply was there to help, advise and service. For National Theatre Supply, through its 29 Branches, was always abreast of each new development, and as quickly as information and supplies were available, National was first with the most — first to satisfy every need of the exhibitor.

Now — the big news is STEREOPHONIC SOUND. As in the past, you can depend on National — because National has been close on the heels of its progress — and even now has several successful installations, with many more on the way.

For Stereophonic Sound — and everything for your theatre — get it from National and you're *sure* it's right!

NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

Staff Reviews

(Continued from page 8)

screen used at the preview at the U-I studio was the company's large screen in an aspect ratio of 1.85 to 1. Ray Bradbury's original story was a natural for 3-D and the screen play managed to capture all the suspense one could ask for. Camera work on the feature, art direction and special photography are excellent. The depth of the lensing is very good. Richard Carlson, Barbara Rush, Charles Drake and Russell Johnson are all fine in demanding roles. This one should do very well, once the word gets out that it has a story and does not depend on gimmicks to hold the audience's interest.

STORY: Scientist Richard Carlson and his girl friend, Barbara Rush, discussing their coming marriage, witness the landing of what looks like a meteor in the Arizona desert. Upon further investigation, Carlson concludes that it is a space ship. When he airs his views to some of the members of the community, they laugh at him. Peculiar things start happening soon, with townspeople disappearing. The townspeoples' likenesses are used by the visitors, so they will not be interfered with in rebuilding their space craft. Carlson convinces Sheriff Charles Drake that harm will come to the kidnapped people unless the townspeople leave the visitors alone. Finally, Drake, angered by a brush with Carlson and the fact that Barbara has also been kidnapped, leads an angry mob toward the visitors from outer space, who have just about concluded repairing their ship. Carlson manages to dynamite the entrance to the cave where they are housed before the townspeople get to them. The visitors take off in their ship and the kidnapped townspeople are returned.

●

"Roar Of The Crowd"

(Allied Artists) Cinecolor 70 Min.

Cast: Howard Duff, Helene Stanley, Dave Willock, Louise Arthur, Minor Watson, Harry Shannon, Don Haggerty, Edna Holland, Ray Walker, Paul Bryar, Johnnie Parsons, Henry Banks, Duke Nalon, and Manuel Ayulo.

Credits: A Richard Heermance Production; Produced by Heermance; Directed by William Beaudine; Screen play by Charles R. Marion; Story by Marion and Robert Abel.

"Roar of the Crowd" is a good programmer that will offer good support on any bill. It's a stock auto racing feature that is helped greatly by Cinecolor; some very good action shots of faces and smash-ups, and the presence of some real race drivers in the cast. Charles Marion has put a few new twists in the plot, and this will help hold audience interest. Howard Duff does a good job as the race driver, who is sidelined by a crash, and makes a comeback, while Helene Stanley gives notice of being a leading lady that we will see a lot of in the future. The producer has given the film plenty of exploitation potential. Smart exhibiting will help it do okay in the general market in its class.

STORY: Howard Duff follows his father's footsteps and becomes a race driver. His career means a lot to him but his girl friend, Helene Stanley, frowns on it. Duff tells her to give him a chance and that after a certain time, he will give up racing. Helene marries him. Duff has promised to quit after he has raced in the 500-mile Indianapolis race, but sometime before the big race, he is injured and crippled. He tries other work after his recovery and finds that he is a washout in it. Helene, seeing that auto racing is Duff's life, starts operating to get him into the big 500 miler. She finally parlays their savings and some borrowed money into a racer. Duff drives and comes in ninth, but his courage, fighting a painful leg all the way, is an inspiration to the crowd, and Helene tells Duff that they will be back and win next year.

"A Perilous Journey"

(Republic) 90 Min.

Cast: Vera Ralston, David Brian, Scott Brady, Charles Winninger, Hope Emerson, Eileen Christy, Leif Erickson, Veda Ann Borg, Ian MacDonald, Virginia Grey.

Credits: Associate producer, William O'Sullivan; Directed by R. G. Springsteen; Screen play by Richard Wormser; Based on Vingie Roe's novel, "The Golden Tide."

"A Perilous Journey" is a well-made period melodrama, that has a great deal of exploitation value. There are some strong action sequences, and the screen play by Richard Wormser shows imagination. Based on a best-selling novel, "The Golden Tide," this tale is of a boatload of women who journey to the California goldfield in 1850 in search of husbands. Film is well cast and there are four songs.

STORY: Vera Ralston is one of 49 women sailing to the California goldfields under the management of Hope Emerson. Each of the ladies is prepared to marry a man upon the posting of $1,000 by him for payment to Hope. Vera is really looking for her husband, Lief Erickson, who deserted her. Seeking him in Panama, she meets Scott Brady, not knowing that Brady has shot Erickson in a card game. For bringing Vera back to Hope he gets free passage to California. In Sacramento, Vera gets a job with David Brian, a gambler. Brady starts a campaign to break Brian's power in the goldfields. He helps blow up a dam that Brian has built, which was cutting off the miners' water supply. Brian turns his gunmen on Brady. Erickson, at this time, arrives on the scene and when Erickson claims Vera as his wife, Brian shoots him down in cold blood. Brady gambles with Brian and takes his fortune. In a gun battle, Brady kills Brian and gets Vera.

●

"Phantom From Space"

(United Artists) 72 Min.

Cast: Ted Cooper, Rudolph Anders, Noreen Nash, James Seay, Harry Landers, Jack Daly.

Credits: Produced and directed by W. Lee Wilder; Screen play by Bill Raynor and Myles Wilder.

"Phantom From Space" is a fair science-fiction melodrama with a minimum of action, gadgets and gimmicks and scientific revelations and few special effects. The story starts off full of promise but then bogs down in lengthy conversational sessions. The cast is average in their roles as is the direction and production. Perhaps this will best appeal to the juvenile set.

STORY: Radar equipment picks up a strange object in the sky coming at a tremendous speed and lands in California. Ted Cooper and agents of the FCC get on the trail when interference to air wave communication is reported while the homicide squad is brought in when a faceless individual in a queer helmet is reported the murderer of another man. With the help of scientist Rudolph Anders and a newspaperman-photographer, they succeed in trapping the intruder, who turns out to be invisible until infra red lamps are turned on him. He eventually dies because his special mixture of breathing gases is exhausted, and his body disintigrates.

●

"Tonight At 8:30"

(Continental Distrib.) Technicolor 81 Min.

Cast: Valerie Hobson, Stanley Holloway, Martita Hunt, Kay Walsh, Nigel Patrick, Jessie Royce Landis, Jack Warner.

Credits: A J. Arthur Rank production; Produced by Anthony Havelock-Allan; Directed by Anthony Pelissier; Adapted from three plays by Noel Coward: "The Red Peppers," "Fumed Oak" and "Ways and Means," Songs by Coward.

With strong selling campaigns, catapulted on the name of Noel Coward, the British playwright-composer who wrote the three short comedies that make up this English film, "Tonight At 8:30" should make the grade as a mid-week attraction at art houses. Film, lensed in Technicolor, has some cast names familiar to American audiences; but the stories fall into the "old hat" category. Apparently the Coward flair for sophisticated dialogue, once considered tops, now shows the wear of two generations. The first tale, which contains a couple of songs, deals with backstage trouble among music hall performers. Middle tale concerns the last day of married life in a drab lower-middle class family. Tag story deals with a set of cosmopolites who have financial troubles. This one has a twister as the climax.

STORY: In the "Red Peppers," the music hall team of Kay Walsh and Ted Ray battles continuously, but presents a solid front against the obnoxious manager of the theatre. "Fumed Oaks" has Stanley Holloway deliver a verbal tell-off to his wife, mother-in-law and daughter, then go off alone. In "Ways and Means," the husband-wife team of Valerie Hobson and Nigel Patrick tries to have Jack Warner, a valet, rob his employer for their benefit. Warner, however, keeps the money for himself.

●

"Goldtown Ghost Riders"

(Columbia) 57 Min.

Cast: Gene Autry, Smiley Burnette, Gail Davis, Kirk Riley, Carleton Young, Neyle Morrow, Denver Pyle, Steve Conte, John Doucette.

Credits: A Gene Autry Production; Produced by Armand Schaefer; Directed by George Archainbaud; Story and screen play by Gerald Geraghty.

"Golden Ghost Riders" is an average Gene Autry western that will please his fans and other devotees of the sagebrush market. Although the story is a bit complicated, there is plenty of shooting, hard-riding and fighting to keep the action fan happy. The long flashback telling of the plot makes the viewer put on his thinking cap, but no one will have too much trouble figuring out what's going on. Autry handles his role in regular fashion while Smiley Burnette gets some laughs as his sidekick. Gail Davis also turns in a good performance in the femme lead.

STORY: Circuit Judge Gene Autry is trying a mining town murder when the suspected killer, Kirk Riley, tells him that he has already served 10 years for Carleton Young's murder and can't be tried twice for the same crime. Riley then explains that he and Young were partners years back. They had a disagreement when Riley found that Young was a man who wouldn't let him back out of their crooked phoney goldrush scheme. Riley is sent to jail when he thinks that he killed Young, but Young only changed his identity and lived. Out of jail after serving 10 years, Riley finds this out and commits his "second" killing.

●

"Iron Mountain Trail"

(Republic) 53 Min.

Cast: Rex Allen, Slim Pickens, Grant Withers, Nan Leslie, Roy Barcroft, Forrest Taylor, Alan Bridge, John Hamilton, George H. Lloyd.

Credits: Associate producer, Edward J. White; Directed by William Witney; Screen play by Gerald Geraghty; Story by William Lively.

This Rex Allen entry is about par for the course. Allen's riding and brawls in the film

make up for the thin plot, which tells about a race by a clipper ship and a stage line for a government mail contract. Slim Pickens gets his share of laughs and Nan Leslie is an attractive leading lady. This one will lean on Allen's box office draw with the kiddie set and the sagebrush addicts but Allen doesn't warble a note. There is a good suspense sequence where Allen rides in just in time to save an innocent man from hanging; but on the whole the story telegraphs its punches ahead of time.

STORY: U. S. Postal Inspector Rex Allen is sent to speed up deliveries of mail. He finds that this is being mishandled; then he gets the idea to transport mail overland by stage from San Francisco to San Diego. He sets up a race between a stage and the clipper. On the night before the contest, George H. Lloyd, one of the stage line owners, is killed by Roy Barcroft, a hireling for Grant Wither's clipper line. The murder is framed to implicate Forrest Taylor, another stage and delivery operator. Allen rides to San Diego, gets Barcroft's confession and rides back in time to save Taylor.

●

"Savage Frontier"

(Republic) 53 Min.

Cast: Allan "Rocky" Lane, Eddy Waller, Bob Steele, Dorothy Patrick, Roy Barcroft, Richard Avonde, Bill Phipps, Jimmy Hawkins, Lane Bradford, John Cason, Kenneth MacDonald, Bill Henry, Gerry Flash.

Credits: Associate producer, Rudy Ralston; Directed by Harry Keller; Screen play by Dwight Babcock and Gerald Geraghty.

"Savage Frontier" is not up to the usual level set by Allan "Rocky" Lane. Fault of the film lies chiefly with the screen play, which does not give Lane as much action as his fans expect of him. Lane does the best he can here, shooting fast and straight; he is rough-and-tough in the fisticuffs and the supporting cast all pitch in to help. Bob Steele who was a big name oater hero himself, turns in a good performance in one of the focal roles in the picture. Eddy Waller, a standby in Lane films, comes through again and is a big asset, snaring what laughs there are as well as serving as a sidekick for Lane in the rounding up of the culprits.

STORY: U. S. Marshal Allan "Rocky" Lane is hunting for three outlaws who killed his friend. He tracks them to Bitter Springs, where Eddy Waller captures one Richard Avonde with dentist's gas. This forces the outlaw's boss, respected townsman Roy Barcroft to swing into action. He tells his henchmen to get Avonde loose, which they do. However, clues point to Barcroft having a hand in the escape and Lane sets to work trying to unmask Barcroft. After some shooting and some fighting he gets the goods on Barcroft and his crew and puts them out of business, then rides off alone.

Foreign Films

"Strange Deception"

(Casino Films) ITALIAN 96 Min.

Cast: Raf Vallone, Elena Varzi, Alain Cuny, Gino Cervi.

Credits: Produced by Eugenio Fontano; Directed and written by Curzio Malaparte.

The career and writings of Curzio Malaparte, one-time Italian diplomat and now a novelist, command a devoted following in the U. S. and this Italian-language picture, directed, written and scored by Malaparte, will definitely become a "must see" for them. Story, a simple affair, concerns a veteran's attempts at avenging the murder of his brother during the war by a collaborationist. Behind this tale, however, resides the author's philosophy that collaborationists should not be judged for their guilt since, in reality, they are innocent victims of circumstances. Picture concludes with a passionate plea for peace. Backing up these precepts are moody and sometimes sombre camera shots that are frequently charged with visual drama. English titles are adequate.

STORY: Upon his return from a PW camp, Raf Vallone, an Italian veteran of World War II, learns that his brother was murdered during the war by a villager who had collaborated with the Nazis. But neither relatives nor frineds will reveal the murderer's identity to Vallone. It is their belief, with the war long ended, that the guilty should be forgiven for their weaknesses. Vallone, in his quest, falls in love with Elena Varzi, sister of Philippe Lemaire, the murderer. But Vallone is ignorant of this fact. Then Alain Cuny, a friend, sacrifices himself for Lemaire and when Vallone finally learns the identity of the murderer, a life is spared.

●

"Ring Around The Clock"

(IFA) ITALIAN 83 Min.

Cast: Patrizia Mangano, Nando Bruno, Lauro Gazzolo, Pepino Spadaro.

Credits: Produced by Sonio Coletti; Directed by Paola W. Tamburella; Screen play by G. Collegare, J. Corsi, B. Costa and G. Leoni; Based on a story by William Rospigliosi; English titles by A. J. Liebling.

"Ring Around The Clock," an Italian language film, is a highly amusing social satire that requires a good deal of audience co-operation. Such co-operation would probably be forthcoming from art house patrons if adequately informed of picture's background. "Clock" is based upon a factual story published originally in "Time" magazine, and concerns a dispute in a small Italian town over which political party shall receive credit for repairing the town's clock, destroyed during the war. As such, it presents the cold-war international situation in capsule. Excellent performances, high humor, and possible word-of-mouth on the film should make it do well in the right theatres. English titles are first rate.

STORY: Pepino Spadaro, priest, holds a lottery to gather money in order to have the town's clock repaired. He proposes to give the extra money gained by the lottery to the poor and a dispute arises between political factions in the town. Nando Bruno, chief of the popular front, and Lauro Gazzolo, socialist, argue against Spadaro. Arturo Brogaglia, the democratic mayor, attempts to keep the peace by compromise. But the dispute leads to Bruno's stealing the clock. The clock is left by accident with a repairman who fixes it. The town gathers to watch the clock installed, while the mayor calls for peace and harmony among factions.



Film actress Denise Darcel crowns blonde, lovely Julé Benedic, "Miss Movie Page of 1953." Looking on is Buddy Thorpe, actor-son of the late Jim Thorpe. The affair took place at the Screen Publicists Guild first Movie Page Ball at the Park Sheraton Hotel.

Metro's Shorts Program

M-G-M will release only one-reel subjects in its shorts program for the year beginning Sept. 1, 1953, according to an announcement by William B. Zoellner, head of sales for newsreels and short subjects. There will be four different series of subjects in addition to 104 issues of News of the Day. In the line-up will be 38 releases, 28 of which will be in Technicolor. The remaining ten will be the one-reel Pete Smith Specialties. Technicolor subjects include 16 M-G-M cartoons, four FitzPatrick TravelTalks and eight Gold Medal reprint cartoons.

FILMS TELEVISED MAY 2 to MAY 29

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Arkansas Judge	Spring Byington	Rep. 1-22-41
Double Diamond	Frankie Darro	
Fame Is The Spur	Michael Redgrave	Oxford Pic. 11-30-49
Girl From Calgary	Paul Kelly	Monog. 11-17-32
Girl Reporter	Helen Chandler	
Harpoon	John Bromfield	Screen Guild 9-24-48
High Fury	Madeline Carroll	UA 11-5-48
High Treason	June Collyer	Olympic 1-29-37
Inside The Room	Austin Trevor	
Intrigue	John Derek	
Jeepers Creepers	Thurston Hall	Rep. 11-1-39
Lady Raffles	Glenn Tryon	
Never Look Back	Hugh Sinclair	
My Best Gal	Jane Withers	Fox 10-25-40
Night Train	Rex Harrison	Rep. 3-24-44
The Noose	Tom Brown	
Old Fahioned Girl	Gloria Jean	
On Our Merry Way	James Stewart	UA 2-2-48
People's Choice	Drew Kennedy	
The Purple V	John Archer	Rep. 2-25-45
Police Court	John Garrick	Mono. 4-3-32
Shamrock Hill	Peggy Ryan	E. L. 5-18-49
Shark God	Ron Randall	
Sons of Adventure	Lynne Roberts	Rep. 12-6-48
Traffic In Crime	Kane Richmond	Rep. 6-28-46
Trail of Vengeance	Johnny Mack Brown	Rep. 9-1-37
Troubled Waters	James Mason	
Voice In The Wind	Francis Lederer	UA 3-3-44
We're Going To Be Rich	Gracie Fields	Fox 7-7-38

Future Augured For Some New Depth Processes

HOLLYWOOD.—There is a new cry resounding throughout the film colony. It is: "What process?" The producer gets his story, his star, his director and then he has to huddle with himself to decide what process to use.

The minute this leaks out, he is beseiged by men telling him the various merits of their processes. This, in many cases, often confuses him even more.

Some of the producers who have been around awhile are playing "a waiting game on 3-D." "We'll wait and see how the public likes it then we'll go back into production," one said.

The general consensus is that today, one cannot be wrong in his judgment. The stakes are high and each day the motion picture situation changes. One producer believes that wide-screen is a safe bet.

Inventor Sought

"I'm preparing a wide-screen feature. Whether 3-D is around or not, I am sure that wide-screen will be with us from here on in."

The producers are also impressed with stereophonic sound and they all agree that it will be with the business from now on. It is no secret that a great deal of other processes are being worked on throughout the country.

An inventor, who comes up with a 3-D system which has the same depth as a system that requires polarized glasses, will make a fortune, the Hollywood prophets says.

When will someone come with such a system? One director smiled "Who knows? That's just like asking when will a new star come up. Tomorrow or twenty years from now? Who knows?"

All this as it may, some producers are staking their chances on various processes and making pictures right now. These men are the modern pioneers of the business. They feel that the public is interested enough to see all processes.

Title Changes

Jack Broder: "**Hannah Lee**" is the new title for "Outlaw Territory." (Stars MacDonald Carey, John Ireland and Joanne Dru; John Ireland and Lee Garmes directed).

RKO-Radio: "**Affair With A Stranger**" is the final title for "Break-Up." (Stars Jean Simmons and Victor Mature; Roy Rowland directed).

20th-Fox: "**The Scoutmaster**" is the final title for "Be Prepared." (Stars Clifton Webb, Frances Dee and Edmund Gwenn; Leonard Goldstein produced).

Lopert Films: "**The Man Between**" is the new title for "The Berlin Story." (Stars James Mason, Claire Bloom and Hildegarde Neff; Carol Reed directed).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Humphrey Bogart put his signature on the contract which gives him one of the most sought-after roles in Hollywood. He will play Captain Queeg, skipper of the destroyer-minesweeper Caine, in the Kramer Company's Technicolor production, "The Caine Mutiny." . . . Over at Paramount, the famous Swedish star, Mai Zetterling checked in for pre-production conferences on her co-starring role with Danny Kaye in "Knock On Wood." She plays a psychiatrist who becomes involved with Kaye, a ventriloquist. The film will be produced and directed by Norman Panama and Melvin Frank from their own screen play. The picture is being made independently by Kaye, in collaboration with Frank and Panama, with Paramount providing the financing and distribution. It rolls June 1.

* * *

Joseph Pevney was assigned to direct Universal-International's forthcoming mystery story, "The Glass Web," which will star Edward G. Robinson and John Forsythe. Albert J. Cohen will produce the film, which will go before the cameras June 20. . . . Wyott Ordung has completed the script of "Beyond Valor" for Jack Broder. Broder Productions also signed Cy Roth to direct another film for them. Roth directed "Combat Squad," a John Ireland-Lon McCallister starrer, which Broder recently sold to Columbia.

* * *

Bert Friedlob has signed Talbot Jennings to write the screen play for his production of "Untamed," from the novel by Helga Moray. Jennings, who has been in virtual retirement at his ranch in Glacier City, Montana, will return to Hollywood at once to start work on the script. Jennings has written "Mutiny on the Bounty," "Anna and the King of Siam" and M-G-M's current "Knights of the Round Table," now in production in England starring Robert Taylor. Friedlob will start "Untamed" in CinemaScope for 20th Century-Fox release in October, filming in South Africa.

* * *

Peter Lawford will co-star with Judy Holliday and Jack Lemmon in Columbia's comedy, "A Name For Herself," which director George Cuker now has before the cameras. This is Lawford's first free lance assignment since completing an M-G-M contract. . . . Mary Costa, the voice of Walt Disney's "Sleeping Beauty," has been set for her first motion picture role as the second feminine lead in Alex Gottlieb's independent production. "Marry Me Again," which will co-star Marie Wilson and Robert Cummings. The comedy will be released by RKO on a one-picture releasing deal, which is in addition to Gottlieb's current five-picture deal with Warner Brothers. His first film for WB was "The Blue Gardenia," now in release, with "Five Bullets," now in preparation. Maxwell Shane will direct. "Marry Me Again" will be directed by Frank Tashlin.

John Ireland and Jack Palance have joined forces to go into independent production with the Broadway stage hit, "Dark of the Moon," with the project to be made in color and in 3-D and wide-screen. Plans call for Ireland to direct and Palance to star, with production scheduled for the late summer cameras. The pair are now concluding negotiations for the film rights to the Howard Richardson and W. C. Berney play with Rebecca Brownstein, New York attorney. Ireland is now directing "Hannah Lee," as well as starring with Joanne Dru and MacDonald Carey in the film. Ireland also bought the film rights to Stan Jones' new song, "Hannah Lee," for use in this film.

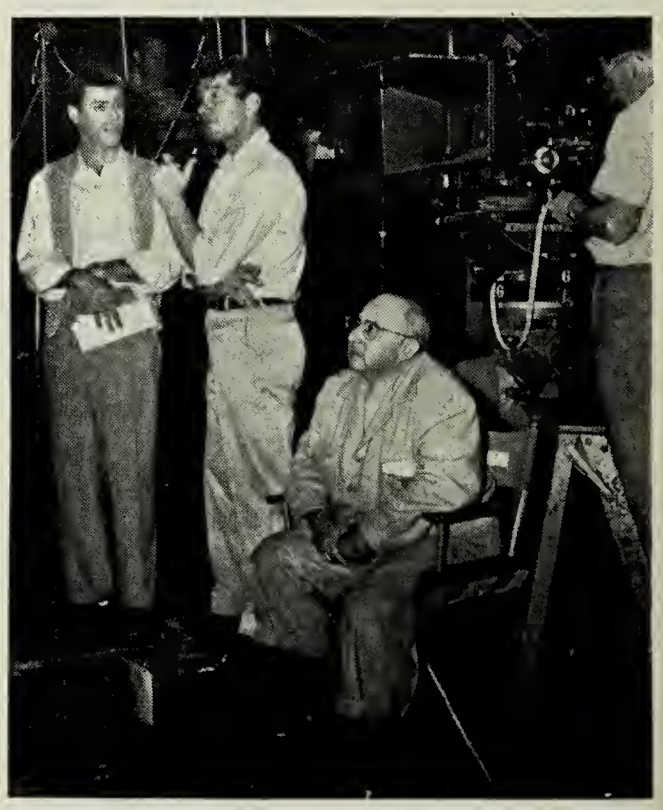
* * *

Rita Hayworth's next film for Columbia, following the currently shooting "Miss Sadie Thompson," will be another Beckworth Technicolor production, "The Story of Mary Magdalene." Buddy Adler will produce with Harry Kleiner preparing the screen play. . . . Charlton Heston and Viveca Lindfors will co-star in Paramount's "Legend of the Inca." Heston is one of the busiest stars in Hollywood. He has just finished "Scalpel" at Columbia on loanout from Hal Wallis and George Pal has put in a bid for his services in "The Naked Jungle," opposite Eleanor Parker, starting in late June. "Legend of the Inca" will be filmed in Technicolor for wide-screen presentation.

* * *

Pedro Armendariz, Mexican film star, will return to Hollywood for the first time in three years to star with Joel McCrea and Yvonne DeCarlo in U-I's Technicolor, "Border River." He will portray a Mexican general and ruler of Zona Libre, a strip of free territory between Mexico and Texas, in the story set in the Civil War period. George Sherman will direct "Border River" for

(*Continued on next page*)



On the set of Paramount's "The Caddy" are Jerry Lewis, Dean Martin and Director Norman Taurog.

Patrons' Attention Caught By Stories Off Beaten Track: Director Aldrich

By Richard Bernstein

"Now is the time for new methods and ideas in picture-making," Director Robert Aldrich said on the set of "The World For Ransom," which Plaza Productions is making with Aldrich megging. "A high quality picture can be made with a low budget," he continued.

Aldrich recently completed his first assignment as a full-fledged feature director with M-G-M's "Big Leaguer," which stars Edward G. Robinson and Vera-Ellen. It was filmed entirely on location at the N. Y. Giants' minor league training camp at Melbourne, Fla.

Aldrich has been learning the fundamentals of directing since 1942 as assistant to some of the greatest directors in the industry. He is also the author of a half dozen successful screen plays and has been production manager and associate producer on several major releases for Columbia, 20th Century Fox and United Artists.

Varied Background Described

"The World For Ransom," which is being produced by Bernard Tabakin, is Aldrich's second directorial assignment. The 34-year-old director says, "The big problem about motion pictures is that we try to please everybody. You just can't do it."

Aldrich has devised many short-cut innovations which he intends to apply in the future to "high-quality, low-budget" features.

Examples of this are his highly successful experiments in photographing players without traditional make-up, in shooting interior scenes in actual, available surroundings instead of elaborate and expensive studio sets, and his more liberal use of the "boom" and "trackless dolly" to achieve greater camera mobility while eliminating unnecessary and costly set-ups.

Aldrich explained that the effort to make pictures that please everyone takes a great deal of the newness out of films and the public sits through them knowing what is going to happen all along.

Aldrich is enthusiastic about the future of the independent at this stage of the game. He calls this present era "the greatest opportunity for indies." His current assignment, "The World For Ransom," he describes as "an action melodrama with an accent on sex."

Experimentation Used

"It gives Dan Duryea one of his best roles," the director stated. "It is the story of a guy who plays both ends against the middle. It tells the story of the kidnaping of one of the few men who knows how to detonate the hydrogen bomb. Another novel factor in the story is the hero loses the girl, saves the world and his best friend."

"Independent companies can make a picture as good or better than a major picture that cost six times as much, because we don't have the operating cost. You can say there is no absorption, no write-off, and no relatives."

Aldrich explained that Plaza Productions is working on three projects based on Ring Lardner short stories. The company plans to make five features a year. Each film will have a major star with a strong supporting cast.

Aldrich pointed out that "The World For Ransom" boasts such players as Gene Lockhart, Reginald Denny and Nigel Bruce. Aldrich worked on the screen play with the original story's author, Lindsay Hardy.



ROBERT ALDRICH

Among the directors that Aldrich has worked under are such names as Jean Renior, Lewis Milestone, William Wellman and Leslie Fenton.

Aldrich, a young man with good and workable ideas in the field of motion pictures, has come a long way since he started at RKO studios in 1941 as a production clerk. It was Aldrich's ability to make good pictures inexpensively that promoted M-G-M to sign him to direct "The Big Leaguer."

Film Plot Told

Of this film, the director says: "'The Big Leaguer' has the best baseball stuff in it I've ever seen. Edward G. Robinson turns in a magnificent performances in the film and so does Vera-Ellen."

In Hollywood, you've got to get a good story and make it right with the right players and you've got a good picture," he said.

Watching Aldrich at work on the set is a real experience. He has a deft hand with players and seems to be able to extract just what he wants from them with patience, and at the same time shoot at a speedy pace.

Loaded with unbounded energy and a pioneering spirit, Robert Aldrich believes that the future of Hollywood looks pretty good to him.

Cinecolor Changes Name

First meeting of the board of directors of Color Corp. of America, since the company abandoned the name of Cinecolor Corp., took place last week. Company, in discarding the Cinecolor name, seeks to avoid confusion on the part of the public as well as the trade created by the early two and three color processing as compared with the firm's present advanced developments, O. W. Murray, company executive, stated.

HOLLYWOOD

(Continued from preceding page)

Producer Albert J. Cohen. . . . Producers Linsley Parsons announced that he has signed Mark Stevens to star in two pictures for Allied Artists. The first will be "Slade," to roll in color in mid-summer with John H. Burrows as Parsons' associate producer. Stevens' second starrer has not been selected as yet.

* * *

William N. Robson has been signed by Columbia to write the screen play of "Dateline North," an original story dealing with the Aleutians campaign of World War II, for the Robert Cohn unit. Film is scheduled to go before the Technicolor cameras in September, with Wallace MacDonald producing. . . . The American cast of "Carnival," King Bros. production for distribution by RKO, will leave Hollywood June 2 for Munich, Germany, to join Anne Baxter, femme star of the picture, and members of the company already in Europe. Those comprising the Hollywood exodus will include Steve Cochran, Helene Stanley, Lyle Bettger, J. C. Flippen and George Nader. Members of the "Carnival" company already in Europe, besides Miss Baxter are: Producers Franklin and Maurice King, Director Kurt Neuman, Screen Writer Hans Jacboy.

* * *

Patricia Medina has been signed at Columbia to star in "Drums of Tahiti," which goes before the Technicolor cameras June 15. Miss Medina will be seen as a sultry singer of songs in a honkytonk nightclub of the late 1800's on the Barbary Coast. . . . Frederick Knott, well-known British dramatist, and author of the stage hit, "Dial M For Murder," arrived from London for consultations with Alfred Hitchcock on the film script, which Hitchcock will direct for Warner Brothers. . . . At the same studio, Ruth Roman was signed to a new non-exclusive contract in substitution for the star's long term deal with the studio. The new contract leaves Miss Roman free to make outside pictures. Miss Roman has just completed "Blowing Wild," in which she co-stars with Gary Cooper, Barbara Stanwyck and Anthony Quinn.

* * *

Jack Cardiff directs Errol Flynn in "William Tell," which is being produced by Flynn in Europe. . . . Dmitri Tiomkin will compose and direct the music for Walter Wanger's forthcoming "Hajji Baba," to be filmed in Technicolor for Allied Artists. . . . Rudolfo Acosta was set by Wayne-Fellows Productions for an important role in "Hondo," the 3-D adventure drama to be released by Warner Brothers. The film will be lensed in WarnerColor with the studio's newly developed 3-D cameras. John Wayne stars in the picture, which John Farrow will direct.

* * *

"Honeymoon," by Anatole de Grunewald, has been purchased by M-G-M to follow "Rose Marie" on Fernando Lamas' schedule. . . . U-I has loaned Tony Curtis to Aubrey Schenk and Howard Koch for their World War II story, "Beachhead." . . . Producers Arthur Gardner and Jules Levey have started prepping a western, "Ricochet," for independent production.

: Hollywood Production :

ALLIED ARTISTS

Shooting

NORTHERN PATROL
(Lindsley Parsons Production)
Cast: Kirby Grant, Marion Carr, Claudia Drake, Gloria Talbot.
Producer ..... Lindsley Parsons
Director ..... Rex Bailey

CLIPPED WINGS
Cast: Leo Gorcey, Huntz Hall, The Bowery Boys, Ann Kimbell, Jean Dean, Renie Riano.
Producer ..... Ben Schwalb
Director ..... Edward Bernds

THE MAZE
(3-D)
Cast: Richard Carlson, Veronica Hurst, Hillary Brooke.
Producer .....Richard Heermance
Director ....William Cameron Menzies

Cutting

BOWERY KNIGHTS
Cast: Leo Gorcey, Huntz Hall, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... Edward Bernds

MURDER WITHOUT TEARS
Cast: Craig Stevens, Joyce Holden, Richard Benedict, Charlita, Edward Norris, Gregg Saunders, Robert Carson.
Producer .....William F. Broidy
Director .....William Beaudine

VIGILANTE TERROR
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly
Director .....Lewis Collins

COLUMBIA

Shooting

EL ALAMEIN
Cast: Scott Brady.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

A NAME FOR HERSELF
Cast: Judy Holliday, Jack Lemmon.
Producer ..... Fred Kohlmar
Director ..... George Cukor

GUN FURY
(3-D, Technicolor)
Cast: Rock Hudson, Jed Carey, Donna Reed, Roberta Haynes, Lee Marvin, Pat Hogan, Leo Gordon, Neville Brand.
Producer ..... Lewis Rachmil
Director ..... Raoul Walsh

MISS SADIE THOMPSON
(3-D) (Technicolor)
(Beckworth Corp.)
Cast: Rita Hayworth, Jose Ferrer, Aldo Ray, Rudy Bond, Henry Slate.
Producer .....Jerry Wald
Director .....Curtis Bernhardt

FROM HERE TO ETERNITY
(Shooting in Hawaii)
Cast Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra, Donna Reed.
Producer ..... Buddy Adler
Director ..... Fred Zinnemann

SCALPEL
Cast: Charlton Heston, Lizabeth Scott.
Producer .....William J. Fadiman
Director .....Irving Rapper

Cutting

SAGINAW TRAIL
(Gene Autry Production)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

CONQUEST OF COCHISE
(Technicolor)
Cast: John Hodiak, Robert Stack, Joy Page.
Producer .....Sam Katzman
Director .....William Castle

PRISONERS OF THE CASBAH
(Technicolor)
Cast: Turhan Bey, Gloria Grahame, Cesar Romero.
Producer .....Sam Katzman
Director .....

VALLEY OF THE HEADHUNTERS
(Esskay Pictures Co.)
Cast: Johnny Weissmuller, Christine, Larson, Nelson Leigh, Robert Foulk, Steve Rich, Joe Allen, Jr.
Producer ..... Sam Katzman
Director ..... William Berke

THE WILD ONE
(The Kramer Company)
Cast: Marlon Brando, Mary Murphy, Lee Marvin, Peggy Maley, Yvonne Doughty, Will Wright, Ray Teal, John Brown, Robert Keith.
Producer ..... Stanley Kramer
Director ..... Laslo Benedek

THE BIG HEAT
Cast: Glenn Ford, Gloria Graham.
Producer ..... Robert Arthur
Director ..... Fritz Lang

HELL BELOW ZERO
(Warwick Productions; Shooting in England)
Cast: Alan Ladd, Stanley Baker.
Producers .....Irving Allen, Albert Broccoli
Director .....Mark Robson

CHARGE OF THE LANCERS
Cast: Paulette Goddard, Jean Pierre Aumont.
Producer .....Sam Katzman
Director .....William Castle

I RIDE ALONE
(Technicolor) (3-D)
(Scott-Brown Prod.)
Cast: Randolph Scott.
Producer .....Harry Joe Brown

INDEPENDENT

Shooting

HANNAH LEE
(Broder Prods.; Stereo-Cine, Pathe Col.)
Cast: MacDonald Carey, Joanne Dru, John Ireland.
Executive Producer .... Jerry Thomas
Director .. John Ireland, Lee Garmes

RAGE OF THE JUNGLE
(Alpine Productions)
Cast: Glenn Ford, Ann Sheridan, Zachary Scott, Jack Elam, Rodolfo Acosta.
Producer ..... Benedict Bogeaus
Director ..... Jacques Tourneur

RUN FOR THE MONEY
(Gateward Pictures; Cinecolor)
Cast: Jimmy Boyd, Bill Williams, Jean Porter, George Cleveland.
Producers .... Edward Alperson, Jr., and Wesley Barry
Director ..... Wesley Barry

THE ODESSEY OF ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(IFE Release)
Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

SABRE JET
(SuperCinecolor)
(Carl Kreuger Prod.)
Cast: Robert Stack, Coleen Grey, Richard Arlen, Lynn Bari.
Producer .....Carl Kreuger
Director .....Lewis King

WORLD FOR RANSOM
(Endeavor Prod.)
Cast: Dan Duryea, Marion Carr.
Producer .....Bernard Tabakin
Director .....Robert Aldrich

Cutting

COCOBOLO
(Kodachrome)
(Robert L. Peters Productions)
Cast: Bill Holmes.
Producer .....Robert L. Peters
Director .....Kenneth Herts

BEAT THE DEVIL
(Santana Production)
Cast: Humphrey Bogart, Jennifer Jones, Robert Morley, Gina Lollibridga.
Producer Director.....John Huston

CAPTAIN JOHN SMITH AND POCAHONTAS
(Pathecolor)
(Wisberg-Pollexfen Prod.)
Cast: Tony Dexter, Robert Shayne, Reic Colmar.
Producer .....Aubrey Wisberg and Jack Pollexfen
Director .....Lew Landers

STEEL LADY
(World Films, Inc. for Edward Small Corp.)
Cast: Rod Cameron, Tab Hunter, Richard Erdman, John Dehner, John Abbott.
Director .....E. A. Dupont

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

FORT ALGIERS
(Erco Prod. Inc.)
Cast: Yvonne De Carlo, Carlos Thompson, Raymond Burr, Leif Erickson.
Producer .....Joseph N. Ermolieff
Director .....Lesley Selander

JENNIFER
(Threefellows Production)
(Shooting in Santa Barbara)
Cast: Ida Lupino, Howard Duff, Mary Shipp, Kitty McHugh, Ned Glass, Jeff York, Don Gibson.
Executive Producer....Berman Swarttz
Producer.....Richard Dorso
Director .....Bernard Girard

THE 3-D FOLLIES
(Stereo-Cine 3 Dimension; Eastman Color)
(Sol Lesser Productions)
Producer ..... Sol Lesser
Director ... William Cameron Menizes

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc
PRACTICAL PROFITABLE ENTERTAINMENT

Cutting

THE GREAT JESSE JAMES RAID
(Ansco Color)
(Robert L. Lippert, Jr. Prod.)
(For Lippert Release)
Cast: Willard Parker, Barbara Payton, Tom Neal, Wallace Ford, James Anderson, Jim Bannon, Richard Cutting, Tom Walker.
Producer .....Robert L. Lippert, Jr.
Director .....Reginald Le Borg

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

SPACEWAYS
(Exclusive Films, Shooting in London)
(For Lippert Release)
Cast: Howard Duff, Eva Bartok.
Producer .....Anthony Hinds
Director .....Terence Fisher

METRO-GOLDWYN-MAYER

Shooting

CREST OF THE WAVE
(Shooting in England)
Cast: Gene Kelly, Jeff Richards.
Producers-Directors ... John and Roy Boulton

KISS ME KATE
(3-D, Wide Screen, Ansco)
Cast: Kathryn Grayson, Howard Keel, Ann Miller, Bobby Van, Bob Fosse, Tommy Ralls, Keenan Wynn, James Whitmore.
Producer ..... Jack Cummings
Director ..... George Sidney..

TORCH SONG
Cast: Joan Crawford, Michael Wilding.
Producer .....Henry Berman
Director .....Charles Walters

"FORT BRAVO"
(Metrovision; Ansco Color)
Cast: William Holden, Eleanor Parker, Polly Bergen, John Forsythe, Keenan Wynn, Richard Anderson.
Producer .....Nicholas Nayfack
Director .....John Sturges

Cutting

HALF A HERO
Cast: Red Skelton, Jean Hagen.
Producer .....Matthew Rapf
Director .....Don Weis

EASY TO LOVE
(Technicolor)
Cast: Esther Williams, Van Johnson, Tony Martin, John Bromfield, King Donovan.
Producer ..... Joe Pasternak
Director ..... Charles Walters

SAADIA
(Technicolor)
Cast: Cornel Wilde, Mel Ferrer, Rita Gam.
Producer ..... Albert Lewin
Director ..... Albert Lewin

LATIN LOVERS
(Technicolor)
Cast: Lana Turner, Ricardo Montalban, John Lund, Louis Calhern, Jean Hagen, Beulah Bondi, Eduard Franz, Rita Moreno, The Modernaires.
Producer .....Joseph Pasternak
Director .....Mervyn LeRoy

THE BAND WAGON
(Technicolor)
Cast: Fred Astaire, Cyd Charisse, Nanette Fabray, Oscar Levant, Jack Buchanan.
Producer .....Arthur Freed
Director .....Vincente Minnelli

THE GREAT DIAMOND ROBBERY
Cast: Red Skelton, Cara Williams, Dorothy Stickney, Kurt Kasznar.
Producer ..... Edwin H. Knopf
Director ..... Robert Z. Leonard

THE ARENA
(3-D AnscoColor)
Cast: Gig Young, Polly Bergen, Jean Hagen, Robert Horton, Barbara Lawrence, Henry Morgan.
Producer ..... Arthur Loew, Jr.
Director ..... Richard Fleischer

TAKE THE HIGH GROUND
(AnscoColor)
Cast: Richard Widmark, Carleton Carpenter, Jerome Courtland, Robert Arthur, Steve Forrest, Rusty Tamblyn.
Producer .....Dore Schary
Director .....Richard Brooks

Paramount Pictures

Shooting

RED GARTERS
(Wide Screen, Technicolor)
Cast: Rosemary Clooney, Jack Carson, Gene Barry, Guy Mitchell, Pat Crowley, Joanne Gilbert, Buddy Ebsen, Frank Faylen, Hilo Hattie.
Producer ..... Pat Duggan
Director ..... George Marshall

FLIGHT TO TANGIER
(3-D, Wide Screen, Technicolor)
Cast: Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, Jeff Morrow, Richard Shannon, Marcel Dalio.
Producer ..... Nat Holt
Director .... Charles Marquis Warren

LOST TREASURE OF THE AMAZON
(3-D, Wide Screen, Color)
Cast: Fernando Lamas, Rhonda Fleming, Brian Keith.
Producer ..... William H. Pine and William C. Thomas
Director ..... Edward Ludwig

Hollywood Production

Cutting

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)
Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

THOSE SISTERS FROM SEATTLE
(Paravision; Technicolor)
(Pine-Thomas Productions)
Cast: Rhonda Fleming, Gene Barry, Guy Mitchell, Teresa Brewer, The Bell Sisters, Agnes Moorhead, Jean Parker, Roscoe Ates.
Producers .....William Pine and William Thomas
Director .....Lewis R. Foster

MONEY FROM HOME
(Technicolor; 3-D)
(Hal Wallis Productions)
Cast: Dean Martin, Jerry Lewis, Pat Crowley, Robert Strauss, Richard Haydn, Mara Corday, B. S. Pully, Romo Vincent.
Producer .....Hal Wallis
Director .....George Marshall

HERE COME THE GIRLS
(Technicolor)
Cast: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Robert Strauss, Millard Mitchell, Fred Clark, Johnny Downs.
Producer .....Paul Jones
Director .....Norman Taurog

ARROWHEAD
(Technicolor)
Cast: Charlton Heston, Mary Sinclair, Jack Palance, Katy Jurado.
Producer .....Nat Holt
Director .....Charles Marquis Warren

LITTLE BOY LOST
Cast: Bing Crosby, Claude Dauphin, Nicole Maurey, Christian Fourcade, Gabrielle Dorziat.
Producer .....William Perlberg
Director .....George Seaton

THE CADDY
Cast: Dean Martin, Jerry Lewis.
Producer .....Paul Jones
Director .....Norman Taurog

RKO RADIO PICTURES

Shooting

SON OF SINBAD
(3-D, Color)
Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Edwina Hazard.
Producer ..... Robert Sparks
Director ..... Ted Tezlaff

Cutting

SECOND CHANCE
(3-D Eastman Color)
Cast: Linda Darnell, Robert Mitchum.
Executive Producer. Edmund Grainger
Producer ..... Sam Wiesenthal
Director ..... Rudy Mate

ARIZONA OUTPOST
(3-D Eastman Color)
Cast: Dale Robertson, Arthur Hunnicutt.
Producer .....Edmund Grainger
Director .....Alfred Werker

BEAUTIFUL BUT DANGEROUS
Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

Republic

Shooting

FLIGHT NURSE
Cast: John Leslie, Forrest Tucker, Tod Andrews, Jeff Donnell.
Associate
Producer-director .....Allan Dwan

Cutting

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)
Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

THE CHAMP FROM BROOKLYN
Cast: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Eddy Waller.
Associate
Producer-Director ...William A. Seiter

SEA OF LOST SHIPS
Cast: John Derek, Wanda Hendrix, Walter Brennan, Richard Jaeckel, Tom Tully, Barton MacLane, Ben Cooper.
Associate producer-Director.Joseph Kane

CITY THAT NEVER SLEEPS
Cast: Gig Young, Mala Powers, Edward Arnold, Chill Wills, Marie Windsor, Wally Cassell, William Talman, Paula Raymond, Otto Hulett.
Associate producer .....John H. Auer
Director .....John H. Auer

20th CENTURY FOX

Shooting

THE STORY OF DEMETRIUS
(CinemaScope, Technicolor)
Cast: Victor Mature, Susan Hayward, Michael Rennie, Anne Bancroft, Jay Robinson, Barry Jones, William Marshall.
Producer ..... Frank Ross
Director ..... Delmar Daves

THE ROBE
(Technicolor)
(Cinema Scope)
Cast: Victor Mature, Michael Rennie, Richard Burton.
Producer .....Frank Ross
Director .....Henry Koster

HOW TO MARRY A MILLIONAIRE
(Technicolor)
(Cinemascope)
Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

BE PREPARED
Cast: Clifton Webb, George Winslow.
Producer .....Leonard Goldstein
Director .....Henry Levin

TWELVE MILE REEF
(Cinema-Scope-Technicolor)
(Shooting in Florida)
Cast: Terry Moore, Robert Wagner, Gilbert Roland, J. Carrol Naish, Harry Carey, Jr., Jacques Aubuchon, Angela Clarke, Peter Graves.
Producer .....Robert Bassler
Director .....Robert D. Webb

Cutting

THE PRESIDENT'S LADY
Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

THE DESERT RATS
Cast: James Mason, Richard Burton, Chips Rafferty.
Producer .....Robert L. Jacks
Director .....Robert Wise

WHITE WITCH DOCTOR
(Technicolor)
Cast: Susan Hayward, Robert Mitchum, Roland Winters.
Producer .....Otto Lang
Director .....Henry Hathaway

SAILOR OF THE KING
(Filming in England)
Cast: Jeffrey Hunter, Michael Rennie
Producer ..... Frank McCarthy
Director ..... Roy Boulting

BLUEPRINT FOR MURDER
Cast: Jean Peters, Joseph Cotten.
Producer .....Michael Abel
Director .....Andrew Stone

"INFERNO"
(3-D Technicolor)
Cast: William Lundigan, Gloria Grahame.
Producer .....William Bloom
Director .....Roy Baker

UNITED ARTISTS

Shooting

RINGAROUND SATURN
(Regiscope Process, 3-D, Wide Screen)
Producers ..... William and Edward Nassour
Director ..... Edward Nassour

Cutting

WAR PAINT
(SuperCinecolor)
(K-B Productions)
Cast: Robert Stack, Joan Taylor, Charles McGraw, Peter Graves.
Producer ..... Howard W. Koch
Director ..... Lesley Selander

THE MOON IS BLUE
(Preminger-Herbert Production)
Cast: William Holden: David Niven, Maggie MacNamara, Dawn Adams.
Producers .....Otto Preminger and F. Hugh Herbert
Director .....Otto Preminger

CROSSTOWN
(Edward Small Productions)
Cast: John Payne, Evelyn Keyes, Peggie Castle, Brad Dexter.
Producer .....Edward Small
Director .....Phil Karlson

I, THE JURY
(Parklane Prod.)
Cast: Biff Elliott, Peggie Castle, Margaret Sheridan.
Producer .....Victor Saville
Director .....Harry Essex

Universal International

Cutting

MA AND PA KETTLE HIT THE ROAD HOME
Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Alan Mowbray, Emery Parnell, Brett Halsey.
Producer .....Richard Wilson
Director .....Charles Lamont

WINGS OF THE HAWK
(3-D) (Technicolor)
Cast: Van Heflin, Julia Adams, Abbe Lane, George Dolenz.
Producer .....Aaron Rosenberg
Director .....Budd Boetticher

ALL AMERICAN
Cast: Tony Curtis, Lori Nelson, Richard Long, Palmer Lee, Mamie Van Doren.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

BRADY'S BUNCH
(Technicolor)
Cast: Jeff Chandler, Maureen O'Hara.
Producer ..... John Rogers
Director ..... George Sherman

WALKIN' MY BABY BACK HOME
(Technicolor)
Cast: Donald O'Connor, Janet Leigh.
Producer .....Ted Richmond
Director .....Lloyd Bacon

BACK TO GOD'S COUNTRY
(Technicolor)
Cast: Rock Hudson, Steve Cochran.
Producer .....Howard Christie
Director .....Douglas Sirk

THE STAND AT APACHE RIVER
(Technicolor)
Cast: Stephen McNally, Julia Adams, Hugh Marlowe, Hugh O'Brien, Russell Johnson, Jaclynne Green, Edgar Barrier, Forrest Lewis.
Producer .....William Alland
Director .....Lee Sholem

TUMBLEWEED
(Technicolor)
Cast: Audie Murphy, Lori Nelson, Russell Johnson, Madge Meredith.
Producer .....Ross Hunter
Director .....Nathan Juran

ALL I DESIRE
Caht: Barbara Stanwyck, Iichard Carlson, Lori Nelson, Maureen O'Sullivan, Richard Long, Marcia Henderson.
Producer .....Ross Hunter
Director .....Douglas Sirk

"VEILS OF BAGDAD"
(Technicolor)
Cast: Victor Mature, Mari Blanchard.
Producer .....Albert J. Cohen
Director .....George Sherman

WARNER BROS.

Cutting

BLOWING WILD
(Shooting in Vera Cruz)
Cast: Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn.
Producer .....Milton Sperling
Director .....Hugo Fregonese

SO BIG
Cast: Jane Wyman, Sterling Hayden, Elizabeth Fraser, Ruth Swanson, Richard Beymer.
Producer .....Henry Blanke
Director .....Robert Wise

THREE SAILORS AND A GIRL
(Technicolor)
Cast: Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, Jack Leonard.
Producer .....Sammy Cahn
Director .....Roy Del Ruth

THE CHARGE AT FEATHER RIVER
(Natural Vision 3D, WarnerColor)
Cast: Guy Madison, Frank Lovejoy, Vera Miles, Dick Wesson, Ron Hagerthy.
Producer .....David Weisbart
Director .....Gordon Douglas

"SO THIS IS LOVE"
(Technicolor)
Cast: Kathryn Grayson, Walter Abel, Merv Griffin, Jeff Donnell, Ann Do-Doran, Rosemary De Camp.
Producer .....Henry Blanke
Director .....Gordon Douglas

THE EDDIE CANTOR STORY
(Technicolor)
Cast: Keefe Brasselle, Marilyn Erskine, Gerald Mohr.
Producer .....Sidney Skolsky
Director .....Alfred E. Green

CALAMITY JANE
(Technicolor)
Cast: Doris Day, Howard Keel, Allyn McLerie, Dick Wesson, Philip Carey.
Producer .....William Jacobs
Director .....David Butler

"SOUTH SEA WOMAN"
Cast: Burt Lancaster, Virginia Mayo.
Producer .....Sam Bischoff
Director .....Arthur Lubin



IT ROARS FIRST ON THE 17th OF JUNE!

WARNER BROS.' SCREAMING TV-AND-RADIO AREA-BY-AREA SATURATION IS SET TO BEGIN! GET YOUR DATE IN NOW! NOW! NOW! SEE THE PRESSBOOK NOW! SEE THE TOWERING 10-FOOT LOBBY DISPLAY! (IT'S ANIMATED! IT HAS SOUND, SMOKE, FLASHING LIGHTS!) SEE THE SMASH ADS! SEE THE *TWO* FREE TEASER TRAILERS! SEE THE CIRCUS HERALD! SEE THE STUNTS!

"THE BEAST FROM 20,000 FATHOMS" STARRING PAUL CHRISTIAN · PAULA RAYMOND · CECIL KELLAWAY
KENNETH TOBEY · JACK PENNICK Screen Play by LOU MORHEIM and FRED FREIBERGER
Suggested by the Saturday Evening Post Story by RAY BRADBURY
Photography by Jack Russell, A.S.C. · Associate Producer BERNARD W. BURTON · Technical Effects Created by RAY HARRYHAUSEN · Music by David Buttolph · Produced by HAL CHESTER and JACK DIETZ
Directed by EUGENE LOURIE · Distributed by WARNER BROS.

SEE WARNER SHOWMANSHIP SHOW THE WAY AGAIN

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

CINERAMA CONTROL
MENT IN FABIAN DEAL

LEADERS PREDICT
GREATER PROFITS

ES TELLS SENATE UNIT
IBS SHUN ARBITRATION
MAIN EXHIB BEEFS

LEADS STEREO PARADE
22 OF 50 PRODUCTIONS
SET BY INDUSTRY

TOTAL CINEMASCOPE
FILMS AT 19

ATRON SHOWS PUBLIC
PAY-SEE HOME TV

AROLINA EXHIBS PLEAD
FOR SUNDAY SHOWS

REVIEWS
pages 9, 21, 22

No. 11 June 13, 1953

econd class matter October 25, 1946, at the at New York, N. Y., under the act of March ublished Biweekly by The ITOA Independent, Broadway, New York 36, New York. Sub- $2.00 a Year, Single copy 10 cents.

TOUGH YEAR

ON our news pages in this issue, we report several optimistic predictions on the motion picture business outlook for the coming year by three important industry executives, two of whom are presidents of major film companies while the other is president of the largest theatre circuit in America.

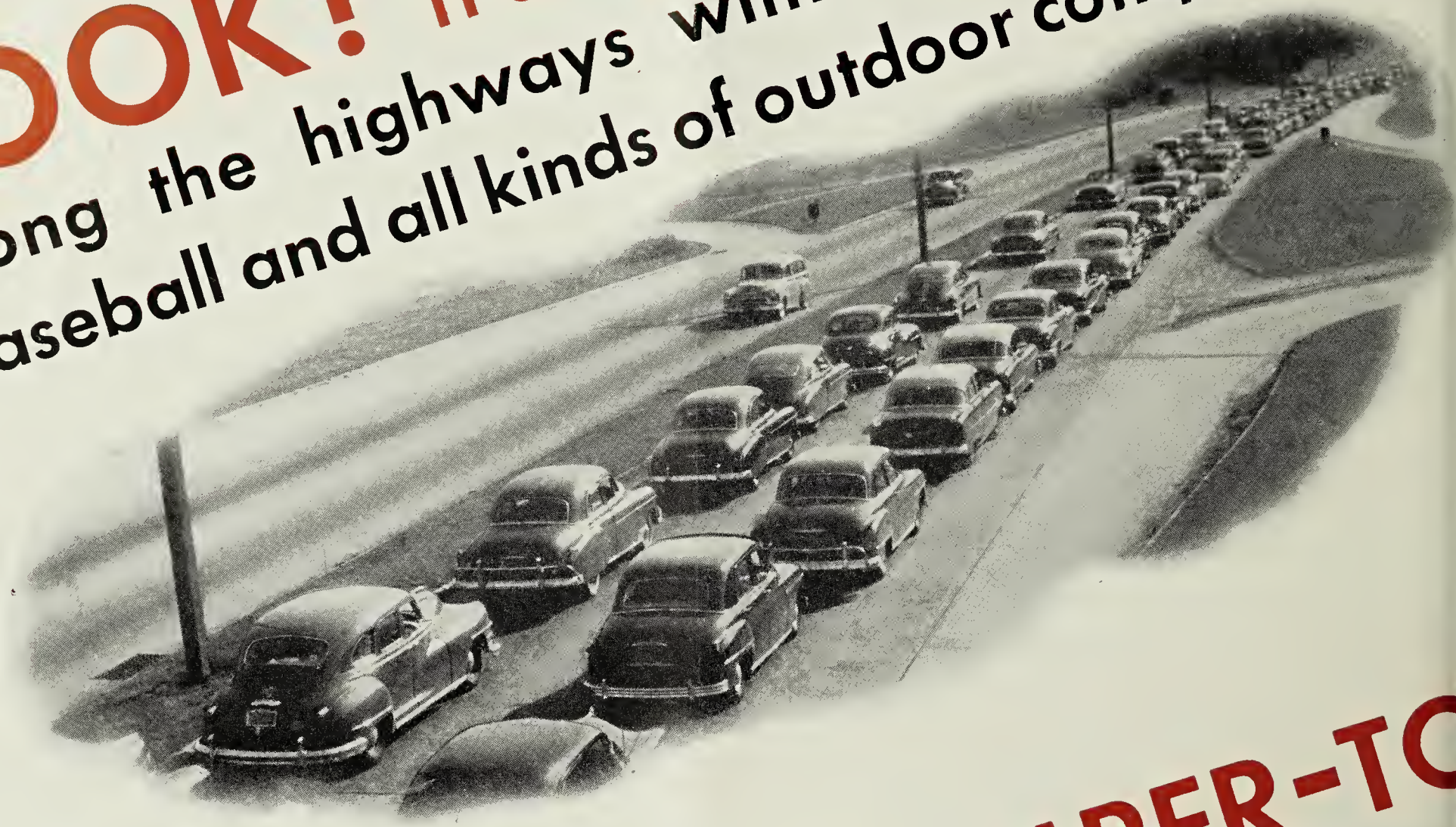
We are of the opinion that these forecasts are accurate when applied to their particular situations. They do not apply to the average exhibitor — and certainly not to the small theatre owner. The coming year will undoubtedly be a tough one for subsequent-run situations.

While trade thinking is divided as to whether the public will accept the use of glasses on a perma-

(See Page 5)

LOOK! IT'S BUMPER-TO-BUMPER

along the highways with sunny weather, baseball and all kinds of outdoor competition!



LOOK! IT'S BUMPER-TO



UMPER AT THE MUSIC HALL

and across the nation with M-G-M's BIG TECHNICOLOR HIT

"YOUNG BESS"

THE LOVE STORY OF A PRINCESS!





-M presents In Color by
nicolor "YOUNG BESS"
ue Love Story of A Princess)
arring JEAN SIMMONS
TEWART GRANGER
EBORAH KERR • CHARLES
LAUGHTON • with Kay Walsh
Guy Rolfe • Kathleen Byron
Cecil Kellaway • Leo G. Carroll
Rex Thompson • Screen Play by
Jan Lustig and Arthur Wimperis
Based on the novel by Margaret
Irwin • Directed by George Sidney
Produced by Sidney Franklin

A GREAT M-G-M ATTRACTION WHEN YOU NEED IT MOST!

COMING!



Gentlemen



Prefer



Blondes



The Smash Musical of the Year!

Jane RUSSELL

Marilyn MONROE

in

Howard Hawks' Greatest Production

co-starring

Charles COBURN

TECHNICOLOR

Produced by
SOL C. SIEGEL

Directed by
HOWARD HAWKS

Screen Play by
CHARLES LEDERER

DATE IT NOW FOR AUGUST!



THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS

June 13, 1953
Vol. 31 No. 11

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

nent basis, there is general agreement that the theatre operator must install 3-D equipment to stay in business or risk having the parade pass him by. Grosses of 3-D attractions in first-run play-dates have been running strong until recently. "House of Wax" did phenomenal business in initial showings. So much so, that Warners has committed itself by announcing 22 additional properties will be given the 3-D treatment. Columbia has announced 6 new 3-D pictures will be made this year. Other companies have fewer pictures in production for use with glasses (see page 6) and 20th-Fox is not making any at all following the release of "Inferno."

With hopes for tax elimination, or even reduction, at this Congressional session dwindling, these exhibitors are clutching at straws to save their theatres and stay in business until next year. At that time, tax reduction should be a certainty and the impact of technological improvements should begin to be felt at the box office.

In the meantime, what is the small theatre owner up against? He has been fortunate, if we can call it that, that 3-D installation costs are not as expensive as might have been feared even though they are substantial.

Of greater importance is the increased overhead incidental to 3-D exhibition. Almost overlooked by everyone in the trade, with the exception of affected theatre owners, is the increase in the projection cost for 3-D pictures. Under normal projection methods, a one-man booth is common, if not the rule, in small theatres. For 3-D exhibition under present conditions, two-man operation is required, virtually doubling booth costs.

It is also apparent that less pictures will be made this year during the period of transition and the exhibitor requiring one or more changes of program during the week will need every picture that becomes available to keep his theatre supplied with sufficient product. The theatre owner will have to be ready to play the 3-D films when they become available. He cannot wait to play the flat version still later. There are not many exhibitors who can afford to pass up product and wait until the 3-D equipped theatres have shown it before running 2-D prints. The only positive advantage to be expected from this unhealthy short supply of product in the future is the elimination of double features, one of the greatest evils of the business.

Not only is the exhibitor faced with product in short supply, he is confronted with single picture selling and competitive bidding—sales devices which, to say the least, have not been of benefit to theatres. Many of these evils stem from the elimination of block booking which assured a theatre of a product inventory. This permitted theatre owners time to exploit their shows instead of spending the greater portion of their working hours in negotiating terms for pictures.

These are but a few of the problems confronting the exhibitor. There are many others. The film companies must bear in mind the difficulties under which the small theatre owner is operating and not price him out of the market for these 3-D attractions that have, thus far, emphasized novelty value above all else.

Film rentals for 3-D pictures should not be based on novelty value. It must be obvious that rentals for the earliest efforts were not based on cost or quality of production. It should be kept in mind that, except for first run key situations, 3-D pictures have not racked up the type of grosses to encourage and excite the small theatre owner, all things considered. Word-of-mouth is responsible for the fall-off in receipts in later runs, indicating that there is room for improvement in the content and quality of extra-dimensional films.

This is a time to remember the small theatre owner —to give him a break and help him remain in business. It is a policy which should pay liberal dividends over a long period of time.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

S-W Cinerama Control Likely In Fabian Deal

Plans for an arrangement whereby Stanley-Warner, headed by Si Fabian and Sam Rosen, would gain control of Cinerama, Inc., will be presented for approval at a special meeting of the stockholders of Cinerama Productions Corp. to be held next week (June 18). If the plan is accepted, a Stanley-Warner subsidiary company would be formed, and the S-W group would eventually purchase 1,000,000 shares of Cinerama stock.

The proposal also calls for Stanley-Warner to operate all Cinerama Productions theatres now showing "This Is Cinerama" as well as to take over the license and obligations of Cinerama Productions to continue making and exhibiting pictures in the Cinerama process, it was learned from the statement contained in the notice of the meeting.

Productions' Stock Acquired

Also, the Warner group would receive all of Cinerama Productions' stock interest in Cinerama, Inc., along with their options to purchase further shares provided all obligations are fulfilled. Productions owns 700,000 shares outright with a contingent option of 300,000 more.

The arangement further provides for the Stanley-Warner subsidiary company to finance the equipping and operations of all theatres which show Cinerama films as well as for the financing of the next Cinerama production. The Warner people would be paid back from box office receipts, and after costs, the profits would be split 50-50 between S-W and Cinerama Productions.

Louis B. Mayer, chairman of the board of Productions, lauded the plan saying that the new group would bring with them "outstanding experience and management in the field of exhibition, and capital, insuring rapid expansion" of Cinerama.

20 Theatres Planned

Trade sources indicate that Stanley-Warner can easily command sufficient funds to go ahead with the plans announced by Mayer. The latter announced that he expects 20 more theatres to be added to the Cinerama chain shortly, and that eventually 50 Cinerama theatres are planned throughout the world.

It is also said that Fred Waller, inventor of the Cinerama process, which is owned by Vitarama Corp., is making improvements on his process. Supposedly, these will result in major economies in Cinerama equipment.

On Dec. 31, 1952, there were 3,500,000 shares of Cinerama, Inc., common stock in existence; 2,006,107 of which were outstanding. Also, a $1,000,000 issue of 5 percent convertible debentures was in circulation and a $2,000,000 issue of 4 percent convertible debentures was being placed on the market.

Negotiations between Cinerama Productions and Cinerama Inc. allowed for Productions to purchase Cinerama Inc. on this scale: 200,000 sares at $.60 per share to Oct. 31, 1953; 150,000 at $1.00 when a second Cinerama production was completed and exhibited; and 50,000 at $2.00, 50,000 at $3.00, and 50,000 at $6.00 when a third production was completed and shown.

Stanley-Warner is assured control of Cinerama Inc. until Dec. 31, 1956, when Productions' exclusive license expires because the latter maintains a majority on the board of directors, as well as a majority in the voting mechanics of Cinerama, Inc.

Last Jan. 19, there were 492,000 shares of Cinerama Productions common stock outstanding, with about 57 percent owned by the following: Lowell Thomas, 55,101 shares; Frank M. Smith, 31,861; Dudley Roberts, Jr., 26,331; Paul W. Kesten, 10,000; Alger B. Chapman, 15,122; Robert L. Bendick, 4,000; Mayer, 89,250; Merian C. Cooper, 38,550; and C. V. Whitney, 10,500.

At that time Hazard Reeves and associates owned 15,500 shares and Edward V. Otis and associates owned 6,700 shares.

Originally named Thomas-Todd Productions, Inc., Cinerama Productions chose its present name last year. Their first agreement with Cinerama, Inc., was made Nov. 29, 1950, and following pacts were signed May 29, 1951, and Aug. 30, 1951.

Myers Tells Senate Unit Distribs Shun Arbitration Of Main Exhibitor Beefs

WASHINGTON. — That distributors would never agree to any arbitration system touching principal exhibitor complaints, and hence industrywide arbitration will not work was the theme of Abram F. Myers' supplemental statement to a Senate Small Business subcommittee.

Myers, chairman and general counsel of National Allied, filed his statement in part as an answer to the testimony given the committee by Austin C. Keough, Paramount vice-president, who claimed he was "shocked" at National Allied's rejection of the proposed arbitration plan. A lull in the case followed this give-and-take between Myers and Keough.

In his reply to Keough's statement, Myers had made it clear that so long as distribution refused to arbitrate film rentals, an over-all industry arbitration plan could never be put into effect. He also stated that he had had the support of Spyros P. Skouras in his plan for film rental arbitration, but that Skouras and all distribution had withdrawn its support of this issue at the crucial time.

Seek JD Aid

Myers' pessimism about distribution's uncooperative attitude prompted him to ask the Committee to recommend that the Department of Justice take steps in the situation and that it not relegate the exhibitors to what he termed "another Panmunjon conference on arbitration."

Pre-releasing, price-fixing and competitive bidding were abuses that could not be solved through arbitration, Myers claimed, but he offered as substitute for the the industry-wide plan an arbitration system that would work on an individual basis.

He also charged that "there is a deliberate purpose on the part of the film companies to exclude most, if not all, of the independent motion picture theatres from the business."

(*Continued on page* 18)

Leaders Predict Greater Profits For Film Firms

High optimism for the coming year and the promise of even greater profits for the future was the keynote of three addresses given by industry leaders at recent meetings. Painting the bright pictures were Barney Balaban, president of Paramount Pictures Corp., and James R. Grainger, president of RKO Pictures, in reports to their stockholders, and Leonard H. Goldenson, president of American Broadcasting—Paramount Theatres, who spoke at an AMPA luncheon.

Balaban, in a report that announced that company business for the second six months of 1953 should exceed that of the same period last year, credited "the use of the wide-screen and third-dimension," which he claimed "has stimulated a far-reaching evolution in our business."

Spring Profits High

He announced that April and May earnings for 1953 were higher than those of the same months of last year, and he predicted that June earnings would go even higher.

Taking advantage of the new techniques, Paramount is producing all of its pictures either in 3-D or in wide-screen, he stated. However, he reassured owners of small theatres by promising that Paramount "will make every conceivable effort to preserve them as a continuing and important asset of the motion picture industry."

The new dimensions were also the cause of Grainger's statement that he expects a "big improvement" in RKO business for the next year. His company has no great backlog of 2-D films that it has to worry about while going ahead with 3-D productions. Two 3-D films are already awaiting release with four more before the cameras now and two more ready to start shooting in a short while.

This concentration on the latest developments plus the fact that domestic expenses have been trimmed by nearly $1,000,000 annually since he took office in February led Grainger to make his predictions to his stockholders.

TV Should Be Used

"Tremendous prosperity" for the next two or three years was foreseen by Goldenson in his speech which stressed that television selling should be allowed to bring more profits to the industry. The new medium should not be a competitor but an aide, as it was with such pictures as "King Kong," "Invasion, USA" and "Above and Beyond," he argued.

Again, it was the new devices, 3-D, wide-screen and stereophonic sound, that elicited this optimism from Goldenson. However, he warned that provision should be made now for the time when these novelties will become common and audiences will demand something more than just novelty to keep coming to the theatres.

It is then that showmanship in selling and a clever use of television will have to be brought forth, he reasoned. Also, he urged that research be made a valuable part of the selling of films. His own company is conducting surveys to learn how to get the most for its advertising dollar, he added.

Public To Judge "Moon" Without Seal

MPAA's refusal to grant "The Moon Is Blue" a Production Code seal was hit this week by the producers of the United Artists release in a challenge issued by Otto Preminger, film's co-producer and director, to Eric Johnston, MPAA prexy. Challenge called upon Johnston to defend MPAA's refusal before a court of public opinion, to whose decision the producers "will humbly submit."

Picture, which this week received a "C" rating from the National Legion of Decency, will be backed by a legal fight, if necessary, if MPAA "or any other group or individuals should try to interfere" with its distribution, Preminger added. Film already received state censor board approvals in New York, Pennsylvania, Illinois and Massachusetts.

CinemaScope Total 19 With Six Outside Films

Announcement of the first independent production to be filmed in CinemaScope, "The Story of William Tell," an Errol Flynn starrer, brings to a total of six the number of productions that will be filmed in the new process off the 20th Century-Fox lot. The latter studio has already announced a schedule of 13 features being made in CinemaScope.

The "Tell" picture, a product of Errol Flynn Enterprises with J. Barrett Mahon producing, started shooting this week on location in the Italian Alps. It will be released through United Artists.

Four CinemaScope productions are scheduled to come from the M-G-M studios and one is being prepared at Allied Artists. First of the Metro CinemaScope films will be "Knights of the Round Table," now shooting in England with Robert Taylor, Ava Gardner and Mel Ferrer. The Pandro S. Berman production is being made both in wide-screen and standard processes, with stereophonic sound, under the direction of Richard Thorpe.

Other M-G-M CinemaScope productions are "Rose Marie," to be produced by Lawrence Weingarten, and "The Prodigal," an Ava Gardner-Vittorio Gassman starrer. Dore Schary, Metro's production chief, promises that this Technicolor Biblical story will be the most lavish M-G-M production since "Quo Vadis." The fourth CinemaScope production is as yet untitled.

"The Annapolis Story," film version of life in the Naval Academy is slated to go into production this month at Allied Artists.

Start By Autumn

The first complete schedule of CinemaScope productions, numbering 13 films either completed, now shooting or ready to shoot, was announced for 20th Century-Fox by Darryl F. Zanuck, vice-president in charge of production. The films are all Technicolor productions, costing a combined total of $30,000,000.

Work will have been started on all these pictures by the time the company releases "The Robe" this fall, Zanuck stated. Along with that Biblical film, the studio has already completed "How To Marry a Millionnaire," produced by Nunally Johnson. Currently shooting are "Twelve Mile Reef," with Robert Bassler producing; "The Story of Demetrius," produced by Frank Ross; and "Prince Valiant," a Robert L. Jacks production.

Ready for shooting are five more CinemaScope films: "River of No Return," to be produced by Stanley Rubin and Ray Klune; "Hell and High Water," with Klune producing; "King of the Khyber Rifles," being produced by Frank Rosenberg and Klune; "There's No Business Like Show Business," a Sol C. Siegel production; and "Three Coins in the Fountain," (temporary title), also to be produced by Siegel.

Demonstrations Continued

For September and October production, the company has scheduled three more CinemaScope productions. They consist of "The Egyptian," to be produced by Zanuck; "The Cannibals," (temporary title), to be filmed in Berlin as a Johnson production; and "Desiree."

The company also revealed plans to continue demonstrations of the "Audience-Participation" CinemaScope medium in major film exchange cities throughout the country. To reach its goal of 1,000 installations by January 1, it has made arrangements so that any supply dealer in the U.S. may service and install the Anamorphic lenses, Miracle Mirror screen and stereophonic sound, according to Al Lichtman, director of distribution.

Lichtman added that applications from exhibitors for CinemaScope installations were turned over to RCA, National Theatre Supply, Altec, Century, Motiograph and the Ballantyne Co. However, he stressed the fact that the theatre owner does not have to deal

(*Continued on page* 18)

WB Leads Stereo Parade With 22 Of 50 Productions Set By Industry

Backing up the views of its executive producer, Warner Bros. took the major plunge in 3-D production and announced a total of 22 films slated to be released in true 3-D, using polaroid glasses, in addition to its "House of Wax" in current release. Plans for 3-D films at other studios range from the high total of Warner to the single release announced by Twentieth Century-Fox.

Only major studio with no 3-D films definitely planned at all is Republic, whose president, Herbert J. Yates stated last March that his company will make "20 good pictures a year and forget all about this business of glasses and wide screens."

In making the announcement for his studio, Jack Warner credited the success of "House of Wax" as the stimulus for going ahead with full plans for future releases. He promised that the company's next 3-D production, "The Charge At Feather River," scheduled for a July release, will contain improvements over the studio's first efforts in the medium.

Glasses Not Inconvenient

The Warner schedule is based on a faith that the public will wear glasses if it gets quality entertainment, a faith that the production head expressed last March when he said, "the public wants entertainment as exciting as three dimensions and Warnerphonic sound can make it." He emphasized "we have proved to our own satisfaction that there is no inconvenience of any kind in wearing polaroid viewers."

The lone 3-D production at 20th-Fox is "Inferno," Technicolor production starring Robert Ryan, scheduled for a July 15 release.

Following Warner with the biggest list of 3-D films slated is Columbia, which has already released "Fort Ti" and "Man In the Dark." In addition, the company plans six more features in 3-D for the year, all in Technicolor, with stereophonic sound, as well as two shorts in the extra-dimension process.

Scheduled for release within the next nine months are the company's "Miss Sadie Thompson," a Rita Hayworth starrer, "Gun Fury," "The Stranger Wore a Gun," "The Nebraskan," "Drums of Tahiti," and "Fifty Fathoms Deep." The two 3-D shorts planned, both with conventional sound, are "Spooks," a black-and-white two reeler, and "The Tell-Tale Heart," a one reel Technicolor UPA cartoon.

Paramount plans to follow its curent Pine and Thomas "Sangaree" with three more 3-D films. Already completed is the musical, "Those Redheads From Seattle," which will be released within the year. Currently shooting is another Pine and Thomas production, "Lost Treasure of the Amazon," and the company plans to film another one, "Chubasco," in a Mexican locale in the month of October.

Also slated for 3-D release by Paramount is "Cease Fire," story of the war in Korea being made by Hal Wallis Productions and Paramount Pictures. Film, currently being shot in Korea, should be filmed in from six to eight weeks, according to Wallis. Paramount will also release "The Odyssey of Ulysses," now being shot in Rome in 3-D with Kirk Douglas and Silvana Mangano. A Lux Films production, it is being made in Eastman color.

Metro Plans Three

A late June release is planned for Metro-Goldwyn-Mayer's entry into the 3-D field, "Arena." The studio has announced it is currently filming "Fort Bravo" in the new medium, and plans to start soon on "Kiss Me, Kate," adaptation of Cole Porter's musical stage success which will star Kathryn Grayson and Howard Keel.

Ready for countrywide trade screening on July 1 is RKO Radio's "Second Chance," starring Robert Mitchum and Linda Darnell. This will be followed on July 13 by an exhibitor showing of "Arizona Outpost," a Virginia Mayo starrer. These films represent RKO's entry into the 3-D sweepstakes. Both are in color and available with stereophonic sound.

After its initial 3-D film. "It Came From Outer Space," Universal-International plans two more 3-D films in quick succession. "Wings of The Hawk," a Technicolor production, will have a September release, and that will be followed by "The Glass Web," an Edward G. Robinson starrer that goes into production June 20.

(*Continued on page* 18)

Record $124,000,000 In 3-D (Triple-Damage) Anti-Trust Suits Filed In New York

A total exceeding $124,000,000 in trebled damages asked by exhibitors in anti-trust suits in the metropolitan New York area set a new record during the month of June. This high was reached when six separate suits, amounting to $19,350,000 were filed by independent exhibitors this week, in addition to the two actions brought earlier in the month by the Skouras Theatres Corp. of over $100,000,000.

Four of the six new actions name the Skouras chain as well as the film companies as defendants, while the remaining two name only the distributors.

The Raygold Amusement Corp., operator of the Rialto Theatre, Newark, asks $4,500,000, while the Newray Realty Co., owner of the house, asks $750,000. Queen Ann Amusement Enterprises seeks $3,600,000 for its Queen Ann Theatre, Bogota, N. J. $3,000,000 apiece is asked by the Cornston Corp. for its Garden Theatre, Paterson, N. J.; the Raystoria Theatre Corp. for its Strand Theatre, Astoria, L. I.; and the Raygota Theatre Corp., which operated the Queen Ann from 1941 to 1951. The Raydale Theatre Corp., which claims it was forced to cease operating the Rosedale Theatre in the Bronx, asks $1,500,000.

Two anti-trust suits asking for trebled damages aggregating over $100,000,000 were filed by Skouras Theatres Corp. and subsidiary companies in Federal District Court on behalf of Skouras houses in New York, Westchester County, and Long Island. Suits name the major companies, except 20th Century-Fox, their subsidiaries and American Broadcasting—Paramount Theatres.

First suit of $14,382,996 involves the Riverside, Nemo and Riviera Theatres, N. Y. It charges that the distributor-defendants conspired to withhold product from the Skouras theatres and that they held back negotiations until contracts were first signed with Loew's and RKO Theatres.

The action also charges that independent exhibitors were forced into joint ownership with circuits under threat of not being supplied with product, have been forced to sell their houses, and were discriminatd against in setting rentals.

The second suit of $87,690,000 seeks a preliminary injunction to stop the defendants from using competitive bidding in doing business with Skouras houses and it asks to limit bids to bona fide competitors who operate theatres in same local areas.

Exhibitors Plead For Sunday Movies As Council Delays Rule On Blue Law

GASTONIA, N. C.—Typical of the stands being taken to rid some localities of the Sunday blue laws that prohibit the showing of movies on the Sabbath is the action taken by theatre owners in this North Carolina town.

"We are asking for survival" was the reason given by Howard Amos, spokesman for the five local theatres that asked the city council here to permit Sunday movies. "Actually, we are fighting for existence," he continued, but the council delayed taking any action.

The city fathers were split on this age-old question of the Sunday blue laws. Opinion ranged from the enthusiastic "I see nothing wrong with this proposal.—I think it will help curb juvenile delinquency . . . it looks like it will serve a great purpose" of councilman Nathaniel Barber to the simple statement "I'm not much for Sunday shows" of councilman A. D. Davis.

More Time Needed

Other councilmen either refused to commit themselves on the issue or else asked for more time to think about it. Mayor Yancey said that he would bring up the question at a future council meeting.

Main argument of the theatre managers was that Sunday movies would not interfere with church activities. They announced plans to run from one until six o'clock in the afternoon and then again from nine till eleven in the evening, as is done in other near-by towns.

It was pointed out that the blue laws don't affect Sunday baseball just beyond city limits, racing, television, radio playing or swimming. Even the drive-ins five miles away show movies on the Sabbath. Amos charged unfair discrimination, claiming that the theatres pay more taxes in proportion than any other business in the U.S.

Continued efforts to keep the issue alive were promised by the theatremen, who have already witnessed the closing of two theatres in the town. Near-by towns show Sunday movies and 230 drive-ins operate in the state on Sundays, they asserted. They would keep fighting till Gasonia shows movies on Sunday also.

Columbia Profits Exceed 1952 Total By $30,000

Columbia Pictures announced a net profit of $310,000 for the 39 weeks ended March 28, 1953, which was $30,000 higher than the net profit earned in the corresponding period last year. An operating profit, before income tax provision, of $375,000 was reported for this year as compared with the $360,000 earned in the same period of last year. A federal tax provision of $65,000 was estimated for the three quarters this year as compared with the $80,000 announced last year.

Earnings of $.17 per share of common stock were declared for the period this year, while $.11 per share was last year's figure for the same period. There were 687,436 shares of common stock outstanding on March 28, 1953 as compared with the 670,-670 that were outstanding March 29, 1952.

Admission Taxes Decline

WASHINGTON.—Admission taxes collected in April were slightly below April, 1952, according to the Treasury Department at the weekend.

The Treasury received $25,160,355 from this source in April, compared to $25,787,462 in the same month a year ago. Film theatre admissions make up most of the totals.

Pay-See Home TV Shown To Public In Skiatron Test

Coincident with the launching of a series of public previews of Skiatron's pay-as-you-see home television set-up, it become known this week via an announcement of Arthur Levey, Skiatron prexy, that Western Union is slated to become the billing agency for the new system if and when the FCC approves the Skiatron application for a commercial license.

The previews, which are being held daily for the general public through June 17 at the Belmont Plaza Hotel, are presented on equipment consisting of 21-inch RCA receiver tubes with special decoders attached. Programs are relayed over WOR-TV (Channel 9) facilities.

Similar in function to the Zenith Radio Corp. Phonevision system, the Skiatron device makes clear a scrambled image on the video screen when the decoder is put into operation.

Attach Decoders

Decoders, under the Skiatron set-up, would be attached to the home set. The patron would insert an electronic subscription card listing programs of the week, press a button, and the desired program would be shown.

It was pointed out by Levey that decoders would be leased, rather than sold, at a suggested minimum charge of $10 monthly. He said that it would cost between $50 and $100 to install these in existing sets.

Programs would vary in content and in cost, he indicated, but patrons would be expected to subscribe for six months or a year at a flat weekly fee. Programs for the test consist of films supplied by four major distributors—the same features furnished for the 1951 Phonevision demonstration.

U-I's Backlog To Ease Product Shortage With 32 More In Work-Daff

ROME. — Universal-International will produce 32 pictures for 1953-54, all of which will be available for standard or wide-screen projection and with ordinary or stereophonic sound, according to plans revealed by Alfred E. Daff, president of U-I, to delegates of the U-I European Sales Convention, held here June 6-8.

Pictures in 3-D would be made available for release in 2-D after all possibilities of the extra-dimension had been exhausted in each territory, Daff also stated. His pronouncement stressed the fact that U-I has a huge backlog of films that would help exhibitors combat the expected product shortage which he predicted would arrive in six months.

Careful planning is the cause of the company's superior position at the present time, Daff explained. "There is no hysteria over the latest technological developments," he stated; on the contrary, U-I knows where it is going, he announced.

Daff revealed that U-I's current sales drive in Europe showed a 45 percent increase over the one last year. The Israel territory won the European divisional race under the leadership of David Mallah, U-I sales representative in that area.

Staff Reviews

"Forever Female"

(Paramount) 93 Min.

Cast: Ginger Rogers, William Holden, Paul Douglas, James Gleason, Jesse White, Marjorie Rambeau, George Reeves, King Donovan, Vic Perrin, Russell Gaige, Marian Ross, Richard Shannon, Pat Crowley.

Credits: Produced by Pat Duggan; Directed by Irving Rapper; Written by Julius J. and Philip G. Epstein; Suggested by J. M. Barrie's play, "Rosalind."

Frequently sparkling with witty dialogue, consistently giving out with barbs of dry humor, and offering highly satisfactory performances in all roles is "Forever Female," a show business comedy that should more than pay its way in the adult market. Picture is graced with a trio of star names: Ginger Rogers, William Holden and Paul Douglas, and a top-flight script swollen with good character comedy and farcical situations that are sure to garner laughs. For the adult audience, the script's three-sided romance among the principals should go over handsomely while for the teenagers, the appearance of a pert young newcomer, Pat Crowley, will serve as a lure. Story, besides detailing the complex romance, humorously concerns itself with casting and production problems of a Broadway play.

STORY: Producer Paul Douglas, interested in William Holden's play about a teen-age girl and her mother, decides to cast Ginger Rogers, his leading lady and ex-wife, as the young girl. Since Ginger is older than the girl in the play, Holden rewrites considerably but his work is pulled apart critically by Pat Crowley, an aggressive young actress who wants to play the girl. Holden meanwhile falls in love with Ginger. The play opens and flops out of town. Holden and Ginger become engaged. But Ginger leaves for Europe, determined to return and appear in the play the following season. Meanwhile, Douglas takes Holden to see Pat play the girl's role in a summer stock version of the drama. All are impressed. Then Douglas reveals that Ginger did not go to Europe, and takes Holden to see her. Ginger decides that she is too old for Holden; is still in love with Douglas, and wants to play the mother in Holden's drama. Holden is convinced that he loves Pat, and goes to her.

●

"The Moon Is Blue"

(United Artists) 99 Min.

Cast: William Holden, David Niven, Maggie McNamara, Tom Tully, Dawn Addams, Fortunio Bonanova.

Credits: A Preminger-Herbert Production; Produced and directed by Otto Preminger; Screen play by F. Hugh Herbert; From his play, "The Moon is Blue."

Big city audiences, and persons who think themselves sophisticated, will thoroughly enjoy the suggestive situations and dialogue of this sprightly drawing room comedy. The picture is based on the long-run stage hit and stars William Holden—two factors which should help in the selling. Plot, a slight affair about a couple who meet on a pick-up, is loaded with sharp comments and tongue-in-cheek witticisms on the subjects of life, love, divorce, morals and sex. Particularly stressed is the latter. When screened for a sneak preview audience at Loew's 72nd St. Theatre, N.Y.C., "The Moon is Blue" garnered volumes of laughter, ranging from titters to guffaws and chuckles. It was evident from the tone of the laughter that the majority in the audience thought this was a "naughty" picture.

STORY: William Holden, a bachelor, picks up Maggie McNamara, an aspiring young actress, and takes her to his apartment. There she

(*Continued on page* 19)

"Julius Caesar"

(M-G-M) WIDE SCREEN STEREOPHONIC SOUND 121 Min.

Cast: Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr, George Macready, Michael Pate, Richard Hale, Alan Napier, John Hoyt, Tom Powers, William Cottrell, Jack Raine, Ian Wolfe.

Credits: Produced by John Houseman; Directed by Joseph L. Mankiewicz; Based on the play by William Shakespeare.

Among the most well-known of all his works, William Shakespeare's "Julius Caesar" is brought to the screen in a fine production. Enhanced by a most impressive cast, "Julius Caesar" is an honest film rendition of the stage classic, one that numbers among its chief assets the fact that the players all speak their lines intelligibly for general audience consumption. The script has been left virtually intact, with no dialogue added and very little excised. Since the drama was originally written for presentation within the confines of a theatre, the film is primarily a photographed stage play rather than a motion picture told in cinematic terms, and will therefore meet with best reception before urban and class audiences. However, the film boasts lusty, sprawling action, violence and intrigue at which general audiences will certainly not balk. Add to that the generally excellent performances by such box office names as Marlon Brando, James Mason, Greer Garson, Deborah Kerr, Louis Calhern and Edmund O'Brien, and it shouldn't be too difficult to sell patrons on this one. Actually, the best performance, a really memorable one, is given by Britisher John Gielgud, but unsophisticated audiences won't buy his name as willingly as they will the others in the cast. And Joseph L. Mankiewicz's direction has expertly extracted most of the meaning and excitement contained in the play.

This is a worthy film—one with lots of angles to be exploited. When the two go together, Shakespeare should sell. School tie-ups are a natural for this one. Viewed at the Booth Theatre in New York on a wide screen with stereophonic sound, the new techniques definitely enhanced production values and helped to capture the vast Roman spirit of the film, which is being shown on a two-a-day basis.

STORY: By 44 B.C. Louis Calhern, Julius Caesar, is the elected head of Rome. However, his friend, James Mason, Brutus, fears that Calhern won't be satisfied with his elected office and that he will have himself crowned king. Therefore, Mason is receptive to the urgings of jealous John Gielgud, Cassius, that he join the plot to murder Calhern. This is done on the day that Calhern goes to the Senate against the wishes of his fearful wife, Greer Garson. Mason calms the Roman crowd by explaining to them that Calhern was dangerous because he was ambitious, but they are set in a frenzy again by the funeral speech of Calhern's friend, Marlon Brando, Marc Antony. The conspirators are forced to flee and Brando and Calhern's nephew, Douglas Watson, form two armies to follow them. In the ensuing battle the conspirators are defeated, and Gielgud and Mason commit suicide. Brando curses all the other conspirators but forgives Mason.

. . . *They Came To Praise Caesar* . . .



Prominent exhibitors from the greater New York area and the hinterlands were on hand for the special press preview of M-G-M's "Julius Caesar" at the Booth Theatre, N.Y.C., preliminary to the premiere—an event which saw the film company's introduction of its new wide screen and stereophonic sound. Among the preview guests were, top, left to right: Dore Schary, M-G-M production vice-president; S. H. Fabian, head of Fabian-Warner Theatres; Moe Silver, Pittsburgh zone manager for Stanley-Fabian Theatres, and George Dembow, vice-president of National Screen Service. Below, in same order, were: Arthur Rapf, partner in the Rapf and Ruden Ciruit; William White, Skouras Theatres executive; Bernie Brooks, film buyer and member of the executive operating committee for the Fabian circuit, and Lou Wolff, Brandt Theatres buyer.

BIG AS 3-D's

BIGGEST



and the same BIG NEWS is coming in da

BIGGEST week in 7 years at Hillstreet and Pantages in Los Angeles!

BIGGEST business of any U-I picture in 7 years, Hippodrome in Cleveland!

BIGGEST opening in 3 years, Orpheum in Kansas City!

BIGGEST business in 2 years, Lafayette in Buffalo!

Third **BIGGEST** business in entire history of Paramount, Syracuse!



y day from Coast to Coast!

Starr Hits 'Creeping' Rentals, Pre-Release Admission Hikes

ATLANTA.—A commendation for the use of scientic research, especially in the field of 3-D production and projection, accompanied by a protest against a "gradual and insidious creeping movement by distribution" to charge excessive film rentals highlighted the speech made by Alfred Starr, president of Theatre Owners of America, before the assembled convention of Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association.

The plight of the small theatre owner, who must fight off "third dementia" was advanced by Starr, when he lamented the fact that so many exhibitors have been paying the exorbitant film rentals demanded by distribution. He described what he termed a "trap" that forces theatre owners to raise admission prices and lose the good will of his patrons.

Starr flayed distributors for demanding these high rentals for poor films as well as for good ones. Such prices are the result of preconceived and inflated notions of what the picture should earn, rather than judgments based on quality or production costs, he insisted.

Pre-Releases Protested

Another distribution practice that he protested was pre-release runs at advanced prices. All these attempts at making the small exhibitor spend large sums of money, coupled with the cost of equipment for the new techniques, were contributing to the exhibitor's "desperate plight," and he asked distribution to fulfill its obligation to help relieve the situation.

He outlined two methods by which distribution could make a positive contribution to the situation. The first was to continue 3-D research, thus furnishing a better product, and the second was to charge a "fair and reasonable film rental" so that outlets for its product could be maintained.

At the meeting, the Georgia group reelected J. H. Thompson of Pulaski County's Hawksinsville Theatre president for the eighth consecutive time. O. C. Lam, president of the Lam Amusement Co. of Rome, was named to fill the newly created post of executive vice-president. Other vice-presidents elected are John Thompson, Gainesville exhibitor, and J. S. Tankersley, Ellijay, Ga. E. D. Martin, of the Martin Theatre in the South, was appointed treasurer.

Other Georgians named regional chairmen and directors are: W. P. Riggins, Jessup; Furber Mincey, Claxton; W. H. Karr, Swainsboro; Warren Newman, Sandersville; W. P. Gammon, Ocilla; Cecil Crummey, Rochelle; Ellison Dunn, Donaldsonville; Adolph Gortatowski, Albany; C. L. Patrick, Columbus; R. H. Brannon, Roswell; J. E. Jarrell, Commerce.

Also, J. W. Blackwell, Royston; Fred Weis, Savannah, Nat Hancock, Jefferson; Mrs. M. M. Osman, Covington; C. R. Coward, mayor of Richmond and representative from Stewart County; A. L. Sheppard, Waynesboro; John Stember, Atlanta; Fred Storer, Atlanta; and Donald Boardman, Augusta.

W. E. Griffin and Bramsome James were named regional chairmen of Alabama.

80 Features Acquired For TV

Purchase of a $1,000,000 package of 80 feature films from Major Attractions, Inc., for showing on television was announced this week by Unity Television Corp. According to Arche Mayers, president of Unity, the films cost a minimum of $40,000,000 to produce and represent many top stars.

Included in the long term arrangement are Charlie Chan films; international productions, including many British films; westerns and adventure films; as well as class American productions.

Stars said to appear in the pictures are Gary Cooper, Vivien Leigh, Stewart Granger, John Wayne, Paulette Goddard, Ray Milland, Ralph Richardson, Ann Sheridan, Randolph Scott, Michael Wilding, Phyllis Calvert, Burgess Meredith, Robert Young, Marilyn Monroe, Robert Cummings and Alan Ladd.

Limit Competitive Bidding To 5 Situations: Levy To Distributors

A five point program listing the only situations in which competitive bidding might be used by distributors was outlined by Herman M. Levy, general counsel of Theatre Owners of America. He implored distribution not to disavow its obligations to the industry and to the law by restricting use of the auction bidding method to the following cases:

(1) when there is a definite threat of litigation which only the auction method will prevent;

(2) when it is the only way of arriving at a "fair and reasonable rental;"

(3) where it is confined, when it has to be used, to what the Circuit Court called a "restricted locality;"

(4) when it does not result in exhibitors paying more than a "fair and reasonble rental" for a particular picture in a particular theatre; and

(5) where it will not have the effect of undoing what the Paramount and other decisions have done toward taking the heavy hand of distribution off exhibitors.

This program was presented as part of Levy's attempt to clear up matters on the Supreme Court's stand on competitive bidding for assembled delegates of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association.

Levy referred to the refusal of the U. S. Supreme Court to grant the right of appeal in the Jackson Park and Milwaukee Towne cases concerning competitive bidding. He emphasized the point that this refusal does not mean the court implied any approval of auction bidding, but merely that enough members did not deem it desirable to review the case.

He also stated that it is an unmerited assumption to say that the lower court approved auction bidding, as a general principle. The Court of Appeals had stated that competition was "the yardstick for determining a fair and reasonable rental," but it did not state that the auction device, or the sealed competitive bid device, was the only method of competition, Levy declared.

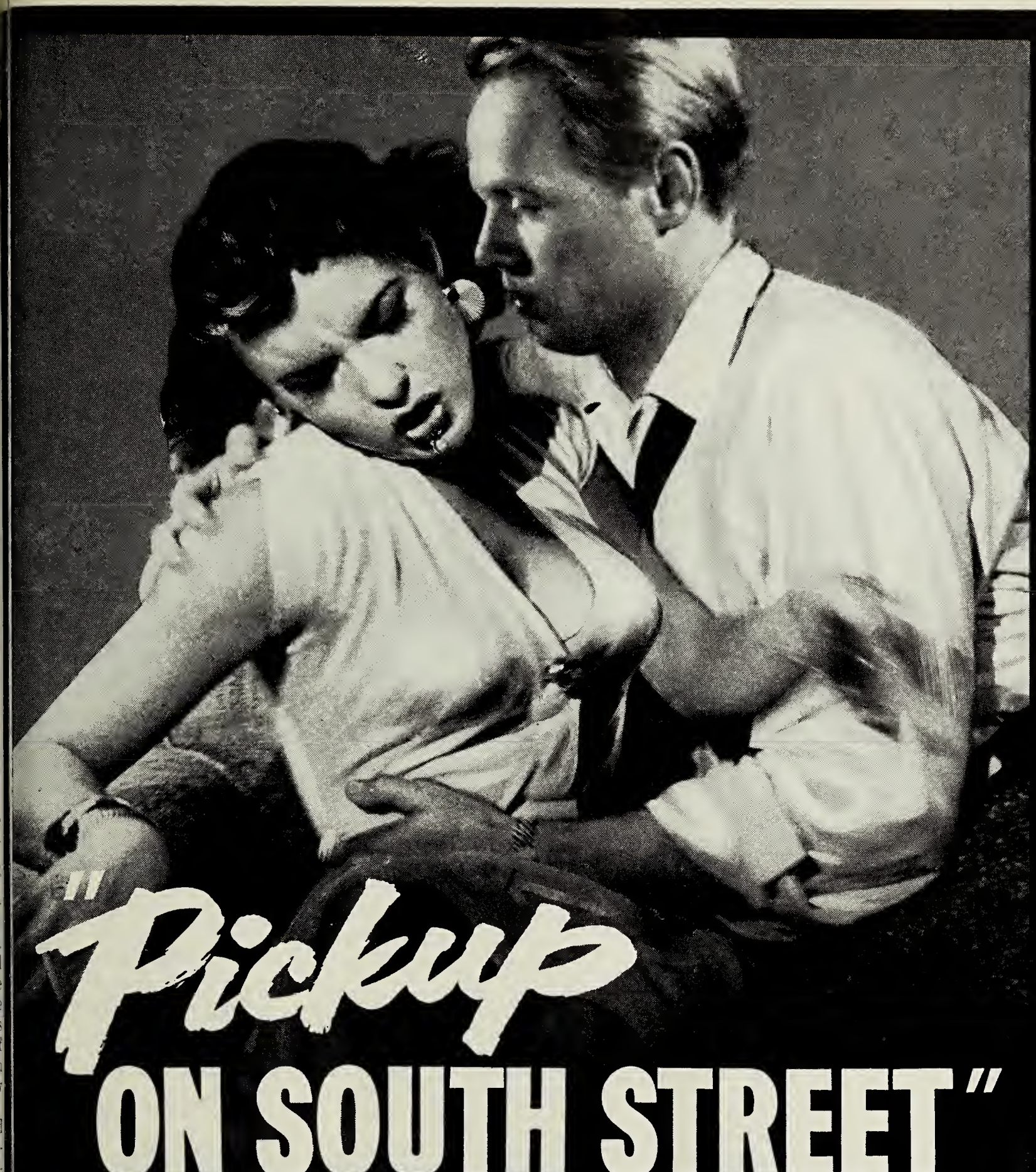
Confusion Dangers Warned

Distribution may take advantage of the confusion on the part of some exhibitors about these points, Levy warned, so that it can obtain increased film rental. He reiterated time and time again that the decisions in the two named cases were purely local affairs and that they did not include any "far reaching economic issues." They concerned technical legal issues which did not contain broad significance, he insisted.

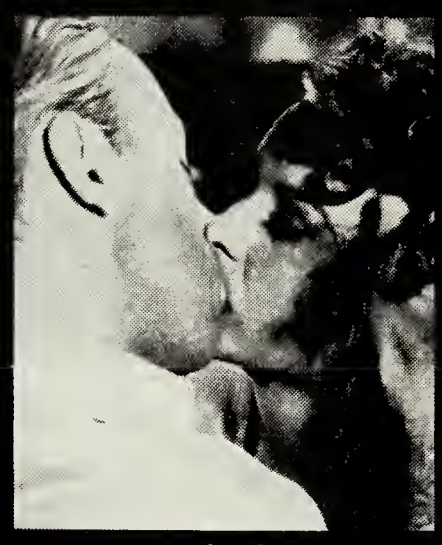
In the Jackson Park case to which Levy referred, further clarification was demanded by attorneys for both the film companies and theatre owners from Judge Michael Igoe of the Seventh District Appeal Court. The film companies demanded enforcement of the mandate, which they interpreted as meaning that competitive bidding should be used in supplying films to that theatre. Judge Igoe is studying the case.

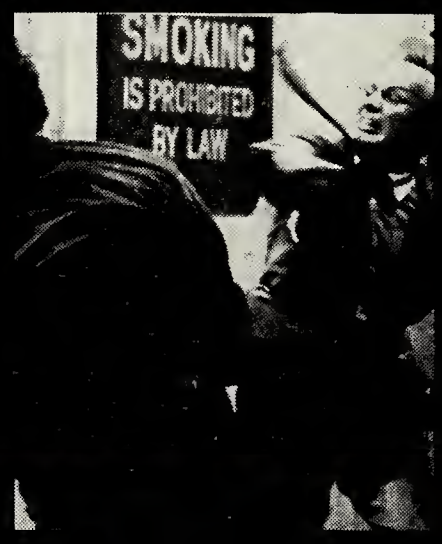


Among those attending the joint convention of the Motion Picture Theatre Owners and Operators of Georgia and the Alabama Theatres Association were, (l. to r.), Alfred Starr, president of Theatre Owners Of America; Al Lichtman, director of distribution for 20th-Fox; Tommy Thompson, president of the MPTO of Georgia; Atlanta's Mayor William Hartsfield, and Harry Ballance, southern division manager of 20th-Fox. A CinemaScope demonstration was held at the meeting.











"Pickup ON SOUTH STREET"

NEXT ATTRACTION AT ROXY, NEW YORK!

WATCH IT SMASH RECORDS JUST AS IT DID IN BOSTON, PHILADELPHIA and PROVIDENCE!

DATE IT NOW... and clean up with 'PICKUP'!



There's No Business Like 20th Century-Fox Business!

3-D HIGHLIGHTS

A gross of $1,749,000 was reported for "This Is Cinerama" in its eight-month run at the Broadway Theatre, N. Y. C. Show moved over to the Warner Theatre, where mail orders are said to be arriving at the rate of 500-600 daily for summer seats.

* * *

Houses with 3-D equipment will number approximately 3,000 by the end of next month, William H. Pine, co-producer of "Sangaree," the Paramount 3-D release, predicted in a trade press interview last week. There are at present 1,800 houses equipped for stereo showings. Pine figured that the 3,000 houses will represent 85 percent of theatre gross revenue in the nation.

* * *

Paramount is distributing its special illustrated booklet on the new 1.66 to 1 widescreen ratio, called "The New Aspect in Motion Picture Presentation," to exhibitors, industry leaders and the press. Prepared by Paramount's studio research division, the booklet gives a detailed analysis of the newly developed exhibition techniques. It also makes recommendations to theatremen based on the most recent surveys.

* * *

Detroit.—The Hotel Detroiter advertises a "Cinerama Special" for $9.85 a person. Included in the price is "a nicely furnished outside room with private bath for two days, one night; tasty dinner one night in the hotel's Russet Room; breakfast in Coffee Shop one morning and a good seat to see Cinerama.

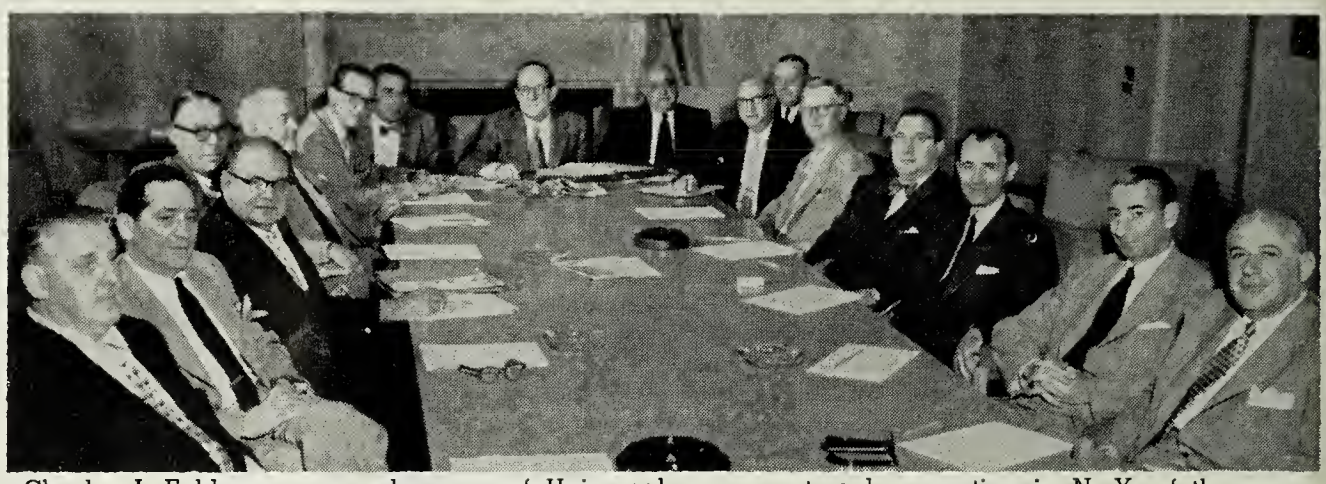
* * *

CinemaScope demonstrations were held in Memphis for exhibitors and press of Tennessee, Arkansas, Kentucky and Alabama. Other recent CinemaScope showings took place in New York, Philadelphia, Chicago, Detroit, Pittsburgh, Boston, Atlanta and Kansas City.

Two European demonstrations of the new process are scheduled for this month. One will take place at the Odeon Theatre, London, June 29-July 1. A Paris exhibition will occur earlier, June 18-20, at the Rex Theatre. In addition to scenes being shown at the U. S. demonstrations, these will include scenes of the coronation shot in the CinemaScope process.

* * *

Wide-angle photo lenses that are said to photograph at a wider angle than any other lenses now in use in Hollywood and which allegedly may be used interchangeably with other standard lenses on any standard camera were announced successfully tested by Barney Balaban, president of Paramount Pictures. The new lenses require no more light than standard ones and make prints that can be used in any theatre without any modification of the equipment or the print necessary, Balaban stated. He added that they produce pictures for a large screen which, while of greater size, still are clearer and sharper than any picture demonstrated to date.



Charles J. Feldman, gen. sales mgr. of Universal, opens a two-day meeting in N. Y. of the company's home office Sales Cabinet Div. and district managers, to map release plans for the summer months. L to R: John J. Scully, Boston; Lester Zuker, Kansas City; P. F. Rosian, Cleveland; James V. Frew, Atlanta; F. J. A. McCarthy, Southern and Canadian sales mgr.; Ray E. Moon, asst. gen. sales mgr.; Irving Sochin, short subject sales mgr.; Feldman; M. M. Gottlieb, Chicago; James J. Jordan, circuit sales mgr.; David A. Levy, metropolitan N. Y. district; Henry H. Martin, Dallas; P. T. Dana, Eastern sales mgr.; Harry Fellerman, sales head of U-I special films div.; Foster Blake, Western sales mgr.; and Barney Rose, San Francisco.



Texas showmen honor A. W. Schwalberg, Paramount Film Distributing Corp. prexy, at a dinner in Dallas when he stopped off enroute to N. Y. from a Mexico City vacation with Mrs. Schwalberg (the former Carmel Myers). Shown here (l to r): Col. H. A. Cole, Allied States Assn. leader; Schwalberg; R. J. O'Donnell, Interstate Circuit head; A. M. Kane, Paramount div. mgr.; Tom Bridge, branch mgr., and Sebe Miler, asst. branch mgr., Dallas.



Jack L. Warner, exec. producer, received the Father's Day Committee award for Warner Bros.' two-reel Technicolor short, "Give Me Liberty," which echoed the Committee's 1953 theme, "Fair Play and Good Citizenship." He is shown here (center) chatting with Gen. James Doolittle (right), while son-in-law William Orr looks on.



Pictured in the lobby of New York's Victoria Theatre before opening performance of Paramount's "Sangaree" on the theatre's new panoramic screen are (l to r): Irving Dollinger, board chairman of ATO of N. J.; Gerald J. Shea, pres. and gen. mgr. of Shea Enterprises; Arlene Dahl, "Sangaree" star; and Frank Marshall, Stanley-Warner executive.

Women...

Sailing an uncharted course toward men they have never seen!

Women...

Hungering after love... rewarded with terror!

Women...

Sold for stolen gold... bartered for an adventurer's freedom!





HERBERT J. YATES
presents

A PERILOUS JOURNEY

STARRING

VERA RALSTON · DAVID BRIAN · SCOTT BRADY with **CHARLES WINNINGER**

HOPE EMERSON · EILEEN CHRISTY · LEIF ERICKSON and VEDA ANN BORG · IAN MAC DONALD · VIRGINIA GREY · DOROTHY FORD · BEN COOPER

Screen Play by RICHARD WORMSER · Based on Vingie Roe's Best Selling Novel "The Golden Tide" · Directed by R. G. SPRINGSTEEN

A REPUBLIC PICTURE

NOW BALLANTYN
PANORAMIC SCREEN
EQUIPMENT PACKAG

You've read about in the Trade Press. Here it is! . . .

- **1 PR. WIDE ANGLE LENSES**
  Focal length as required, f.2 speed, full resolution, complete definition, matched for stereoscopic use, includes mounting.
- **1 WIDE ANGLE SCREEN**
  2:1 ratio designed for maximum return of reflected light. Greater brilliance than any current screen. Excellent retention of polarization. Curved on 90' radius. Standard sizes: 11' x 22', 15' x 30', 20' x 40', 25' x 50' and 30' x 60'. Ballantyne can furnish any screen size and any ratio including 2.66:1. The 2:1 ratio is standard because it is felt that longer screens will not have enough height for smaller theatres.
- **2 SETS APERTURE PLATES**
  In ratios 2:1 and 1.85:1. Additional aperture sets in ratios 1.75:1 and 1.66:1 available at slight additional cost. Holders furnished where required.
- **COMPLETE STEREOPHONIC SOUND**
  This includes stereophonic, magnetic 3-track sound reproducer, 3 pre-amplifiers, 3 power amplifiers, 1 booth monitor, 1 stereophonic sound mixer, 3 2-way horn systems, auditorium speakers as required. Interlock for synchronizing sound with projection.
- **3-D EQUIPMENT**
  Complete Interlocks for two projectors. Polaroid porthole filters and holders. Polaroid brush, projection alignment equipment etc. Will serve all modern sound systems and projectors.
- **SCREEN FRAMES, PREFABRICATED METAL**
- **24" and 25" MAGAZINES**
- **ANAMORPHIC LENSES**

COMPATIBLE WITH EVERY REASONABL
METHOD OF FILM AND SOUND REPRODUCTIO

The *BALLANTYNE* Company

OFFERS COMPLETE 3-D, STEREOPHONIC SOUND FOR LESS THAN $6000.00 *

Here's what ALLIED STATES officials had to say:

ALLIED STATES ASSOCIATION OF MOTION PICTURES EXHIBITORS
1131 DuPONT CIRCLE BUILDING
WASHINGTON, D.C.

May 19, 1953

Wilbur Snaper, President of Allied said:

"Allied's board of directors meeting in Milwaukee adopted a resolution directing the committee on television and third dimension to explore the possibility of increasing the supply of 3-D and wide screen equipment . . . thereby bringing the price within the means of the smaller independent theatre. Truman T. Rembusch, chairman of the committee . . . contacted the Ballantyne Co. . . . asked them to produce a package deal that would include 3-D, wide screen and stereophonic sound for the projection of pictures produced by most if not all of the methods now used at the lowest possible price.
"It is enough for me to point out . . . the prices for this package deal are lower priced by thousands of dollars than the total price for comparable items purchased elsewhere."

Truman T. Rembusch, Chairman of the Committee on Television and 3-D said:

"I believe the package deal offered by Ballantyne includes the necessary equipment for . . . 85 to 90% of the 3-D and wide screen productions that will be available for the next eighteen months or two years. Only a change in lenses is required to make the equipment adaptable to *all* systems.
"Not the least attractive feature of this is the advise and assistance to be rendered by the Ballantyne Co. . . . the financing plan appears to be liberal and should be helpful to many theatres."

Abram Myers, Chairman of the Allied Board and General Counsel said:

"What pleases me is that a high degree of order emerges from confusion. The arrangement worked out between Ballantyne and ourselves achieves this measure of standardization."

WRITE WIRE OR PHONE



The Ballantyne Co.
1712 Jackson Street
Omaha, Nebraska

Send me the special theatre survey portfolio that make it easy for me to give Ballantyne engineers full technical data on my theatre.

Name_____

Address_____

City_____ **State**_____

OPTIONAL *

OPTIONAL * *

OPTIONAL * * *

* Optional because many theatres prefer to build their own wood screen frames on the job.

* * Optional because most theatres already have them or can buy them locally at attractive prices.

* * Will be available in 6-8 months and dependent upon demand at that time.

* 15x30 screen

1712 Jackson St., Omaha, Nebr. U.S.A.

WB Leads 3-D Parade With 22 Of 50 Features

(*Continued from page 7*)

United Artists, which released the first 3-D feature, "Bwana Devil," will put another one on the market when the Mickey Spillane mystery, "I, The Jury" opens on July 24. Other 3-D productions still to come from the UA studio are "Kiss Me Deadly," another Spillane story, and "Ring Around Saturn," the latter employing puppets. No release dates have been announced for these films.

A July 23 national release date has been set for the only 3-D film scheduled to come from the Allied Artists lot thus far. The film, "The Maze," will have a showing in Baltimore in late June, and then will be put in national release the following month.

Independents have also entered the 3-D field with one production currently shooting and another in the cutting room. Still being filmed is "Hannah Lee," a Broder Prods. effort in Pathe color with MacDonald Carey and Joanne Dru. In the editing stage is "The 3-D Follies," a Sol Lesser production in Eastman color.

List of 3-D films to follow "The Charge At Feather River" at Warner Bros. includes:

"LUCKY ME," Warner Color musical, starring Doris Day.

"DIAL 'M' FOR MURDER," directed by Alfred Hitchcock from the international stage success, starring Ray Milland.

"THE PHANTOM APE," based on Poe's "The Murders in the Rue Morgue."

More 3-D Films

"HONDO," starring John Wayne and Geraldine Page, a Wayne-Fellows Production.

"THE MOONLIGHTER," starring Fred MacMurray and Barbara Stanwyck, produced by Joseph Bernhard.

"THEM," a science-fiction release.

Additional productions which will be shot in 3-D, WarnerColor, WarnerPhonic sound and wide-screen WarnerScope are:

"A STAR IS BORN," starring Judy Garland, screen play by Moss Hart, musical score by Ira Gershwin and Harold Arlen, produced by Sid Luft, and directed by George Cukor.

"HELEN OF TROY," based on the Homeric legend.

"MR. ROBERTS," adaptation of the Joshua Logan —Leland Hayward stage hit.

"THE HIGH AND MIGHTY," current Book-of-the Month Club selection, a Wayne-Fellows production.

"MISSISSIPPI WOMAN," screen play by Tennessee Williams, directed by Elia Kazan.

"THE LAST TRAIN WEST," an Alan Ladd starrer.

"MAN O' WAR," story of the thoroughbred, produced by Sid Luft.

"EAST OF EDEN," from the John Steinbeck novel.

"UNDER THE BIG TOP," to star Burt Lancaster.

"THE KNIGHTS OF THE CRUSADES."

"REAR GUARD," from a Saturday Evening Post story.

"QUIETLY MY CAPTAIN WAITS," from the historical best-seller by Evelyn Eaton.

"BLUEBEARD AND HIS SEVEN WIVES."

"GOWN OF GLORY," from the Elizabeth Sligh Turnbull best-seller.

"MADEMOISELLE MODISTE." Victor Herbert's musical play, starring Kathryn Grayson and Gordon MacRae.

CinemaScope Total At 19

(*Continued from page 7*)

exclusively with these six firms; he can choose any equipment house he desires, Lichtman said.

A further promise of speed in getting the CinemaScope equipment into the theatres as soon as possible was announced by Joseph F. Taylor, president of Bausch & Lomb Optical Co., which makes the CinemaScope lenses. Taylor announced that as of June 4, delivery schedules on projection adapters had been exceeded by over 100 percent, and camera adapters were 18 percent ahead of schedule.

NEW APPOINTMENTS

HILLIS CASS was named successor to the late Theodore J. Gould as general sales manager of Metro-Golwyn-Mayer Pictures of Canada, Ltd. Cass, who has been branch manager of the company's Montreal office since 1933, has also managed Vancouver and Calgary offices. His position at Montreal has been filled by William Guss, promoted from branch manager at Calgary, which office he managed since 1934. The new head of the Calgary office is Albert Genaske, formerly office manager-salesman in that office. Genaske joined M-G-M in 1943 and has worked as a booker, salesman and manager in several offices of the company.



HILLIS CASS



HOWARD ROSS

HOWARD ROSS was promoted to the position of branch manager of the Des Moines office of Allied Artists. Ross, who succeeded William Johnson, resigned, has been with the company since April, 1950, in various capacities as booker, salesman and office manager.

CHARLES T. JORDAN, JR. was transferred from the Warner Bros. Jacksonville office to be branch manager of the company's Atlanta Office, replacing Frank Carter, resigned. New branch manager at the Jacksonville office is Carroll Ogburn, who was promoted from local sales manager in Charlotte.

SIDNEY KRAMER was appointed general sales manager of RKO Pathe, in which post he will assist Jay Bonafield, executive vice-president. Kramer, who has been with RKO since 1929, will work on all business phases of RKO Pathe, particularly in the expanding commercial and non-theatrical film activities.

PHILIP A. WISSMAN was advanced to Executive Assistant in the foreign accounting division for five years. Before he joined RKO six years ago, Wissman was with Price, Waterhouse and Co. His replacement in the foreign accounting division is William A. Russo, who has been with the company for 17 years.

BERNARD M. KAMBER, New York public relations man, was elected vice-president in charge of sales, advertising and publicity of Ivan Tors Productions. Kamber went to the coast to discuss plans for the next Tors film, "Riders To The Stars," with the company's president, Ivan Tors, and partners Richard Carlson and Curt Siodmak.

Current demand for Altec stereophonic sound systems has caused the company to add the following men to the field engineering staff: E. R. Roach and J. L. Pyrtle have joined the southwestern division office, under C. J. Zern; J. C. Tasto was assigned to the eastern division office, headed by L. J. Patton; and J. E. Maher has gone to the western division office to work for D. A. Peterson.

R. L. PRYAN was named credit manager of the Atlanta office of the company. Pryan will work from Atlanta rather than from the New York office as was formerly the case. E. Abrams, Jr., was moved from the company's Chicago office to work directly in Dallas as credit manager of that office, it was announced by Paul F. Thomas, company treasurer.

BEN WASHER was engaged to assist in the launching of the M-G-M release, "Main Street To Broadway," through an arrangement made by Howard Dietz. Washer will work from the M-G-M office to co-ordinate the interests of the legitimate theatre and motion picture industry for the many premieres scheduled for the film that was produced by Lester Cowan in conjunction with the Council of the Living Theatre.

LEON BRANDT announced his resignation as director of exploitation for Samuel Goldwyn Productions to handle publicity and exploitation for motion picture accounts. Brandt previously worked in similar capacities with Eagle-Lion Films, Lopert Films and RKO Radio Pictures.

ROBERT J. CORKERY was chosen for the position of assistant vice-president for international activities of the MPAA. As such, he will work under Ralph D. Hetzel, Jr., MPAA vice-president. Corkery also will continue to handle the Western Hemisphere desk, which he has been doing since last December.

MRS. HELEN NOLAN NEIL, former New York City and Albany newspaper woman joined the staff of the public relations firm, Norton and Condon, Inc. She was previously director of information of the New York State War Council and legislative correspondent for the Westchester Publishing Co., "Newsday" and Fairchild Publications.

HARRY GITTLESON was appointed domestic sales administrative manager of RKO Radio, in which capacity he will supervise all departments handling sales liquidation and approval in the home office. Gittleson, who will work with Charles Boasberg, general sales manager, has been a member of RKO's sales staff since 1942.

Myers Tells Senate Unit

(*Continued from page 6*)

Furthermore, he termed divorcement under the decrees as "technical not real."

Myers demanded action by the Justice Department, which will submit a statement on its position.

Distributors had denied Myers' charges, basing their claim on the fact that it would be economic suicide for them to kill their own markets. They insisted that they had lived up to the letter and spirit of the consent decrees.

Staff Reviews

(*Continued from page 9*)

meets David Niven, a neighbor and divorcee, who gets drunk and proposes to her. Holden, who is trying to elude Dawn Addams, Niven's daughter, desirous of marrying Holden, finds Maggie in Niven's arms and grows angry. Despite Maggie's protestations of innocence, Holden thinks her deceitful. Suddenly Tom Tully, Maggie's father, storms in and takes his daughter home, after knocking out Holden, whom he thinks is her would-be seducer. But the next day Maggie reaches a reconciliation with Holden. They decide to marry.

"South Sea Woman"

(Warner Bros.) 99 Min.

Cast: Burt Lancaster, Virginia Mayo, Chuck Connors, Arthur Shields, Barry Kelley, Leon Askin, Veola Vonn, Robert Sweeney, Hayden Rorke, Raymond Greenleaf, Paul Burke, Henri Letondal.

Credits: Produced by Sam Bischoff; Directed by Arthur Lubin; Screen play by Edwin Blum; Adaptation by Earl Baldwin and Stanley Shapiro; From a play by William M. Rankin.

"South Sea Woman" is one of the best comedy-adventure films to reach the screen in some time. The picture stacks up as solid entertainment and carries a hard-to-beat pair of box office lures in the names of Burt Lancaster and Virginia Mayo. "South Sea Woman," the result of a clever script, smart pacing in the direction and good production trappings, also excels as an action story. Plot, unreeled via flashbacks, is chock full of riotous incidents, involving a Marine sergeant, his side-kick, and the latter's gal. The setting, also, is provocative: a South Sea island retreat in the midst of World War II. Here the principals exchange quips, blows and kisses by turns; in the climax, they steer a yacht into the Pacific to defeat an armored fleet of Japanese. Fantastic, of course, but highly enjoyable and gripping, nonetheless.

STORY: Charged with desertion, Marine Sgt. Burt Lancaster refuses to enter a plea or give testimony; but a series of witnesses relates the events which led to his indictment. In Shanghai in 1941, Lancaster had tried to prevent Chuck Connors, his Marine side-kick, from marrying Virginia Mayo. Although Lancaster was successful, Virginia prevented both him and Connors from rejoining the Marines. Then the war broke out and the trio found themselves on a Vichy French island in the Pacific, where Lancaster and Connors posed as deserters to escape imprisonment. Eventually, a yacht, manned by Nazis, showed up and Lancaster led a group of Free French to seize it. Lancaster then set sail for Guadalcanal to aid the Marines, forcibly taking Connors along before he could marry Virginia. Soon a Japanese destroyer spotted the yacht and began firing. Connors sacrificed himself to sink the enemy. Back in the present, Lancaster wins both an acquittal and Virginia.

"Francis Covers The Big Town"

(Univ.-Int'l.) 86 Min.

Cast: Donald O'Connor, Yvette Dugay, Gene Lockhart, Nancy Guild, Larry Gates, Silvio Minciotti, Lowell Gilmore, William Harrigan, Gale Gordon, Francis.

Credits: Produced by Leonard Goldstein; Directed by Arthur Lubin; Written by Oscar Brodney; Based on the character, "Francis," created by David Stern.

This latest entry in the "Francis" series should be as well received as others which have dealt with the fabulous talking mule. The story, which gives the mule an opportunity to reveal news tips and scoops for the benefit of Donald O'Connor, again cast as his master, unreels at a fairly fast pace and manages to hold interest throughout. Besides the plot attraction, some good comedy routines and animal gimmicks serve to glue the viewer's attention to the proceedings. Another strong visual asset is the New York City location setting. When compared with earlier "Francis" efforts, this one stacks up as equally strong in quality.

STORY: Donald O'Connor and Francis, the mule, arrive in New York where O'Connor becomes a menial on a newspaper and is soon made a reporter as a result of the tips and scoops given him by Francis, who hobnobs with police horses. O'Connor, in love with Nancy Guild, gossip columnist, ignores Yvette Dugay, girl next door in love with him. When a crime expose story run by O'Connor results in the murder of Lowell Gilmore, racket boss, O'Connor is blamed. Francis saves his master with testimony and the murderer is found to be Larry Gates, crime reporter. O'Connor clinches with Yvette.

"City That Never Sleeps"

(Republic) 90 Min.

Cast: Gig Young, Mala Powers, William Talman, Edward Arnold, Chill Wills, Marie Windsor, Paula Raymond, Otto Hulett, Wally Cassell, Ron Hagerthy, James Andelin.

Credits: A Herbert J. Yates Presentation; Associate producer, John H. Auer; Directed by Auer; Written by Steve Fisher.

Republic has come up with a powerful melodrama in "City That Never Sleeps." A warmly human story, it captures the heart-beat of Chicago at night through the eyes of a wayward cop. It is a definite A-1 credit for John H. Auer, who directed and served as associate producer. Although "City" contains no block-busting names, it has a cast that delivers plenty of top-drawer performances. Picture also boasts a good script, and a fine sense of mood is achieved by the location shooting. Word-of-mouth will build this one up to a tidy profit.

STORY: Cop Gig Young, fed up with his routine, plans to leave Paula Raymond, his wife, for Mala Powers. He contracts with attorney Edward Arnold to take one of the latter's thugs, William Talman, across the state line, for nabbing under a manslaughter rap, in order to raise money for Mala and himself. But Talman outwits Arnold; plans also to steal his wife, Marie Windsor, who absconds with Arnold's records. Talman then slays Arnold and seeks out Young for aid in escaping. But Talman confronts Otto Hulett, Young's policeman father, instead. When Hulett arrests Talman, the latter kills him, then fights with and kills Marie. Young, learning of his father's death, tracks down and kills Talman; then returns to Paula and settles down to a cop's life once more.

"Affair With A Stranger"

(RKO) 89 Min.

Cast: Jean Simmons, Victor Mature, Mary Jo Tarola, Monica Lewis, Jane Darwell, Dabbs Greer, Wally Vernon, Nicholas Joy, Olive Carey, Victoria Horne, Lillian Bronson, George Cleveland, Bill Chapin.

Credits: A Howard Hughes presentation; Directed by Roy Rowland; Story and screen play by Richard Flournoy; Song by Sam Cowlow.

A fairly good response should be elicited from the women by this regulation romantic drama about the domestic affairs of a playwright and his wife. Story, told via many flashbacks, concentrates heavily on scenes with Victor Mature, the playwright, rather than on incidents with Jean Simmons, who plays his wife, to achieve its dramatic punches. Miss Simmons' presence, however, is the main drawing card for "Affair With A Stranger." Her reactions in the role of a woman who cannot have a child of her own are what the women in the audience will take to heart.

STORY: According to a gossip columnist, the marriage between Victor Mature, a successful playwright, and Jean Simmons, is on the rocks. Friends of Mature and Jean then recall how the couple met and married. Mature, a struggling writer, had picked up Jean in New York, later developed a relationship wherein she paid all the bills while he finished his play. The play flopped but Jean decided to marry Mature. In subsequent years, he achieved success but she grew frustrated for inability to bear a child. Adoption of a young boy resolved Jean's problem while Mature, on the road with a new play, found that Monica Lewis, an actress, was making a play for him. Monica then tipped off the columnist. Back in the present, the news is printed, and both Jean and Mature become irate. They meet and reaffirm their love for one another.

"The Affairs of Dobie Gillis"

(M-G-M) 72 Min.

Cast: Debbie Reynolds, Bobby Van, Barbara Ruick, Bob Fosse, Hanley Stafford, Lurene Tuttle, Hans Conried, Charles Lane, Archer MacDonald, Kathleen Freeman, Almira Sessions.

Credits: Produced by Arthur M. Loew, Jr.; Directed by Don Weis; Story and Screen play by Max Shulman; Songs by Nacio Herb Brown and Arthur Freed, Al Rinker and Floyd Huddleston, Matty Melneck, Jerry Livingston and Gus Kahn.

A screw-ball campus comedy, accenting the dancing talents of young Bobby Van and Debbie Reynolds, shapes up as suitable diversion for the teen-agers and acceptable program fare for the general audience as well. Picture hasn't much of a plot but uses a series of episodes to depict the whacky love affair between a college freshman and a co-ed. A trio of old but familiar songs are warbled and danced to by the principals with good results, and their comedy antics, in response to the script's demands, are frequently funny. A capable supporting cast does much to prevent the viewer's attention from wavering.

STORY: Bobby Van registers as a freshman in college with the viewpoint that work and study are for others. He falls in love with Debbie Reynolds, a co-ed who believes that work and study are for her. Soon, however, Debbie is won over to Van's views and they begin cutting classes together. Debbie's parents send her to another school. Van starts mooning and devises a scheme to raise money in order to visit her. Scheme turns out to be a fiasco with Hanley Stafford, Debbie's father, caught indirectly as the dupe. Stafford extricates himself harmessly and gives his blessings to Debbie in her romance with Van.

"A Queen Is Crowned"

(Univ.-Int'l.) Technicolor 86 Min.

Credits: Produced by Castleton Knight; Narrative spoken by Sir Lawrence Olivier; Written by Christopher Fry; Music played by the London Symphony Orchestra.

A colorful and detailed presentation is to be found here, with excellent camerawork and Technicolor bringing forth the best in documentary coverage of the recent coronation of Queen Elizabeth in England. The pageantry, parades, decorations; the huge crowds, the ceremony itself with Westminster Abbey, are all

(*Continued on next page*)

Staff Reviews

(Continued from preceding page)

to be seen here. The result is fascinating drama as well as history in the making. Initial engagements saw excellent attendance at theatres that played the film with the television coverage not discouraging theatre-goers, who will find there is no comparison between the two mediums, at least insofar as this event is concerned. Incidentally, there is a second version that runs 60 minutes.

CONTENT: Cameras are set up all along the route that the royal procession is to take and the various ceremonies, parades and sidelights are faithfully recorded. The actual ceremony within Westminister Abbey too is to be found here along with some preliminary footage of background material prepared before the coronation took place.

●

"The Last Posse"

(Columbia) 73 Min.

Cast: Broderick Crawford, John Derek, Charles Bickford, Wanda Hendrix, Warner Anderson, Henry Hull, Will Wright, Tom Powers, Raymond Greenleaf, James Kirkwood, Eddy Waller, Skip Homeier.

Credits: Produced by Harry Joe Brown; Directed by Alfred Werker; Screen play by Seymour and Connie Lee Bennett and Kenneth Gamet; Story by Seymour and Connie Bennett.

"The Last Posse" is a very interesting offbeat western, that is a good production credit for Harry Joe Brown and another fine piece of acting craftsmanship by Brod Crawford. Well cast, even to the smallest roles, the picture has a good script about a sheriff who has become a drunken shadow of his former heroic self. Alfred Werker has directed with an air of realism that at times gives the picture a lot of powerful emotional undercurrent. With Brod Crawford's and John Derek's name pull, the film should find good box office in the general market.

STORY: Brod Crawford, a drunken but once great sheriff, joins a posse consisting mainly of Charles Bickford and John Derek to catch James Bell and cohorts, who just held up a bank. Bickford is a cattle baron and his money was robbed by Bell, who seems to have been legally swindled by Bickford a year before. Bickford would like to kill the robbers, but Crawford desires they get a fair trial, and the others agree. Bickford, however, kills the robbers, then shoots Crawford, who tells Derek of Bickford's deeds. The truth of the matter is disclosed later in court by the dying Crawford and by Derek.

●

"Sea Devils"

(RKO) Technicolor 90 Min.

Cast: Yvonne de Carlo, Rock Hudson, Maxwell Reed, Denis O'Dea, Michael Goodliffe, Bryan Forbes, Jacques Brunius, Ivor Barnard, Arthur Wontner, Gerard Oury.

Credits: A Coronado production; Produced by David E. Rose; Directed by Raoul Walsh; Screen play by Borden Chase.

There is much talk and romance but little action in this period adventure tale, locationed on the coast of Britain and photographed in Technicolor. Best selling assets are those centering on Yvonne de Carlo, cast herein as a spy for the English during the time of Napoleon. Playing opposite Miss de Carlo is Rock Hudson. Because of the story's slow pace and strong reliance on dialogue instead of movement, picture will do best as supporting fare.

STORY: In the time of Napoleon, Yvonne de Carlo, a British spy, directs Rock Hudson, a British smuggler, to sail her to France. Hudson, however, mistakes her for a French spy and thereby runs into a complcation with Denis O'Dea, Yvonne's superior. Hudson is then jailed. Meanwhile, the French capture Yvonne and Hudson is released upon condition that he set sail and rescue her. Hudson, in France, outwits Yvonne's captors and sets her free to resume her mission.

●

"The Paris Express"

(George J. Schaefer) Technicolor 83 Min.

Cast: Claude Rains, Marta Toren, Marius Goring, Herbert Lom, Anouk, Felix Aylmer, Ferdy Mayne, Maconald Parke.

Credits: A presentation of Raymond Stross Productions, Ltd., in association with Josef Shaftel Productions, Inc.; Produced by Shaftel; Directed by Harold French; Screen play by French; Based on the novel, "The Man Who Watched the Trains Go By," by Georges Simenon.

"The Paris Express" shapes up as a routine tale of mild suspense that boasts as its main asset a set of intriguing backgrounds photographed on-the-spot in Europe in Technicolor. Because the script offers little in the way of ingenuity or originality, "Express" will find its best response in the second feature slot. Story deals with the attempt of an aging clerk, played by Claude Rains, at escaping the law and seeking romance with a bundle of cash that circumstances has deposited in his lap.

STORY: When his employer, after going into bankruptcy and trying to abscond with corporate funds, dies accidentally, Claude Rains seizes the cash and boards a train for Paris. There he looks up Marta Toren, his employer's girl, and tries to win her for himself. But Marta, aware that he has money, attempts to take the cash away. Soon Rains discerns her plot; then thinks she has informed on him to the police. Rains kills her and vainly attempts suicide. When the police pick him up, it is discovered that he has gone mad.

●

"Below The Sahara"

(RKO) Technicolor 65 Min.

Credits: Produced and directed by Armand Denis; Production supervision by Jay Bonafield and Douglas Travers; Written by Jerome Brondfield and Burton Benjamin; Edited by David Cooper.

Here is a highly interesting, exploitable and absorbing documentary on Africa, its peoples, its animals, its customs; featuring fine Technicolor photography and unusual animal sequences, and climaxing with a gorilla hunt. The pace is fast and there is much suspense to be found in the finely edited footage. The effort, as a whole, should receive approval from old and young alike. The camera work is very good and off-the beaten-track.

STORY: Armand Denis and his wife Michaela are off on a camera expedition to Africa and not only is seen what they record in their cameras but they are filmed at work often in highly dangerous situations. They film the usual animals as well as the unusual. Also included are visits to unusual animal farms in the country, a look at native tribes and customs, dances, etc. The climax is participation in a gorilla hunt along with a number of native tribes. Latter emerge from it with a baby gorilla as captive.

●

"The Neanderthal Man"

(United Artists) 77 Min.

Cast: Robert Shayne, Richard Crane, Doris Merrick, Joyce Terry, Robert Long, Dick Rich.

Credits: A Wisberg-Pollexfen Production; Presented by Global Productions; Produced and written by Aubrey Wisberg and Jack Pollexfen; Directed by E. A. DuPont.

Aimed at the lower-half slot on action house bills, this exploitation programmer may make the grade if the anticipated product shortage comes about. Film, a low-budget Dr. Jekyll-Mr. Hyde story, shows its seams. The plot has a mad scientist inject himself with a serum that transforms him into an ape-man via special effects photography. As such, he murders men and molests their women. The kiddies may be disturbed.

STORY: Prof. Robert Shayne succeeds, via injections of a secret serum, in turning a house cat into a sabre tooth tiger; then himself into a Neanderthal man, who preys on animals and kills humans. Prof. Richard Crane, in love with Shayne's daughter, discovers the secret and sets out to prevent further slaughter. But Shayne, as the Neanderthal man, encounters the tiger, who kills him. Dying with Shayne is the secret behind the serum.

National Wins More Time

National Theatres was awarded a six-months extension of divestiture time, according to Justice Department officials. The company has already completed action on divesting itself of approximately 70 of the 105 theatres and properties that the Fox consent decree demanded it give up within two years. The new deadline is December 7.

FILMS TELEVISED MAY 30 to JUNE 12

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original Release Date
Date With A Dream	Terry Thomas	
Fingerprints Don't Lie	Richard Travis	Lippert 2-23-51
The Great Flamarion	Dan Duryea	Rep. 2-5-45
Grissley's Millions	Paul Kelly	Rep. 1-12-45
Guest In The House	Anne Baxter	U-A 12-4-44
Keep Smiling	Gracie Fields	Fox 6-13-38
Leave It To The Marines	Sid Melton	Lippert 9-28-51
Let's Pretend We're Sweethearts (Also "In Paris AWOL")	Lola Lane	Rowland-Wanger 4-7-36
Lone Star Ranger	Bob Livingston	Rep. 6-1-40
Malay Nights	Johnny Mack Brown	Mayfair 2-1-33
Mask Of The Dragon	Sheila Ryan	Lippert 3-10-51
Pier 23	Ann Savage	Lippert 5-11-51
The Pretender	Albert Dekker	Rep. 8-27-47
Return of Jesse James	John Ireland	Lippert 8-30-50
Rio Rattlers	Tom Tyler	Commodore 3-1-35
Roaring City	Richard Travis	Lippert 5-4-51
Sabotage	Arlene Whelan	Rep. 10-6-39
Yankee Faker	Joan Woodbury	Rep. 4-10-47

Seven Veils Dance Stunts Used As Nub Of "Salome" Campaigns

A great many theatres in various locations across the land used dance gimmicks as a means to exploit runs of Columbia's "Salome." The gimmicks were relatively inexpensive to stage, and sprang from Rita Hayworth's performance in the film of the Biblically famous "dance of the seven veils."

The Rivoli Theatre, N. Y., featured an archeologist's version of the dance as Salome herself must have performed it some 2,000 years ago. To accompany the dance, the theatre placed on display archeological articles, including the only existing sculptured head of Salome.

Exhibit also included lamps, dishes and other such items taken from King Herod's palace. Several girls, dressed in authentic period costume, accompanied the display.

Store Window Used

The Garrick Theatre, Duluth, placed a dance team in a department store window to demonstrate the Arthur Murray "Doing the Salome" dance. Store allowed the theatre to use its window for an entire week, and different stunts were performed each day. The Garrick ballyhoo included a series of special screenings, including one for school officials and student leaders.

The public library helped by issuing special bookmarks for the occasion, as did those in Minneapolis and St. Paul for local runs in those theatres.

At the Plymouth Theatre, Worcester, Mass., Manager Michael Stranger promoted several radio contests, including one concerning songs from previous Rita Hayworth films.

Fashion Story Arranged

He arranged for a special fashion story in the woman's section of the local paper and had restaurants set up "Salome" food specials.

The theatre used the national tie-up arranged with Mary Jane shoes to plug the run via the "Salome" sandal. Heralds, billposting, window cards and a street sound box playing selections from Decca's "Salome" album were all used.

For the run at the RKO Orpheum, New Orleans, a special 23-foot false front was erected and a shadow box was placed in the lobby.

Manager Ross McCausland promoted a 35-foot banner to be placed atop an important department store on the main shopping street and supplemented it with bus and trolley cards as well as post cards.

Contests Help Out

The Astor Theatre, Boston, for its run, used contests on two radio stations and promoted an Arthur Murray "Doing the Salome" tie-in for a third. Manager Louis Krasnow promoted the top window in a big department store by lending it the costume of the seven veils worn by Miss Hayworth in the film. A 30-foot sign was erected at the house and a 28-foot banner strung across a downtown street.

For the run at the Trans-Lux Theatre, Wash., special screenings were held for influential groups, and color slides of Miss Hayworth projected at the Ad Club luncheon. The National Art Gallery exhibited a painting of John the Baptist in a prominent location, with a playdate credit attached.

At Chicago's RKO Grand Theatre, Manager Ansel Winston completely renovated the front of the theatre for the engagement.



Cut-outs on three sides of the marquee highlighted this display created for the run of Columbia's "Salome" at the Carolina Theatre, Charlotte, N. C.

He had all lobby frames covered with a flash front, in gold and red, and used ten-foot blow-ups and two-foot raised titles.

He covered his north attraction sign with a 12x18-foot transparency board; transparency showed through when floodlights were turned off, and figure of Salome showed when lights were on.

A 30-foot display was suspended from an upright sign in vertical neon letters, and a 20-foot flag hung above the marquee. A loud speaker, installed at the theatre front, played "Salome" music.

Coin Bags Distributed

Winston had colored post cards placed for distribution in the theatre, stores and hotels, and he had all outgoing mail and popcorn containers rubberstamped a month in advance. Bags of "Salome" coins and bill clips were distributed.

Theatre used 24-sheet boards, three-sheets and one-sheets as well as 21x27-cards on buses and trolleys. Quarter-sheet teaser cards were spotted three weeks in advance.

Taxi drivers for the Yellow Cab Co. displayed 4x14-inch "Salome" stickers in the glass panels of their cab for one month in return for guest tickets. The religious theme of the film was stressed in bulletins sent to churches.

Ozoner's All-Night Show

LANSING, MICH.—A novel "dusk to dawn" show for the weekend nights highlighted the week-long celebration Manager Pearce Parkhurst devised for the fifth anniversary of his Lansing Drive-In Theatre. The continuous 9½ hour show, which did not repeat anything throughout the night, ran from 8:30 p.m. until 6 a.m. During the rest of the week, Parkhurst gave out free coffee and popcorn to patrons.

Rocket, Banners Illustrate Theme Of A & C Picture

Lobby displays, candy bars, a motor cavalcade and a contest which offered a trip to New York were all used effectively by theatres throughout the country to play up runs of Universal-International's "Abbott and Costello Go to Mars."

Starting off the list was the Paramount Theatre, Denver. A spectacular front was designed for the theatre, including the use of a rocket suspended atop the marquee. Banners, a huge sign stretched across the width of the entrance way, and men dressed in "Martian" costumes and stationed in front of the house all helped.

When film reached the RKO Boston, Boston, Manager "Red" King promoted a contest with a local chain of supermarkets. Open to junior and senior high school students, contest asked for essays on "why I think interplanetary travel will be developed in my lifetime."

Winner Gets Trip

Grand prize was an all expense week-end trip to New York for the winner and an adult escort. Thirty pairs of passes were awarded runners-up. Mari Blanchard, co-star of the film, awarded prize to winner.

At the B & K Roosevelt Theatre, Chicago, two pretty girls dressed in easy-to-arrange "Martian" costumes passed out 10,000 candy bars promoted from a confectioner. Manager Edward Dlouhy had the girls wear "space helmets" and abbreviated costumes.

A motorcade of five Hudson autos toured downtown Pittsburgh and surrounding areas when film played the Fulton Theatre. Copy read "You don't have to go to Mars to ride a jet—see your local Hudson dealer." Theatre and playdate were credited on lead car.

Fox Brochure Reprints Cornwall Paintings For Tour Of "Robe" Exhibit

Twentieth Century-Fox has published for circulation among persons who visit the touring exhibit of Dean Cornwall paintings based on scenes from "The Robe" a 16-page brochure of color reproductions of these pictures. The reproductions are suitable for framing. The brochure also carries informative copy about the film.

Booklet, sold so far only at the department stores that have been visited by the exhibit, contains synopsis of the screen play and biographies of most of the important people involved in the making of the film.

Shown At 11 Stores

The paintings were most lately displayed at Pogue's, Cincinnati, and will be shown at Crowley-Milner's, Detroit, June 19-28; Stix, Baer & Fuller, St. Louis, July 2-10; E. W. Edwards & Co., July 15-21; and J. N. Adams & Co., July 24-30. The canvasses, showcased in 11 stores since February, have been seen by more than one million persons to date.

Exhibit previously visited stores in Newark, Atlanta, Kansas City, San Francisco, Toledo, Des Moines, Cleveland, Boston, Providence, Fall River and New Bedford.

Reade Theatres Launch Vacation Picture Program

Going into operation this month in seven New York and New Jersey communities in which Walter Reade Theatres are located is a summer vacation movie program, conducted in co-operation with Parent-Teacher Associations and schools in each of the towns.

The program consists of 12 pictures. One will be shown each week on a designated day through the summer months.

Tickets for the series are being sold directly in the schools by the PTA for one dollar per subscription and a good response is reported. Both the schools and the PTA groups selected the features from lists prepared by the circuit of films approved by the MPAA child film library.

School Officials Met

The series was organized in each town after meetings with school and PTA officials. It was pioneered by Elmer C. Rhoden of the Fox Midwest Amusement Corp. and is regarded by that circuit and the Reade group as a step in starting children on the moviegoing habit.

City managers, assisted by Gary McHugh, special field publicity director for the Reade organization, have organized the series to start the last week in June for the Broadway Theatre in Kingston, N. Y.; Strand Theatre, Plainfield, N. J.; Majestic Theatre, Perth Amboy, N. J.; Community Theatre, Morristown, N. J.; Carlton Theatre, Red Bank, N. J.; Paramount Theatre, Long Branch, N. J.; and Strand Theatre, Freehold, N. J.

"Worlds" Frontage Paper

"Outer Space" background paper for pasting on theatre fronts and lobby walls is one of many special accessories being readied for release of Paramount's "The War of the Worlds." The background paper, graphically illustrated with a "clutching thing" descending upon the Earth from outer space, is designed to create a vividly weird and enticing atmosphere at the theatre entrance. Evans Printing and Poster Co., Dallas, Tex., is preparing this accessory.

M-G-M Launches "Caesar" Talks

M-G-M is sending out Fritz Goodwin, former editor with the Luce magazines, to lecture on ''Julius Caesar'' before educational and cultural groups interested in the work of the Bard. This was decided because of the success of the tours that Morgan Hudgins made on behalf of the same company's ''Quo Vadis'' and "Ivanhoe.''

Goodwin, who worked on all three Luce publications, ''Time,'' ''Life'' and ''Fortune,'' has been speaking in the New York area in preparation for the picture's opening at the Booth Theatre. Plans are for him to follow this with a cross-country trek in advance of further openings.

"Pony Express" Gimmick



Playing up the western theme of Paramount's "Pony Express," and making obvious use of the title of the film, Jim Keith, manager of the Orpheum Theatre, Spokane, Wash., had this man, dressed in a cowboy outfit, and a horse walk the streets of the city in a campaign designed to attract interest in the run of the film.

Veterans Groups Create Widespread Interest In "Stalag 17" Engagements

The use of veterans' groups throughout the country will provide a major tie-up for Paramount's ''Stalag 17.'' First on the program was the advance screening of the film shown at the annual convention of the American Ex-Prisoners of War, held in Oklahoma City. Almost 2,000 members of the group marched from the Biltmore Hotel to the Criterion Theatre of that city. Afterward they honored producer-director Billy Wilder and star William Holden at a dance.

Other leading veterans' and ex-service groups are planning national and local tie-ups for all major openings of the film. Paramount has prepared a special pressbook section devoted to listings of these groups so that local exhibitors can contact them and arrange for similar tie-ups with their run of the film.

Curb Sign Arouses Talk For "Off Limits" Booking

A display placed on the street curb in front of the theatre during the run of Paramount's "Off Limits" was arranged by George Pugh, manager of Schine's Rialto Theatre, Glens Falls, N. Y., to generate patron interest in the film. Display consisted of a straight barrier with the words "Off Limits" in bold letters on it, and a cut-out of the three stars of the film in action placed atop it.

An exhibit consisting of bazookas, mine detectors and other equipment items promoted from the Army Recruiting Service was placed in lobby of the Majestic, Walter Reade house in Perth Amboy, N.J. In return for material, theatre placed signs reading "No career is OFF LIMITS in the U. S. Army. Visit your nearest U. S. Army recruiting office now." Tie-in was arranged by manager Bill Hahn.

Pre-Arranged Promotions

RKO has concluded a national promotion on behalf of the forthcoming documentary, "Below The Sahara," with 4,500 Dodge automobile and truck dealers throughout the country. Feature of the tie-up will be window displays in Dodge showrooms coincident with the playdates of the picture.

* * *

MGM Records will issue a soundtrack album teaming Jane Russell and Marilyn Monroe in musical highlights from "Gentlemen Prefer Blondes." Release of the soundtrack album will signal the start of a long range promotional and exploitation campaign to be steadily intensified as the musical comedy begins engagements around the country in August. Disc jockeys, dance orchestras, television and radio program and music directors will soon receive special literature on the album and the production; a host of local level music and department store promotions and theatre co-ops are planned to augment national campaign activities.

* * *

Twentieth Century-Fox has prepared free TV preview trailers for "Man on a Tightrope" and "The Desert Rats." Designed for integration on Hollywood news and chatter programs, personality interview, quiz, chatter and discussion shows, the trailers are in 16mm. and run for two minutes and several seconds each. Special scripts for local personalities and masters of ceremonies, enabling them to introduce the film feature via a few paragraphs of live copy, along with remarks during their unreeling accompany the trailers.

* * *

Paramount Pictures and Pocket Books, Inc., have joined in an all-out promotion campaign to attract wide attention to "The War of the Worlds" and the new Pocket Book edition of H. G. Wells' novel of the same title on which the picture was based. Streamer advertising the book and the film will be supplied to 10,000 retailers of Pocket Books, and 3,000 truck banners plugging both the book and the film also will be supplied to 750 wholesalers of the new volume. A scene from the picture is used on the color cover jacket of the book.

Novel Star Quiz Sparks "Titanic" Run Ballyhoo

NEW YORK.—A tie-up with a savings bank and a star-naming contest were two highlights of the exploitation used by the Roxy Theatre to arouse interest in its run of 20th Century-Fox's "Titanic."

A local bank ran a window display featuring a replica of the ship surrounded by stills from the film weeks before picture opened. "Coming Soon" sign was replaced by playdate note when film opened.

Theatre awarded free tickets to the 10 persons who submitted the largest lists of young show business personalities following their parents' footsteps. Idea was chosen because Melinda Markey, daughter of Joan Bennett, makes her debut in the film.

REGIONEWS

ALBANY

James Lewis lighted the new Hollywood Drive-In on Route 66, Averill Park, back of Troy. . . . Another exhibitor who entered the ranks of motel operators is James Benton, head of Benton Theatres, who opened the Grand Union Motel on the outskirts of Saratoga. . . . Leo Greenfield, Universal mgr., and his bride, Muriel Lanahan of Ted Baldwin Associates, N. Y., have returned from a Miami honeymoon. . . . Harry Lamont is staging a playing card giveaway at several of his ozoners. . . . Walter Reade, Jr. arranged a patron party for the fourth anniversary of the 9-W Drive-In at Kingston. . . . Possibly at the Dec. term, the Supreme Court of the U. S. is expected to hear an appeal by Commercial Pictures Corp. of Calif. holder of the American rights to "La Ronde," from a 4-2 decision of the Court of Appeals supporting the Board of Regents refusal to license the French-made film.

ATLANTA

J. J. Polinkas was appointed mgr. of the Beach Drive-In, Jacksonville, Fla., to succeed John Futch, resigned. . . . W. J. Wilson resigned as mgr. of the Florida Theatre, St. Petersburg, to go to Orlando, Fla. . . . Rudy Gaskin purchased the Iona Theatre, Wewahitchka, Fla., from S. E. McDaniel. . . . A permit has been granted the Leon Tallahassee Corp., headed by M. F. Stone and H. Spears, for construction of a $20,000 Negro ozoner at Tallahassee. . . . The big screen at the Bama Drive-In, Eufaula, Ala., was toppled by a storm. . . . Jube Joiner resigned from RKO, Jacksonville, to open the Joiner Booking Service there. . . . A new 200-car ozoner will open soon at Graceville, Fla. . . . Fred T. McLendon circuit has taken over Mrs. Thornhill's Roxy and Mt. Vernon theatres in Tallassee, Ala.

George E. and B. C. Paul are new owners of the Casino Theatre, Jacksonville, where a new front has been installed, interior redecorated, and house renamed the Follies. George Paul will manage. . . . A personnel shift removed George Kreve from the State, Gainesville, Fla., to the Palace, Jacksonville, as mgr. . . . Wild Bill Elliott's personal appearance at Bailey's 81 Theatre, Atlanta, played to standing room for four shows. . . . The Rialto Theatre started using its new wide screen with showing of "Salome." . . . A face-lifting program at the Magnolia Theatre, Titusville, Fla., managed by Phil Sullivan, includes redecoration of the lobby, restrooms enlarged, and refreshment room improved. . . . J. C. Farrow is new owner of the Elmore Theatre, Eclectic, Ala. . . The Ritz, Hollywood, Fla., closed account bad business.

Merl Hallford, mgr. of the Martin Theatre, Thomson, Ga. staged a beauty pageant to select Miss Thomson and Miss Georgia, to represent the state in the national Miss Atlanta beauty quest. Competition was sponsored by the local Rotary Club in cooperation with the Thomson Youth Foundation. . . . The Astor Pictures warehouse, managed by N. E. Savini, is being readied for rebuilding after suffering a $50,000 loss in recent fire. . . . Mrs. Rosalie C. Condon resigned as mgr. of the Valerie, Inverness, Fla., but will remain with the theatre as cashier. Bill LeHeup, formerly at the Fain, Leesburg, replaces Mrs. Condon as mgr.

A new air-conditioning system has been installed in Crescent's Donelson Theatre, Nashville, Tenn. . . . The new home of Mrs. L. C. Yeomans, owner of the Regent Theatre, Crystal River, Fla., was destroyed by fire. . . . James E. Richardson, son of Wm. Richardson, pres. of Astor Pictures, was married to Carolyn Jean Isbell. . . . Rep. Rood of Mantatee, Fla. has directed passage of a bill regulating location of drive-in theatres to be constructed in Florida after Sept. 1, 1953. . . . Paul Burgess is new owner of the Fairmont Theatre, Fairmont, Ga., which has been closed for the past year. . . . Bob Savini, pres. of Astor Pictures, New York, sent a generous check to the Atlanta Variety Club for the cerebral palsy school in Atlanta.

Most of the Atlanta ozoners are having midnight shows on Saturday which let out about 3 A.M. Programs include two horror films at 50¢ per admission and business is good. . . Southeastern Equip. Co. installed 3-D equipment in the Kirkwood and two Bailey Negro theatres, the Forrest and Ritz. Other recent 3-D installations include the Roane Drive-In at Harriman, Tenn.; the Princess (Colored); Archie Theatre, Abbeville, Ala., owned by Mrs. A. M. Walker.

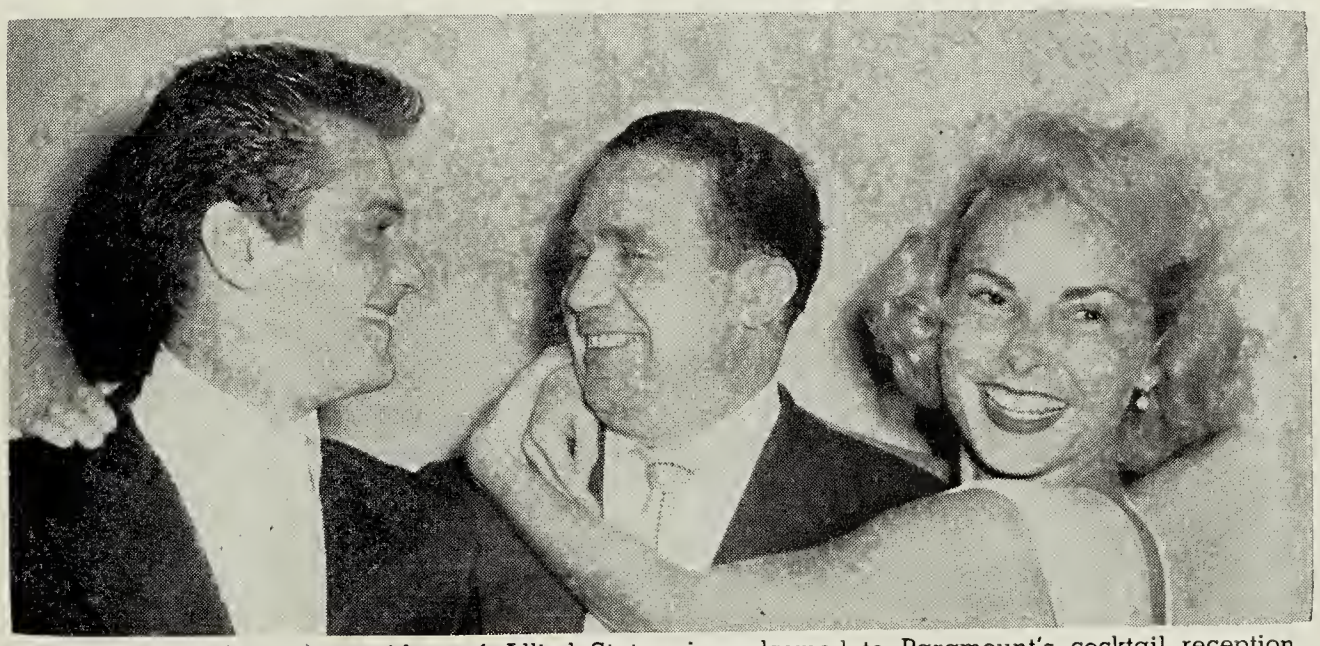
BOSTON

Benjamin Sack is expected to sign a long lease on the 1750-seat Fitchburg Theatre, Fitchburg, long operated by Maine & N. H. Theas., whose present lease expires June 30. Sack will then control the first-run situation in the town as he also operates the Saxon there. He will promote Frank Boyle from mgr. of the Saxon to managing dir. of both houses, install a new candy and concession stand, and will undoubtedly equip with CinemaScope or some wide-angle process as the Saxon already has 3-D projectors. . . . Larry Nason has been upped from asst. mgr. to full mgr. of the Revere Drive-In for Michael Redstone, replacing Bob Holland, resigned. A new electric merry-go-round has been installed at the kiddies playground and is proving popular.

Nathan E. Goldstein's Arcade Theatre, Springfield, offers a free admission with purchase of two adult tickets. . . . Abraham Spitz, 100-year-old exhibitor from Providence, was driven to Boston to receive an illuminated scroll making him an honorary member of Temple Ohabei Shalom, Brookline, which was established 110 years ago by his father. . . . Ed O'Neill, mgr. of the Norwood, Norwood, for Smith Mgmt., returned to his post after a siege at the hospital. Pete Peterson, who was subbing for O'Neill, was transferred to the Natick Drive-In.

Three drive-ins under construction in New England will be equipped with RCA booths, installed by Capitol Theatre Supply. Richard Cody of Montpelier, Vt. has a 350-car project under way on the Barre road which purports to be the first ozoner in the area equipped for 3-D; Charles Handy is building a 350-car theatre in Whitefield, N. H. on the Littleton road, set for a mid-June opening; and Graphic completed designs for a new 300-car ozoner in Belfast, Me., on the Augusta road, which should be ready by mid-July. . . . Mass. will have a new drive-in open by Mid-June, also with all-RCA booth equipment installed by Capitol. Owners are Frank Calvi, Al Oliver and Wilfred Bogatti, with concession building designed by Calvi and Oliver and equipment installed by Theatre Candy Co. Calvi will handle buying and booking.

Gerald Shea, pres. of Shea Circuit, called a regional meeting at the Daniel Webster Theatre, Nashua, N. H., at which he announced plans for a June Jubilee of Hits campaign, with mgrs. competing for promotions and tie-ins. . . . Michael Redstone turned over his Neponset Drive-In, Boston, to the 101st Airborne Div. for a regional meeting. . . . Graphic Theatres sold the Mayfair, Brigton, Me., to Everett Douglas.



Wilbur Snaper (center), president of Allied States, is welcomed to Paramount's cocktail reception at New York's Sherry Netherland Hotel, by two old friends, Tony Curtis and his wife, Janet Leigh, stars of the Technicolor production "Houdini" and in whose honor the reception was held.

BUFFALO

Upstate N. Y. audiences heard Altec stereophonic sound for the first time, with the opening of "Shane" at the Paramount, Buffalo. . . . Ben Freedman reopened his 400-car Skyway Drive-In at Wallington. . . . The 385-seat Carlan at Sherman, owned by Roy S. Davis, and Arthur Kettle's 422-seat Summit at Lakewood have closed. . . . W. E. Anderson leased his Empire Theatre at Addison to C. L. Fleischer, who is also taking over the State at Friendship. Booking and buying will be through Co-operative of Buffalo. . . . Chautauqua's 363-seat May Theatre in Mayville, which was reopened on a part time basis for major films, is now on a regular Friday and Saturday schedule. . . . James Cranides, who scheduled a May 30 closing for his Portville Theatre at Portville, decided to keep the house open temporarily.

Albert Pearce, new owner of the 1412-seat Shea's Elmwood, dropped the Shea name from the title. . . . The Cataract Theatre at Niagara Falls participated in an international civilian defense demonstration held on the American and Canadian sides of the border when a simulated atom attack was made on the Falls. CD workers removed "victims" from the theatre and administered first aid. . . . Basil's Lafayette is having its second run of a complete 3-D program, this time premiering "Fort Ti" and "Spooks." . . . Wm. Rosenow's Niagara Drive-In will be used for religious services on alternate Sundays, June 28 to Sept. 13 by St. John's Evangelical Lutheran Church and Trinity Methodist Church.

Robert Dittrich reopened his Lakes at Interlaken for Thursday to Sunday showings. . . . The Park in Lackawanna, owned by Julius Ricci, has been dismantled. . . . Jamestown Amuse. Co. closed the Park at Jamestown for the summer. . . . Corporate name of Harry Berkson's 1000-car Delaware Drive-In at Tonawanda has been changed to Avenue Theatre Corp. . . . Wade & Son announced a change in policy at their Colonial in Moravia—will be closed TWT. Same policy becomes effective at Sam Slotnick's 680-seat Globe in Syracuse. . . . M. L. Osborne closed his 185-seat Park at Hammondsport. . . . Francis Tate reopened the Phelps at Phelps, N. Y.

CHARLOTTE

The N. C. Supreme Court's rejection of a claim of discrimination in setting theatre operating hours on Sunday will be taken to the U. S. Supreme Court in an effort to have the state law declared unconstitutional, according to drive-in operator Charles B. McGee. McGee claims the law is discriminatory in that it permits radio and TV stations to operate all hours on Sunday but denies the privilege to theatres. . . . A kiddy fairyland is the newest attraction at the Diana 29 Drive-In, Gastonia, N. C., recently opened by F. B. Griggs, who is celebrating his fifth anniversary in that city.

Chicken night, staged in conjunction with bingo once a week, is a real box office stimulant at the Starlite Drive-In, N. Wilkesboro, N. C. It was recently introduced by mgr. Jack Pardue. Before showtime, chickens are released in the play area and all patrons have to do is catch them, kill and roast them and take home a fresh chicken for Sunday dinner. . . . The stork passed over the home of Frank E. Gallaway, owner of the York Clover Drive-In at York, S. C., and left a baby girl.



Among those on hand for the 20th-Fox CinemaScope demonstrations at the Memorial Theatre in Boston were (l to r): Francis W. McManus, dist. mgr., American Theatres; L. Sherman Adams; William Gehring, 20th-Fox, exec. asst. gen. sales mgr.; Edward Scanter, exec. asst. to pres. Samuel Pinanski, American Theatres.

CHICAGO

Hanns Teichert Co. is finishing the job of fixing up the Palace Theatre for its Cinerama installation in July. The company expects to complete a $50,000 decorating job at B&K's Chicago Theatre late this summer. . . . Columbia reports "Salome" subsequent runs get underway in this territory starting July 17. . . . Jay Rubens joined the Allied Artists sales staff. . . . Oriental Theatre is using Radiant wide screen for showing of "Young Bess"; B&K's State Lake using Dalite new type silver screen for 8-week run of "Shane." . . . Electric Assn. reports 1,385,000 TV sets in Chicago, an increase of about quarter million during year. . . . "I, The Jury," UA's 3-D thriller, will world premiere at the Chicago Theatre, July 24.

Dean Smith has taken over operation of the Stark Theatre, Toulin, Ill., a unit of the Bailey circuit. . . . Warren Meyers and associates opened the 650-car ozoner near Danville. . . . Attorney Richard Orlikoff settled Charles and Abe Auerbach's Strand Theatre anti-trust case out of court; also Sol Best's Holly Theatre case against all the majors. Terms not disclosed. Orlikoff filed equity suit against all leading distributors for Melbro Amuse. Corp.'s Rockne, demanding right to bid against Essaness' Lake and Lamar theatres, also the State, Mercury and Montclare. . . . Jovan's Monroe will have the midwest premiere of "Story of Three Loves," starting June 16 for extended loop run. . . . Town Hall Theatre, Andover, Ill., closed for the summer.

Marks Bros. Time Theatre now giving only evening shows weekdays. They have installed 3-D equipment and first film will be "House of Wax." . . . John Baier, who retired from managerial staff of B&K's Harding, is succeeded by Frank Riley from the Tower, which closed for the summer. . . . B&K trying out camelia dinnerware premiums in the Belmont after success with similar deal at the Senate, Central Park, Biltmore, Crystal and Belpark. . . . The loop Clark Theatre starts its annual film festival of hits of the past on June 14. . . . A good sign—Chicago amusement tax for May was $81,491 as against $72,264 last May. . . . The national TOA Convention and Trade Show will be held at the Conrad Hilton Hotel Nov. 1-5. . . . Community Theatre, Raymond, Ill., reopened under management of J. R. Thompson.

Fox attorneys Bergstrom and Crowe filed petition with Judge Michael Igoe, seeking unlimited loop run for "The Robe," scheduled for Sept. release. . . . Film company attorneys are seeking enforcement of mandate by the Circuit Court of Appeals in the Jackson Park Theatre case, requiring bidding for films in the southside theatre territory. Attorneys for the theatre objected to bidding requirement and Judge Michael Igoe took the matter under advisement. . . . Rex Theatre in Rockford closes in July for three months. . . . Plaza Theatre in Chicago has been taken over from Henry Ehrenberg by Bland Bros. circuit for operation.

Theatre owner Randolph Bohrer is the guiding spirit in the new northside children's playground, which has been named Bohrer Field in return for his generosity. . . . Van Nomikos circuit took over management of the 1400-seat Pickwick, Park Ridge, Ill., from H&E Balaban, also added the Town, Midlothian, to its chain, making nine for the circuit. Plans for further expansion are under consideration. The Balabans may reopen the Ridge in Park Ridge, which has been closed for several years. . . . Wm. Zimmerman was named to Chicago Censor Board, replacing Wm. Foust. . . . Secy. of State Chas. Carpentier, who owns theatres in E. Moline, Ill., is withholding 3-D installations until demands for 3-D rentals become more reasonable.

B&K advanced weekday evening admissions in A houses from 74 to 85¢, matinees from 50 to 60¢. . . . James Thompson is retiring as mgr. of B&K's United Artist Theatre after 25 years with the circuit. . . . "Moon is Blue" will premiere at the Woods Theatre June 22, with personal appearance of Maggie McNamara—proceeds to go to the Damon Runyon fund. . . . Attorney Seymour Simon is moving his offices to larger quarters at 39 S. LaSalle St. . . . B&K concession dept. is now selling dime candy bars at 12¢ and many nickel bars for 6¢. Other circuits and independents are following the lead.

CINCINNATI

Some 1500 children from local orphanages were guests of Mr. & Mrs. Louis Wiethe at the Valley Theatre on the occasion of the third annual theatre party sponsored by the Orphans' Mothers and Dads Club. . . . Several W. Va. theatres closed because of mines not operating full time. Included are R. A. Tinsley's Waco, Huntington; Thalheimer's Carver, Huntington; Elgin Meece's Rupert, Rupert. . . . The ozoner at Paintsville, Ky., owned by Wm. Cain, Jr., is operating weekends. It was previously reported closed due to collapse of bridge. . . . Charles Adkins closed his Pastime Theatre in Jackson, Ky. . . . Roy White, Mid-States exec., became a father for the first time. It's a boy. . . . Al Sugarman and Lee Hofheimer formally opened their Waverly Drive-In at Waverly, O.

Dayton Variety Club's chief barker, Rob-

(*Continued on page* 26)

34th Anniversary
CONVENTION

ALLIED
THEATRE OWNERS
OF NEW JERSEY, INC.

★

HOTEL TRAYMORE
ATLANTIC CITY
JULY 8, 9 and 10th

★

Plan To Attend This Important
ALLIED CONVENTION

★

ALLIED THEATRE OWNERS OF N. J.

(LAckawanna 4-2530-1)

234 WEST 44th STREET, NEW YORK, N. Y.

CINCINNATI (cont'd.)

ert Gump, back from the convention in Mexico City, reports that the Tent pledged $80,000 to charity for the coming year. A picnic has been scheduled for June and the appearance of Ted Lewis at the Victory Theatre for one night, with proceeds from both to go to the charity fund. . . . J. Wilmer Blincoe of Owensboro, Ky., owner of three drive-ins in that area, has installed new Manley popcorn machines in each. . . . Herman Hunt, chief barker of the local Tent No. 3, following the convention in Mexico City, stayed on with Mrs. Hunt and friends to make a tour of the country. Variety is planning a dance at the Beverly Hills Country Club, with proceeds to go to the Variety Club Foundation for Retarded Children.

J. A. Tucker, Wiethe Theatre auditor, is pinch-hitting at the Kentucky Theatre, Latonia, Ky., following resignation of Ed Wiethe, who has entered another business. . . . Nick Shafer, pres. of Mid-States, is contemplating reopening the Forest Theatre here shortly. The company installed 3-D equipment in its Paramount, Ashland, Ky. . . . Sylvan Banks, who has been booking and buying for the theatres owned by Mannie and Louis Shor of Williamson, W. Va., is Army-bound to practice dentistry, which is his profession. . . . Carl Braun, gen. mgr. of Bein Theatres, reports their Ambassador in Oakley is now equipped to show 3-D films. Four machines are being used, assuring continuous showing without necessity for intermissions.

S. C. Jacques, RKO branch mgr., made arrangements to tradeshow their first two 3-D productions—"Second Chance" on July 1 and "Arizona Outpost" on July 13. . . . Gus Babalis, operator of the Belmont in Dayton, opened a Frosty Bite drive-in ice cream store about a mile from his theatre. . . . Gordon Teeter is currently managing the local Altec office in place of Mr. Bayliss, who was transferred to another territory. . . . Elstun Dodge, operator of the Elstun Theatre, Mt. Washington, and his projectionist, Ed Stroble, have formed the Stroble-Dodge Equipment Co. for manufacture of 25" magazines that can be used on existing hardware. They are being offered for sale locally through Mid-West and National Theatre Supply.

The local Northio Theatres' office is closed and matters will be handled by United Detroit Theas. Selig Seligman, head of the Northio office, left for the west coast to take on his new assignment with Paramount TV productions. . . .Ralph T. Morley, former sales rep. for Tunick Releasing Co., has joined Theatre Owners Corp. as booker, the post vacated by James McDonald when he was appointed gen. mgr. of the circuit. . . . Joe Blum is now operating the Main Theatre, Mt. Healthy, week-ends only, the first interruption in business at his stand in 35 years. . . . Lawrence Bell was appointed mgr. of the Lyric Theatre, Lexington, Ky., by owner Vance Schwartz.

DENVER

Western Colo. Theatre Owners and Managers scheduled a summer meeting at Paonia, Colo. on July 15, at which time they will be guests of Tom Paulos, owner of the Liberty, at one of Tom's famous barbecues. The group concentrates its attention on transportation problems and is active in the fight to eliminate the admission tax. . . . The new Inter-Mountain Theas., will hold its first annual convention at the Albany Hotel, Denver, July 7-9. . . . Neil Ross, city mgr. for Inter-Mountain Theas., Delta, Colo., has been awarded a life membership in the U. S. Junior Chamber of Commerce in recognition of his work for the JCC. . . . Joe Stone, Nat'l Theatre Supply branch mgr., is father to his third child, a girl named Kimberley.

The clubrooms of Variety were packed with friends in wishing Hall Baetz, Fox Inter-Mountain city mgr., Godspeed when he leaves for Seattle later this month to become gen. mgr. for Sterling Theas. Baetz spoke at a meeting of the Denver Cinema Study Club, at which Mrs. Dale Huston, pres., handed him the club's annual donation of $400 for Variety club work. . . . Harold McCormick resigned as city mgr. for Fox I-M at Las Cruces, N. M., to devote his time in assisting brother George in operation of the M & M Theatres, with houses in Canon City, Colo. and Truth or Consequences, N. M. Mike Zalesny, city mgr. at Las Vegas, N. M., was made city mgr. at Las Cruces, and Jack Fleming, mgr. of the Bluebird, Denver, became city mgr. at Las Vegas.

Tom Bailey, owner of the Lippert franchise here and in Salt Lake City, will take over the Webber from Fox I-M and start to operate it Aug. 1. In the meantime, the theatre will get a new front, marquee and many improvements to the interior. . . . Robert Selig, exec. v.p. of Fox I-M, has been elected a director of the newly-organized Cherry Creek State Bank, Denver. . . . Gene Manzanares resigned as mgr. of the Webber and will go to Port Angelus, Wash. to become city mgr. for Sterling Theas. The Webber, which is being dropped from the Fox chain under the divorcement, will be managed temporarily by Jim Kleinschnitz, asst. mgr. at the Tabor. . . . Dick Smith, mgr. of the Aladdin, and Fred Huffsmith, mgr. of the Mayan, are swapping jobs.



Bert Tonks, supervisor of Universal-International Films Eastern and Far Eastern Division, which was the winner in the "Daff Third of a Century Drive," receives a silver trophy from company executives in N. Y. L to R: Felix Sommer, foreign dept. exec.; Alfred E. Daff, exec. v.p.; Tonks; Milton R. Rackmil, pres.; Americo Aboaf, foreign sales head; and Ben Cohn, asst. f.s.h.

Watch These Dates!

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

July 8-10: Atlantic City — Allied Theatre Owners of New Jersey convention—Traymore Hotel.

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 5-6: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

DES MOINES

The Park Theatre in Clear Lake will reopen for the summer on June 19, operating Friday to Sunday. . . . Malcom Community Club of Malcom, Ia. is sponsoring free movies each Wednesday night at the city park. . . . Norman Merkel of Estherville purchased the equipment and business of the Time in Albert City and will assume immediate management. . . . Ralph Martin reopened the Moorhead Theatre in Soldier after several months closing. . . . Mrs. R. N. Svendsen of Decorah announced plans to erect a 400-car drive-in on Hyway 52, midway between Calmar and Decorah. It will be equipped for 3-D. . . . The new 350-car Oelwein Drive-In, which cost about $50,000, held its grand opening June 4, with ceremonies, treats and favors for the first-nighters. It is owned by Central States and managed by Lloyd Johnston.

A demonstration of the process known as Stereocolor, which features color 3-D movies from a single strip of black and white film, developed by R. E. Schenstead, v.p. of the company headed by Dr. B. J. Palmer, was presented in Davenport to Quad-City exhibitors. Viewers are required to wear standard polaroid glasses. . . . A. H. Blank, pres. of Tri-States, reports that stereophonic sound was installed in the Des Moines Theatre, Des Moines. . . . The Walnut Theatre, closed since the first of the year, reopened under the new management of G. V. Fleming. . . . L. J. Frownfelter sold his Bonnie Theatre in Bagley to George W. Richards and took a job in an airplane assembly plant in St. Louis, Mo. . . . The Phoenix Theatre in Neola reopened after several months of inactivity. Neola businessmen and merchants cooperated to reopen the house.

INDIANAPOLIS

The Lafayette Road Outdoor Theatre, under construction for Joseph Cantor at a cost of $250,000, will be ready for opening in about 30 days. It will have a 1000-car capacity and space for 200 to take care of overflow periods. The ozoner will be equipped with all the latest devices and the 65′ wide screen is designed for expansion if desired. . . . Y&W Mgmt. announced closing of their Lawrence Theatre at Bedford and the Starette at New Castle, Ind. . . . Dick Norton has taken over the Isis Theatre at Winamac. . . . Luther Siebert, formerly with Screen Guild in southern Ind., joined the Allied Artists forces. . . . The Crane Theatre, Crane, Ind., closed May 24.

Complete 3-D equipment has been installed in the Fountain Square Theatre, which will be used first for "House of Wax," opening July 1. . . . The Strand at Shelbyville closed for the summer. . . . The Fox Theatre here, featuring films and vaudeville, closed June 3 and is scheduled to reopen early in Sept. . . . Earl Mulcahy, student booker at 20th-Fox, reports for Army duty. . . . Mrs. Minnie Green, operator of the Princeton Theatre, Princeton, passed away after a lingering illness. . . . Jack Van Borssum closed his West Theatre, W. Terre Haute. . . . The Ritz Theatre, Crawfordsville, closed for a vacation. . . . Charles Crawford, asst. shipper at Columbia, moved over to State Film Service as head shipper.

KANSAS CITY

Baker Enterprises planned to open the 1000-car New 50 Drive-In, located on a 30-acre tract three miles west of Overland Park, Kans., early in June. Features are 10-story high towers that may be adapted to 3-D, a Santa Fe Trail museum, playground and concessions. . . . Lake Park, 1000-car ozoner at Kans. Hyway 32 & 61st St., K. C., Kans., held its opening June 6. . . . Commonwealth's new Sunset ozoner at Washington, Mo. started screening May 29. . . . Allied Theatre Owners Kans.-Mo. scheduled a meeting for July 15 in K. C. Plans for the convention to be held at the President Hotel, Oct. 5-6, are to be made.

L. G. Kimbriel, Mo. Theatre Supply mgr., reports sales of RCA sound systems to Fox Midwest's Vista and Brookside in K. C.; Kicapoo in Springfield, Mo., and to these in Kansas: Regent, Newton; Plaza, Ottawa; Rex, Clay Center; Regent, Wellington; Lyons in Lyons. Complete equipment for Kansas ozoners was purchased by C. R. Gregg for a Caney ozoner; Clay Bratton, Council Grove; Strowig and Aley, Eureka; Strowig and McVay, Harrington; Merle Harris, Hugoton; Lakeview Drive-In, Kanopolis; Geo. Moore for the Ski Vue, Plainview; Claude Parrish, Topeka; Y/C Drive-In, Yates Center, and the 1000-car Lake Side, K. C. Sound and in-car speakers were sold to Marty Lindau for the Sunset, Lawrence, Kans.; Dickinson Op. Co. for the 1000-car Leawood, K. C., Mo.; an ozoner in Pittsburg, Kans., and F. L. Norton, Caldwell, Kans.



Sid Bowman, Cleveland branch mgr. for UA, and his wife, leaving via BOAC to attend the Coronation—all for winning first prize in the Billings and Collections Drive for "Royal Journey," documentary covering the Canadian visit of the then Princess Elizabeth and the Duke of Edinborough.

Other purchasers of drive-in equipment were Clay Co., 850 cars, No. K. C.; Howard Larson, 400, Webb City, Mo.; Chet Borg, 300, Butler, Mo.; W. C. Silver, 350-car Patio, Cameron, Mo.; W. D. Fulton, Lake Park, and Baker Ents., new 50. Victory Theatre, Wichita, Kans., owned by Harold Gibbons, was equipped with 850 chairs.

The Orpheum, which has been alternating stage attractions with films, resumed first-runs with "It Came From Outer Space" on its new 40′-wide CinemaScope. . . . Jack Bunker is new asst. mgr. at the Paramount, succeeding Don Haley. . . . The near 1000-seat Roxy has resumed a first-run policy. . . . V. C. Chessmore sold the Jayhawk Theatre at Atwood, Kans. to Geo. Nicholson. . . . Paul Fajen bought the Osage at Stover, Mo. from A. E. Krull. . . . Bi-State is the name chosen for a new ozoner near Caldwell, Kans., owned by F. L. Norton. . . . Bev Theatre in Leavenworth, Kans. will be closed while the ozoner is operating. . . . Independence, Mo. city council denied application of Associated Theatres for a 750-car ozoner. Protestors claimed traffic hazards and conflicts with activities of a nearby school would result.

MILWAUKEE

Harry Boesel, formerly at the Fox-Orpheum in Kenosha, is now managing the Fox-Palace there. . . . The new Port Outdoor theatre on Hyway 57 north of Grafton held its grand opening last week, presenting gifts to every car and child. . . . The Comet Theatre here is still up for sale. Owner Al Honthaner had the "for sale" sign up on his marquee. . . . Recently closed are the Lyric, owned by Helene Hanke, and the Oakland, operated by Earl Severson. . . . Mr. Allard has taken over the Falls Theatre at Sheboygan Falls. . . . The second UHF TV channel to be granted here went to Station WOKY, which hopes to be on the air by Labor Day. WCAN, first to get the UHF channel is planning to be on the air the latter part of summer. . . . Mrs. Sarah Eskin, 71, owner of the Richland and Eskin theatres in Richland Center, and the new Highway No. 14 Drive-In at Richland, passed away.

How Variety clubs support charities in Wisconsin and the nation was told to the Better Films Council by Gordon Hewitt, chief barker of Milwaukee's Tent No. 14, whose chief charity is sponsorship of a heart clinic at the county emergency hospital in cooperation with the Marquette University School of Medicine. . . .When "Young Bess" played at the Fox-Wisconsin, mgr. Lorbeck had a 30″x40″ congratulatory card made up to send to Queen Elizabeth. The huge card, noting all the civic highlights of Milwaukee, was signed by the Mayor and placed in the lobby for patrons' signatures before being sent to England. . . . Busch Film and Equipment Co. have moved to larger quarters at 212 S. Hamilton St. in Saginaw, Mich. They have started production of Cinesalesman, a new type continuous projector. . . . Harry MacDonald, mgr. of the Warner Theare and one of the city's best known showmen is in critical condition at this writing.

MINNEAPOLIS

The rebuilt Saturn, Pierpont, S. D., closed since last Oct. following a fire, reopened with 3-D equipment. . . . "Peter Pan" will be available to Twin Cities nabes and suburban houses this month on a pre-release engagement basis before being shown downtown at regular prices, according to C. J. Dressell, RKO branch mgr. . . . Stanley Smith, operator of the Sisseton, Sisseton, S. D., is building a 300-car ozoner on the edge of town. . . . Walter H. Morrison took over operation of the Royal, Clearbrook, Minn., formerly owned by Gordon Prestebak, who left for Portland, Ore., where he has other business interests. . . . With the passing of Frank Hahn, owner of the Bay and Royal, Ashland, Wis., his son, Frank Jr., will operate the houses. . . . Minn. Amuse. Co. is painting the marquees and signs of the loop State, Lyric and Century and cleaning up the house fronts. . . . Harry Rasmussen has been upped from shipper to booker at Warners. . . . E. L. Peaslee, Stillwater, Minn. exhibitor, is recuperating in Rochester, Minn. after an operation.

J. H. Sparrow is new owner of the Blackstone, New Rockford, N. D., which he purchased from H. O. Beck. . . . The Lyric, Atwater, Minn., will be reopened shortly by Henry Simonsen. . . . Paul R. Burgess sold the Iris, Velva, N. D., to Lincoln E. Robinson. . . . The Strand, Blue Earth, Minn., resumed operation for the summer months after a winter closing. . . . J. W. Guse sold the Jasper at Jasper, Minn. to Frank Grocinke. . . . Joe Karakas is new owner of the Auditorium, Plum City, Wis. . . . Sunday matinees have been dropped for the summer at the Auditorium, St. Croix Falls, Wis.

MACO has transfered Ray Konefko to St. Cloud, Minn. as city mgr. . . . Jim Pierce

Lorraine SUPER-CHARGED ORLUX Carbons
for 3D or Panoramic Projection
• INTENSIFIED LIGHT
• INCREASED STEADINESS
• UNIFORM DISTRIBUTION
• COOLER BURNING
CARBONS, INC. BOONTON, N. J.

MINNEAPOLIS (cont'd.)

closed the Topic, Fairfax, Minn.—poor biz. . . . Charges of percentage under-reporting, filed in Federal District Court by Universal, RKO, Paramount and Warners, against Swanson Ents., Archie, Ralph and Mrs. A. T. Swanson, have been denied by defendants on all counts. Theatres involved are the State, Ely, and the Rex at Tower, Minn. . . . Reinie Mayer has sold his Richardtown, Richardtown, N. D., and will concentrate on operation of his house at New Leipzig, N. D. . . . H. F. Van Boxtel has purchased the Luna at Battle Creek, Ia.

NEW ORLEANS

A refund of $27,886 is being sought by Paramount-Gulf, who maintains that the state tax on chain theatres is discriminatory. Under a 1952 law, the circuit, which operates 10 theatres in the state, is considered a chain operation. Taxes on theatres were reduceed by this law to 2% for non-chain theatres and 5% for chain houses. Formerly all theatres paid 10%. . . . Ken Prickett, former Chicago div. mgr. for Midwest Drive-In Theatres, has been named gen. mgr. of the Don George Theatres.

NEW HAVEN

Manchester Drive-In Theatre Corp., headed by Bernie Menschell and John Calvocoressci, hopes to open its 75-car, $100,000 ozoner at Bolton late in June instead of July, as originally planned. The project will have wide-screen and 3-D facilities. . . . Louis LaBine, formerly mgr. of the Embassy Theatre, New Britain, is new executive director of the W. Hartford Housing Authority. . . . Larry Pelletier was appointed asst. mgr. at E. M. Loew's Hartford, succeeding George L. Hudak, resigned. . . . Sam Cornish, partner-mgr., Niantic Theatre Corp., Niantic, and Mrs. Cornish are noting their 34th wedding anniversary. . . . Henry Germaine, Paramount branch mgr., became a grandfather for the first time with the birth of a girl to his daughter, Mrs. Richard Platcow.

Interstate Theatres Corp. is handling operation of the new Quinebaug Drive-In, Quinebaug, while E. M. Loew is handling the buying and booking. Theatre opened in mid-May. . . . Hartford's only first-run foreign film house, the Art Theatre, has shuttered for the summer. . . . M&D Theatres, headed by Sal Adorno, Sr., have a new policy at the Capitol, Middletown. Theatre is now closed Thursday through Sunday.

NEW YORK

Variety Club will honor its three past chief barkers—Max A. Cohen, Fred Schwartz and Wm. J. German—at a gala luncheon at the Hotel Piccadilly on June 18. Chairmen of the event are Ed Lachman, present chief barker; Edward L. Fabian, 1st asst., and Martin Levine, 2nd asst. . . . The Capitol Theatre now boasts a new panoramic curved screen, 60x25′ which is three times the size of the old and suitable for regular, 3-D and wide angle projection. . . . Francis M. Winikus, national ad-pub director for UA, announces that the Leon Brandt office will handle special publicity on "I, The Jury," 3-D version of the Mickey Spillane thriller, which will have its world premiere at the Chicago Theatre, Chicago, July 24. . . . Bernie Brooks, Fabian exec., and Si Seadler, Loew's exec., were emcee and principal speaker, respectively at the beefsteak banquet which climaxed the second annual film industry golf tournament at the Vernon Hills Country Club, sponsored by Cinema Lodge, of which Burton E. Robbins is pres.

Monroe Greenthal Co. announced resignation of the U-I account, effective July 1, although it will continue to handle all J. Arthur Rank pictures released through U-I. The agency has acquired the advertising account of Remington Records. . . .Stage shows will be the attractions at three Walter Reade theatres in the N. J. shore resort area this summer. On June 29, the Savoy at Asbury Park will launch a 10-week program of stage plays; starting July 1, the Paramount, Asbury Park, will present the fountain display import, "Dancing Waters," in conjunction with a first-run film; and the Paramount, Long Branch, switches to stage burlesque starting June 28. A benefit for the Fitkin Memorial Hospital will open the legit season at the Savoy, and the Community Chest of Asbury Park will be beneficiary of the "Dancing Waters" opening program.

Gertrude Golden and Samuel J. Friedman, 1674 B'way, will handle publicity on the first foreign film to go on location in N. Y. The Geo. F. Foley organization will be associated with producer Jacques Bar and his Cite Films on "Public Enemy Number One," a French satire on American gangsters, starring Fernandel with Zsa Zsa Gabor. It is being made in French, Italian and English, and location shots include such typical N. Y. scenes as the subway, Holland Tunnel, garment center, a Fifth Ave. bus, etc. . . . Trade screenings of RKO's 3-D pictures, "Second Chance" and "Arizona Outpost" will be held at the RKO 86th St. Theatre on July 1 and 13, respectively, at 10 A.M. The Concessions Committee of TOA will hold regional meetings in connection with the National Confectioners Assn. June 15 and 16 at the Waldorf-Astoria. Committee chairman Leon J. Levenson of American Theatres, Boston, reports plans for the national TOA convention and trade show in Chicago, Nov. 1-5, will be discussed at these meetings. . . . Leading execs. in the amusement industry will meet on June 25 at the Hotel Astor to plan industry-wide support of the 1953 Joint Defense Appeal campaign. William German, pres. of W. J. German, Inc., is chairman of the JDA division.



Central Southwestern exhibitors and circuit execs. meet star William Holden on his arrival in Oklahoma City for personal appearance at the Criterion in connection with special preview of Paramount's "Stalag 17" for delegates to American Ex-Prisoners of War, Inc. convention. L to R: Frank McCabe, Video Circuit; Ed Thorne, Cooper Foundation; Buck Weaver, Para. branch mgr.; Vernon McGinnis, Cozy Theatre, Tulsa; Holden; Paul Rice, Para. salesman; Bob Bixler, Para. special field rep., and George Fraser of the Para. home office.

PHILADELPHIA

Spyos Skouras, 20th-Fox pres., directed the first Philadelphia demonstration of CinemaScope at the Mastbaum Theatre here, with selected footage from the Technicolor film "The Robe" and "How to Marry a Millionaire." Among the different groups were the Philadelphia Securities Assn. and Financial Analysts of Philadelphia. . . . Al Zugsmith, the former Atlantic City newspaper publisher, now a movie producer, is making two pictures which will be filmed in Atlantic City. . . . Herbert Read, Jr. is leaving his M-G-M post as division publicist for promotional work on the West Coast. . . . John Turner, UA branch mgr., was upped to eastern dist. mgr. and former city salesman Morton Magill succeeds to the post. . . . Two productions of "Julius Caesar," currently being offered to exhibitors, are causing confusion in local film circles. One is M-G-M's version and the other was produced on 16mm film at Northwestern University with Charlton Heston in the lead.

PORTLAND-SEATTLE

Agreement reached between operators and downtown Portland exhibitors calls for one operator in the booth during showing of regular features and two men for showing of 3-Ds. . . . Sam Wallies, owner of the Selah, Selah, Wash., redecorating with assistance of Theatre Drapery Supply; also installing a new screen at the Liberty, Walla Walla. . . . Erwin Fey is having the Roxy, Renton, renovated also by Theatre Drapery Supply. . . . John Danz, head of Sterling Theatres, Seattle, announces closing of Capitol Theatre. Old building is being torn down. . . . Walter Thayer resigned as office mgr. for Paramount to join Bill Foreman theatres. . . . 3-D equipment has been installed in some Portland suburbans, including the Bob White, Parkrose and Esquire theatres. . . . Les McNeal, owner-operator of the Plaza, Portland, died of a heart attack. He was 49.

Jack Engerman and Zollie M. Volchok of Northwest Releasing report negotiations closed with Ida Lupino and Collier Young for release of their pictures in Portland and Seattle areas. . . . B. F. Shearer Co. provided motiongraphic projectors, sound equipment, speakers, Ashcraft Super Hi lamps and other equipment for new ozoner built by Vance Weskil. The new Big Sky Drive-In, Pullman, Wash., has been opened by Weskil. . . . Hamrick Theatres report closing the Music Box in Seattle and mov-

PORTLAND-SEATTLE (cont'd.)

ing their art policy to recently remodeled Blue Mouse Theatre. This is the third large downtown Seattle house closed this year. . . . Eugene Davis, 58, owner-operator of the Rockaway Theatre, Rockaway, Ore., succumbed to a heart attack.

PROVIDENCE

Plans are under way for the introduction of 3-D attractions at the Somerset Family Drive-In near here. . . . In conjunction with opening of "Young Bess" at Loew's State, mgr. Maurice Druker conducted a contest in which he invited high school students to vote for their favorite "Teen Queen." . . . Lockwood & Gordon's Castle and Hope theatres are running a series of Pepsi-Cola and Duncan Yo-Yo contests as Saturday matinee features. Prizes ranging from footballs to deluxe Schwinn bicycles are awarded Yo-Yo champions. . . . "Salome" returned to this area at the Bay State Drive-In, with admission hiked to 74¢. . . . The Pike Drive-In is making a big play for the kiddie trade. In addition to free rides on a real fire engine and free lollypops, extra cartoons are screened on Friay nights since there is no school on Sat.

ST. LOUIS

The 400-car Sunset Drive-In at Washington, Mo., owned jointly by Commonwealth and the Williams Theatres, had its grand opening May 29. Commonwealth operates the Garden and Calvin theatres in Washington. . . . Doby B. Stout officially opened his 600-car Airport Drive-In June 2. . . . A bill to vacate unconstructed portions of Ohio and Texas Aves., St. L., was approved for presentation to the Board of Aldermen. Measure was proposed by John A. Wolf, realtor, who represents clients planning construction of a 700-car ozoner, which would be the first within the city limits. . . . Leo J. Pavish, owner of the 600-seat Rio, Cottage Hills, Ill., experimented with a wide all-picture screen which he hoped to have ready for his opening of "Savage." He plans to use the wide screen for feature films and his regular 3x4 ratio screen for shorts and newsreels. . . . Management and operation of the 297-seat Mars at Marissa, Ill. were taken over under a sub-lease by Mrs. Sara M. Degan, sister of F. Art Finger, owner of the theatre and building. . . . George W. Sisson closed the 260-seat State at Centralia, Ill. for the summer.

A new silver screen and other equipment was installed at the Madison, Ill. theatre owned by Mrs. Regina Steinberg, following extensive modernization of the house. . . . Tom Price ordered 3-D equipment for his Star Theatre, Newton, Ill., from 20th-Fox. . . . Storms delayed painting of the screen at Harry Blount's Starlite Drive-In, Potosi, Mo., and showing of "Man in the Dark" had to be postponed to late June. . . . The Cape Girardeau Drive-In, owned by Howard Bates and Carl Milne, equipped for 3-D presentations, opened a week's run of "Fort Ti." . . . Guy Pisani, who resigned from the sales staff of RKO, is succeeded in the Ill. territory by Lou Ratz, who was office mgr.

Among local exhibitors who went to Kansas City for the CinemaScope demonstration at the Orpheum Theatre were Lester Kropp and Paul Krueger of Wehrenberg Theas., Charles Goldman and Jules Leventhal. . . . Spero Karides, owner of the Ivanhoe Theatre, has a beautiful new daughter. Incidentally, closing of the Ivanhoe has been indefinitely postponed. . . . Barney Diamond sold his Amytis Theatre, St. L., to Holmes Tyrell, formerly in the advertising business. Tyrrell plans some improvements during the summer months. . . . John Kirby, mgr. of the K-B Drive-In west of Casey, Ill., received some bad injuries when his car struck and killed a horse.



Leading exhibitors, representing hundreds of theatres throughout Kansas, Missouri, Wisconsin and Nebraska, journeyed to Kansas City for the 20th-Fox CinemaScope demonstrations. Shown here (l to r): J. H. Kongs, Seneca Theatre, Seneca, Kans.; Mrs. Kongs; J. H. Kongs, Jr.; Howard Kinser, Fox salesman; Mrs. D. A. Bisagno, Jr.; Mrs. D. A. Bisagno, Augusta Theatre, Augusta, Kans.; D. A. Bisagno, Jr.; D. A. Bisagno; J. R. Neger, Fox branch mgr.

Lee Barry Enterprises, Inc., St. L., has been incorporated with Leslie L. Mayberry as pres., to engage in the amusement business. . . . New proxy of the local Volunteer Film Ass'n. is Wellborn Estes. . . . Color films of tribal and animal life in East Africa, made by Edgar M. Queeny, board chairman of Monsato 5Chemicao Co., have been reviewd and catalogued. Queeney's "Latuko" and "Wakamba" have been shown in commercial theatres. . . . Bob Hope's appearance at the Kiel Auditorium drew less than 3,000 persons in a house that seats 11,000. . . . At Newton, Ill., plans for a 300-car ozoner were announced by C. S. Summers, who leased 10 acres for the project and expects to have it in operation within 60 days. . . . The new 300-car Airway Drive-In recently opened at Memphis, Mo., is owned by C. W. Locke, who also operates the 406-seat Times Theatre there.

Herbert P. Hartstein and his sister, Mrs. Irene Aft, who purchased the Pevely Drive-In at Pevely, Mo. from Linn Amuse, Co., will have as regular features Family Nights and Kids Nights. . . . The Getty Amusement, Inc. of Lebanon, Mo. was incorporated, to do a general real estate business, by W. F. Stickley, F. R. and O. K. Getty. . . . Bill to bar alleged discrimination by theatres, hotels, restaurants, etc. has again been introduced by three Negro members of the Board of Aldermen. . . . F&M closed its Missouri Theatre, St. L., as per its regular custom of closing one big house during the summer. . . . The Empress Playhouse, which recently completed its stage show season, started the midwest premiere showing of "Anna."

SAN FRANCISCO

A request to construct a drive-in west of Pacific Ave. and just south of the State Hospital farm agricultural buildings in Stockton has been submitted to the San Joaquin County Planning Commission by property owners Aimee E. Murphy and S. E. Berkele. The developer is Syufy Ents., who last month were denied permission to erect an ozoner near Brookside Village. A public hearing on the request has been set. . . . United Paramount dist. mgr. Earl Long, ever active in public relations, complied with a request from the Board of Education to speak before local high school students on the subject, "Motion Pictures Today," and also arranged with PTA groups for school graduation parties to see "Lili" at UP's St. Francis Theatre. . . . Most recent report on TV set ownership shows the Bay Area with 611,680 sets as of May 1, representing an increase of 25,520 during April.

John Parsons, Telenews Theatres dist. mgr., announced world premiere of the 3-D documentary "Doom Town," day and date in Oakland and San Fran. on June 19, at which time Telenews' new Telesound will be introduced. . . . IATSE signed with distributors for a $4 increase to Locals B17 and F17, retroactive to Dec. 1, 1912 and to expire Nov. 30, 1954. . . . Verne Zeesman, former RKO salesman. is now on the Universal sales staff. . . . Golden State reopened the Pine Breeze Drive-In, Paradise, June 14. . . . Western Thea. Equip. Co. equipped Pete Perry's newly opened Yerrington Drive-In at Yerrington; Schwin & Spivy's 3-D equipped Portersville Drive-In, Portersville, which opened May 30, and they are presently making installations at the new ozoner at Fallon, Nev., under construction for F. J. Fritz and W. W. Whitaker.

WASHINGTON

John Broumas resigned as gen. mgr. of the Roth and Pitts-Roth Theatres to open the John Broumas Buying and Booking Service. He will assist his accounts in exploitation, concessions, management, installation of new equipment, and other such problems.

Hit Israeli Import Fees

New import duties on American films exported to Israel were deemed unreasonably high by directors of the Motion Picture Export Association who met this week to discuss the problem. Film shipment has already stopped because of the high rates, and will be withheld further pending success of Eric Johnston's visit to the Israeli Embassy in Washington.

Five Israeli pounds per kilo is being levied for short subjects and newsreels and 15 pounds per kilo for black-and-white feature films. Color features are taxed 25 pounds.

Vistarama Shown; Three Pix Slated

HOLLYWOOD.—Vistarama, a wide screen system of photography and projection employing an anamorphic "squeeze" lens by which images twice normal width are compressed onto regular 35mm and 16mm negatives was shown to the press here. Projected through either the Vistarama or the CinemaScope projection lens the picture is spread to an aspect ratio of 1 to 2.66. Vistarama is best projected on a slightly curved, all-purpose screen, which helps create the most effective illusion. Release prints in an aspect ratio, from standard "flat" dimension (3 to 4) to the Vistarama anamorphic dimension (1 to 2.66) can be made from a single negative.

Vistarama will be not only available to the 35mm field but also to the 16mm field of educational and industrial importance. The Vistarama lens was developed under exclusive arrangement with the Simpson Optical Manufacturing Company. Carl Dudley is the president of Vistarama Corp. He also heads Dudley Picture Corporation.

Three features and six short subjects are slated to be lensed in the process. First to go, will be "Tobor," a science fiction story, which will roll under the production guidance of Richard Goldstone, executive vice-president in charge of production.

Roach Again To Produce Films For Movie Houses

HOLLYWOOD. — Hal Roach announced this week that he would return to producing theatrical films without decreasing his output of television films. He will make from six to 12 features for Guild International Films, Inc., and four big budget pictures a year for Roach — Gold Corp.

First of the films for the Guild group, which he is making in association with Harry and Lester Allen, Toronto, Canada, is "The Thirteenth Commandment," to be made in color. Following that will be "The Woman In Ward 9."

Roach explained his return to theatrical films as a result of the shortage of features that he expects to hit the industry. "I'm going to be prepared for it," he stated.



Chow time on location in Texas for the Nat Holt-Paramount "Arrowhead" company as Producer Holt dishes it out to Mary Sinclair (left) and Katy Jurado, the gals in the picture.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Wendell Corey has been signed by Paramount for a co-starring role in "Legend of the Inca." He joins a cast headed by Charlton Heston and Viveca Lindfors. Heston has been in Cuzco, Peru, where a large Paramount company has been shooting backgrounds. The picture is being filmed in Technicolor for panoramic screen from Daniel Mainwaring's screen play. Mel Epstein produces and Jerry Hopper directs.

* * *

Herbert Marshall signed to appear in two Ivan Tors films, "Riders to the Stars," which will co-star Marshall, William Lundigan and Richard Carlson, and "Space Station U.S.A.," set for an Aug. 1 start. . . . Frank Lovejoy will co-star with Tony Curtis in "Beachhead," which will be made in Eastman color and wide screen by Aubrey Schenk and Howard W. Koch for United Artists release. The feature rolls June 22. . . "Executive Suite" was placed for August production by Dore Schary and will be headed by an all-star cast including William Holden, Deborah Kerr, Walter Pidgeon and Louis Calhern. John Houseman will produce. The film, based on Cameron Hawley's best seller novel, which sold more than 500,000 copies, is unique in being the first serious story of "Big Business" in America to be brought to the screen. Ernest Lehman wrote the screen play.

* * *

Paramount announced that "The Covered Wagon" will be remade by the studio. The first "Covered Wagon" was made in 1923 and was directed by James Cruze. Its cast was headed by J. Warren Kerrigan, Lois Wilson, Tully Marshall and Ernest Torrence. It was based on the novel by Emerson Hough. . . Doris Day has been signed to a new long term contract at Warner Brothers. Soon to be seen in the Technicolor musical, "Calamity Jane," made by the studio, Miss Day's next film will be "Lucky Me," a WarnerColor musical to be filmed in three dimensions with WarnerPhonic sound and in the WarnerScope wide-screen process. The film will be photographed with the studio's newly developed all-media camera and is to be directed by Jack Donohue. "Lucky Me" will be Doris Day's 16th film for W.B.

* * *

Jed Carey will play the lead in "The Nebraskan" at Columbia. The film will be shot in 3-D and Technicolor. Carey will step into the role immediately upon completion of his part in "Gun Fury," which Lewis Rachmil is producing. "The Nebraskan" will be directed by Fred F. Sears and Wallace MacDonald will produce for the Robert Cohn unit. It is a story of the early days of Nebraska. . . . Writer-producer John Champion checked onto the Allied Artists lot to prepare "Dragonfly Squadron," which he has written and will produce independently as an Allied Artists release. The story will deal with the training of South Korean pilots by the U.S. Army Air Force. . . . RKO has lifted its option on William Talman and signed him to a new seven year contract. . . . U-I purchased "The Holy Grail," an original by Jerome Weidman and Irving Wallace, which will be filmed in Technicolor. The story is set in Judea in 6 A.D. Ted Richmond will produce it next fall.

* * *

Joy Page has been set by producer William Calihan, Jr., for the feminine lead opposite star Sterling Hayden in "Fighter Attack," Allied Artists color production, which Lesley Selander is directing. In another AA announcement, Hillary Brooke was signed for a supporting role in "Mexican Quest," a George Brent starrer. Frank McDonald directs. . , . Over at Universal-International, Barton MacLane joins the cast of "The Glenn Miller Story," which co-stars James Stewart and June Allyson. Anthony Mann is directing. . . . Casey Robinson is working on revisions and added scenes for "The Egyptian," which will be Darryl Zanuck's only personal production this year. Marlon Brando stars in the feature which will be a CinemaScope-Technicolor production based on Mika Waltari's best seller.

* * *

With her role opposite James Cagney in "A Lion Is In The Streets," Barbara Hale retires from the screen to await the birth of her third child in January. . . . Alfred Hitchcock would like to film most of Warners' 3-D "Dial M for Murder" on location in San Francisco . . . Carey Wilson announced appointments to two committees in the Screen Producers Guild. Walter M. Mirisch was named Chairman of the Finance Committee with William H. Wright functioning as co-chairman. Buddy Adler, Robert Arthur, Jerry Bresler, and Harry Tugend will also serve on this committee. Wright was also appointed chairamn of the membership committee. . . . Frank P. Rosenberg has been appointed SPG representative to the public relations committee of the MPIC. Rosenberg, 20th Century-Fox producer, is replacing William Thomas as Guild representative. Thomas assumes the post of SPG secretary.

(*Continued on next page*)



Conference time on the set of Columbia's "From Here to Eternity" among Producer Buddy Adler, Montgomery Clift (left) and Burt Lancaster, the GIs in the picture.

Industry's 'Heroes' Can Kayo Video's 'Villains': Hal Wallis

By Richard Bernstein

"There is no such thing as a time limit on talent," Hal Wallis said in his Paramount Studio Office. "More and more, the source of talent lies in the theatre, whether it be on or off Broadway. We look in accepted channels for talent." Wallis, a top producer, has unearthed more talent than many of his rivals combined. He is responsible for the discovery of Lizabeth Scott, Charlton Heston, Dean Martin and Jerry Lewis, Burt Lancaster and, of course, bringing to the screen the Academy Award winner, Shirley Booth.



HAL B. WALLIS

Wallis is well-schooled in the motion picture business. He learned exhibition and distribution as a Los Angeles theatre manager. Later, he was in the publicity department at Warner Brothers. From here, he was with Principle Pictures Corp., then studio manager and production manager. He then became an associate producer executive.

Won Thalberg Awards

In 1933, he started producing. In 1944, he established Hal Wallis Productions. The years 1938 and 1943 netted him the Academy-Irving Thalberg Award. Wallis started his producing career with hits like "Little Caesar" and "Five Star Final."

His "Come Back, Little Sheba," in release now by Paramount, was the film that captured the Academy Award for Shirley Booth. He has "Scared Stiff," starring Martin and Lewis and Lizabeth Scott due out soon, and has just completed "Money From Home," another Martin and Lewis starrer.

Wallis feels that the exhibitors will make out okay. "I am doing what I can do to give the exhibitors product. I have a heavy schedule this year," he said.

"I have the utmost faith in the future of motion pictures," the producer stressed.

On the subject of 3-D, which is the main subject for discussion today in Hollywood, Hal Wallis stated: "3-D is not suitable only for gimmick value but has the basis for lasting importance." "Money From Home," the Martin and Lewis starrer, is in 3-D.

Having brought Shirley Booth to the screen in "Come Back, Little Sheba," the success of the film and Miss Booth's Academy Award posed the question: "What next for Shirley Booth?" Wallis carefully looked for a vehicle for his star and has announced "About Mrs. Leslie" as Miss Booth's next picture.

Searched Whole Year

Wallis looked for a year to find this story for Miss Booth. He explained that it is difficult to find a suitable vehicle for anybody. "The trick," he pointed out, "is knowing when you have the correct vehicle. Comedians need the right story and a strong story."

The producer considers big screen very effective and thinks that 3-D and big screen complement each other. "Anything that attracts people into the theatre and leaves them satisfied is good for the business. It has to be sound picture-making to do this."

The independent production situation looks bright to Wallis. Today, he believes, a motion picture should be strong enough to get by on its own merits; although television makes a dent, he believes that there are lots of villains if you want to look for them. "It's up to us to be the heroes and knock the villains out," he emphasized.

Wallis acquired the play by Tennessee Williams, "Rose Tattoo," for filmization. Wallis thinks that it will make fine screen fare. A producer, he opined, must anticipate the public want. In regard to material and talent, if both are good they will eventually be discovered, he feels.

"The worst thing you can do as a producer," Wallis stated, "is to impose limits on yourself other than those dictated by good taste and moral values." Wallis believes that a producer should be able to have an objective outlook on all phases of production.

Wallis himself knows every phase of production. From acquiring the story to transferring it successfully to the screen, he makes sure that everything is being done the way it should be. If there is any formula for motion picture hits, this is it.

Title Changes

Allied Artists: "**Topeka**" is the new title for "Captive City." (Stars Wild Bill Elliott; Vincent Fennelly produced).

Distributor Not Set: "**Hundred Hour Hunt**" is the new title for "Emergency Call." (Stars Anthony Steel; Abner J. Greshler holds U. S. rights).

United Artists: "**The Gay Adventure**" is the final title for "The Golden Arrow." (Stars Burgess Meredith; Anatole De Grunwald produced).

HOLLYWOOD

(*Continued from preceding page*)

Jane Wyman was awarded the starring role in Universal-International's forthcoming Technicolor production, "The Magnificent Obsession." Miss Wyman, who was borrowed from Warner Brothers for the role, will share starring honors with Rock Hudson in the classic love story adapted from Lloyd C. Douglas' famous novel. Scheduled as one of the studio's top budget films, the picture will go into production in late August with Ross Hunter producing and Douglas Sirk directing. Robert Blees has written the screen play. . . . David Wayne, who just wound up a co-starring role in 20th Century-Fox's "How To Marry A Millionaire," signed for a lead in the stage production on Broadway of "The Teahouse of The August Moon," which will open on Oct. 15.

* * *

Sam McKim, winner of the Congressional Medal of Honor for valorous service in Korea, has been signed for a role in Republic's "Flight Nurse," which stars Joan Leslie and Forrest Tucker. Allan Dwan is producing and directing. . . . Warner Brothers' "Helen of Troy" will be filmed in 3-D dimension, WarnerColor, WarnerPhonic sound and the newly developed WarnerScope wide-screen process. Other plans for the Homeric adventure drama will be announced as writer John Twist completes the script dealing with the Trojan War and the Grecian beauty whose "face launched a thousand ships."

* * *

Dore Schary announced that M-G-M will start immediate preparations on "The Prodigal," based on the biblical story of the Prodigal Son, with Ava Gardner and Vittorio Gassman the first named for an all-star cast. To be filmed in CinemaScope and Technicolor, the picture, laid against the colorful and dramatic background of Palestine at the beginning of the Christian era, is said to be the biggest M-G-M project since "Quo Vadis."

* * *

Columbia's ninth 3-D picture got underway this week. It is called "The Main Event," and is based on Roy Huggins' original screen play. Lewis J. Rachmil is producing. . . Gilbert Roland will play opposite Jane Russell in RKO's "The French Line," an elaborate musical in Technicolor which Edmund Grainger is producing. Others in the film, which is being directed by Lloyd Bacon, include Arthur Hunnicutt, Mary McCarty, Joyce MacKenzie, Craig Stevens, Laura Elliot and Steve Flagg. Walter Scharf has been signed as musical conductor and arranger.

* * *

Andre De Toth will direct "The Phantom Ape" at Warner Brothers. This is the film adaptation of Edgar Allan Poe's "Murders in the Rue Morgue." The screen play was written by James Webb and Harold Medford. . . . At the same studio, Jim Arness was set for a role in "Hondo," Wayne-Fellows three dimension production for Warners release. John Wayne and Geraldine Page head the cast of "Hondo," to be filmed in WarnerColor on location with John Farrow directing. . . . Maurice Marsac has been signed for a role in the Charles Vidor film, "Rhapsody," starring Elizabeth Taylor and Vittorio Gassman at M-G-M.

TODAY... THE BIG STARS AND BIG PICTURES COME THRU

UA

And so do the Academy Award Winners!

1952
Gary Cooper, HIGH NOON

1951
Humphrey Bogart, THE AFRICAN QUEEN

1950
José Ferrer, CYRANO de BERGERAC



HUMPHREY
BOGART

The 1951 Academy Award Winner (AFRICAN QUEEN) comes up with another winner in **BEAT THE DEVIL!**



GARY
COOPER

The 1952 Academy Award Winner (HIGH NOON) in James A. Michener's great South Pacific Adventure **RETURN TO PARADISE,** in color by Technicolor



KIRK
DOUGLAS

in **ACT OF LOVE,**
from Alfred Hayes' sensational best-seller, "Girl On The Via Flam



ERROL
FLYNN

One of the greatest names in the business in TWO big one
CROSSED SWORDS, Eastman Color and **WILLIAM TELL,** P



WILLIAM
HOLDEN

in **THE MOON IS BLUE,**
now in its third year on Broadway and still going strong!



JOEL
McCREA

in the Eric Ambler screenplay **SHOOT FIRST!**
Co-starred with Evelyn Keyes!



JOHN
PAYNE

in TWO spectacular productions—**RAIDERS OF TH SEVEN SEAS,** Color by Technicolor and **CROSSTOWN**



GREGORY
PECK

In TWO *big* ones — Mark Twain's immortal **THE MILLION BANK NOTE** and **THE PURPLE PLAIN,** H.

THE Independent FILM JOURNAL

DEVOTED *to the* BEST INTERESTS *of the* MOTION PICTURE INDUSTRY

In this issue

FILMSTRIP USED IN PARA D SYSTEM, NORD 3-D UNIT

USTRY BEGINS TV PILOT HOW FOR FALL DEBUT

RGE CONFECTIONERS LAUNCH MOVIE DRIVE

EMASCOPE ENTHUSIASM NTING HERE AND ABROAD

ALL ST. FIRMS PREDICT IGHT INDUSTRY FUTURE

ITIONAL DEMANDS SNAG W, CINERAMA SIGNING

JOHNSTON SEES NEW ORIZONS RESULT OF ODERN TECHNIQUES

REVIEWS
pages 10, 11, 12, 13

, No. 12 June 27, 1953

as second class matter October 25, 1946, at the Office at New York, N. Y., under the act of March Published Biweekly by The ITOA Independent, 1515 Broadway, New York 36, New York. Sub- price $2.00 a Year, Single copy 10 cents.

MOTHER OF INVENTION

FROM week to week, we receive mounting evidence that 3-D features are not living up to boxoffice expectations in smaller theatres, particularly subsequent-runs. Primary cause is the fact that usually the increase in grosses, if such is the case, does not compensate for the increased overhead.

It should be readily apparent that the attraction value of 3-D alone cannot hold indefinitely. We can't expect our patrons to duck flying missiles forever without giving them a story of substance. In many cases, the novelty has worn off to the point where many 3-D pictures are not doing well in key first-run situations either.

There must be a halt to the fleeting 3-D quickies and a return to quality or we will lose our audiences

(See Page 3)

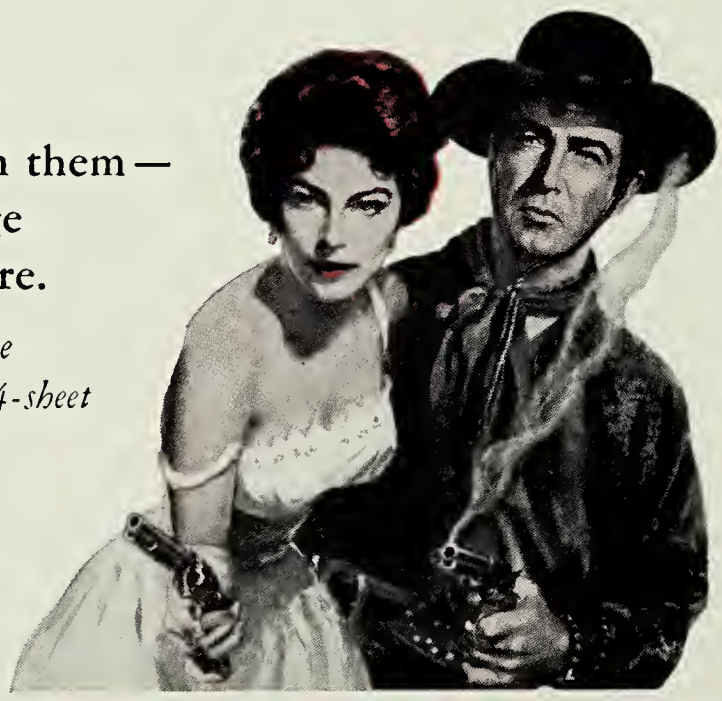


TURN IT OFF, GIRLS!

You have *never* in all your TV days witnessed a scene as sizzling as this movie love duel between the red-headed temptress and the desperate outlaw!



ROBERT TAYLOR has just slapped gorgeous AVA GARDNER! Why? Because suddenly she kissed him with mad abandon, while her rancher-husband HOWARD KEEL was away!



Between them—
a strange
secret fire.

(Right: the striking 24-sheet cut-out)

It's been a long time since the screen has blazed forth such a bold, hot-blooded story as this—the romance of

THE GIRL AND THE GUN-FIGHTER!

In Full Flaming Color M-G-M brings you a Spectacular Drama of Great Adventure.

"RIDE, VAQUERO!"

(THE BEAUTY AND THE OUTLAW)

M-G-M presents Robert Taylor • Ava Gardner Howard Keel in "RIDE, VAQUERO!" • Print by Technicolor • Photographed in Ansco Color with Anthony Quinn • Kurt Kasznar Screen Play by Frank Fenton • Directed by John Farrow • Produced by Stephen Ames

Note to theatre Ad Men:
Please save these ideas and copy angles for your campaign.



THE Independent FILM JOURNAL

June 27, 1953
Vol. 31 No. 12

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

permanently. This was substantiated only the other day by Edmund Grainger, executive producer at RKO, who warned that the use of "gimmicks" to sell 3-D pictures to the public can injure the industry "irreparably." He stressed the point that primary emphasis should be on quality and that the new devices should be used wherever possible to enhance the telling of the story.

In any event, the smaller exhibitor is caught in a vise of higher cost of physical operation, not to mention film rentals. He can't make a profit—but he needs the product and he plays it with a prayer.

His prayers may be answered. Exhibition truly recognizes the opportunities presented to the industry by the development of all the new techniques and the work that is being done to come up with the answers.

From issue to issue, we report on the progress that is being made. Last week, Paramount came up with a system by means of which stereophonic sound can be included on the 35mm film strip, thereby eliminating the need for expensive magnetic reproducers and increased operating costs. The company makes no claim that this is the only system but recommends it as the best to date, as it might well be. This is another step in the right direction.

Perhaps more startling was the demonstration of the Nord process, which your editor was privileged to witness. It permits the showing of stereo pictures requiring the use of glasses *through one projector on one single strip of film.* The operation was simple, the effect was equal to that of present 3-D, and the economies should be apparent. It eliminates the need for interlocks, motors, magazines and the operation of two projectors for 3-D. The savings in shipping, handling and inspection of double film under present methods is also of importance.

Instead of the conventional horizontal picture on the 35mm strip, two images are placed vertically on the same strip (reducing the images to half the present size) and projected to the screen by a system of lenses. While the light source and projection throw may make this system inadequate for the larger theatre, it appears to be altogether feasible for smaller size theatres. By all means, its development should be encouraged.

We also witnessed a demonstration of CinemaScope in the Fox home office projection room, on a 32½x12′ screen, leaving no doubt that this system is ideally suited to small theatre operation. Time and events since our last prediction strengthen us in our belief that, in the long run, CinemaScope is the outstanding hope and the future of the motion picture industry.

Promoting Movies

Another constructive step forward was the announcement of a TV program to be put on the air this fall under the joint auspices of MPAA and the American Broadcasting Co.

The show, to be known as "Hollywood Parade," will feature star appearances and clips from the latest films, giving the industry an opportunity to whet the appetite of the public through this medium.

This is further proof that television and motion pictures can complement each other.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

One Filmstrip Used In Para Sound System, Nord 3-D Unit

Technical advancements continue in the industry with two major announcements, one concerning stereophonic sound, the other stereophonic viewing. From Paramount comes the word that they have developed a sound system which places five sound tracks on one picture film, and the Nord Process Co. announced that it has found a way to combine both images in 3-D projection on one piece of film.

The Paramount system allegedly standardizes stereophonic sound by providing five magnetic sound tracks which operate three loudspeakers back of the screen and two sets of auditorium speakers. Developed under the direction of Loren Ryder, company's research head, the device is supposed to be compatible with stereophonic sound systems of all studios, according to a company report.

Submitted For Approval

The new system was submitted as a proposal to the Motion Picture Research Council. Paramount Vice-President, Y. Frank Freeman, stated his hope that the industry would adopt the invention, "preventing an otherwise huge economic waste." Copies of the plan were sent to heads of all studios, equipment manufacturers and makers of magnetic film.

Three of the tracks would be placed between the image area and the sprocket holes, and one track would be placed on each side of the film, outside the sprocket holes. The Paramount method would not change the size of the sprocket holes at all.

A 3-D system, said to utilize only one strip of film and one projector, was demonstrated by Harry Rathner and Nathan Supak, officers of the Nord Process Co., and Edward Lachman, who will handle sales and distribution. Main advantage of the new device is the alleged low costs which is claimed to permit the showing of 3-D films at "2-D costs and operations."

Other highlights of the new system are the elimination of double prints, large magazines, and the need for an intermission when showing 3-D films, according to statements by Rathner and Supak. The standard metallic screen and polaroid glasses would still be necessary, for this is a true 3-D process, they claimed.

Invented By Clapp

The invention, the result of work by Roy Clapp, who holds many of the original stereoptic patents, consists of a unit which is to be attached to present 2-D projectors. The use of corrective lenses, found within the unit, allows for the placing of both images on one negative and one film horizontally instead of vertically, Rathner explained.

The Nord people stated that although they were primarily interested in the projection unit at the moment, they also have available a camera which they say permits the shooting of 3-D films with only one instrument instead of the two cameras that are now needed.

However, they emphasized the point that although they were interested in leasing their camera to producers, their projection set-up could use prints shot in any 3-D process. They promised a completely flexible system that could use either the one or two camera method.

Also claimed was the ease with which regular 2-D films could be shown on the same projector. The permanent 3-D attachment would not have to be removed for playing conventional films, they announced.

As for screen sizes, Clapp stated that that aspect ratio of the Nord system is 1.80:1. However, it could be shown on regular conventional-size screens or else could be blown up to an even greater ratio.

Delivery of the new equipment could start within 30 days, they declared. It is to be sold through regular equipment dealers. This was decided, Lachman explained, because supply dealers can supply the technical supervision necessary for the installation of the device.

Give Individual Attention

Each installation is slated to be proposed through Clapp and his assistant, William B. Spooner. This was decided so that the men who know most about it could give individual attention to each theatre.

Clapp stressed the point that so much talk had been aroused by the fact that the invention was so cheap, that many people had the wrong impression that it was suitable only for small houses. He said that it would work just as well in the big theatres.

Lachman revealed that ever since the demonstration, he has been "flooded" with requests for information from exhibitors. He also said that several independent producers had shown interest in getting information about shooting their films with the Nord Camera.

Industry Begins TV Pilot Show For Fall Debut

Work has already begun on the pilot film in the proposed television program to be brought to the air this fall under the joint auspices of the American Broadcasting Co and the Motion Picture Association of America. Tentatively titled "Hollywood Parade," the 30-minute show will present two or three highlight scenes from productions of the ten member organizations as well as guest appearances of the stars featured in the films.

Under the agreement, if the show is played on a sustaining basis, the Motion Picture Relief Fund of Hollywood will get $1,000 for each performnace. Should a commercial sponsor be found for the show, the Fund will either get the net proceeds or $5,000 depending upon whichever is greater.

Leaders Hail Idea

News of the proposed venture came from a joint announcement by Eric Johnston MPAA president, and Robert E. Kintner president of ABC. They hailed the idea for "its concept and the significant advances it would bring to both motion pictures and television." Television would benefit from the deal by bringing the best of Hollywood to the video audiences, while the motion picture industry gets the chance to acquaint the public with its product through the newer medium.

The program will be under the supervision of Cecil Barker, ABC's western division director of programs, who will work with an MPAA representative. The network is to have freedom of choice in selecting the film clips, but it agrees to work closely with the producers.

The proposed schedule calls for each production organization to select four films in each 13 week period, from which scenes will be excerpted for the show. ABC is to get exclusive rights to the telecasts once the final arrangements are completed. The show may be either sustaining or sponsored.

Urge Confectioners To Launch Drive

Candy manufacturers were asked to help theatre people in a "return of the movie going habit," thus ensuring both the confectioners and the exhibitors increased business. The plea was made by Leon J. Levenson, chairman of the concessions committee of the TOA, who spoke at a meeting of the National Confectioners Association convention.

Levenson pointed out the direct relationship between theatre attendance and candy sales, and he stated that there was a potential increase of almost 100 per cent in the former. Therefore, he asked the candy people to do their part and help exploit the new interest in movie techniques.

First on his program for the confectioners was that they mention the word "movies" in their advertising copy. Get the public to associate the two products, films and candy, Levenson argued. Once the candy people get an audience in the theatre, the movie people will sell them the candy, he promised.

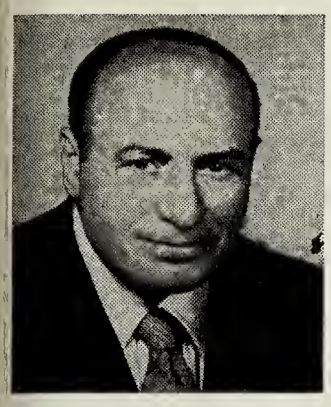
However, he asked the candy people to do several things to make the selling of the candy easier. First, he implored them to package their products in a cellophane window box whenever possible. This box is most easily stacked, sold, storaged and inventoried, he explained. Don't use a cellophane bag, he pleaded.

He also asked for a uniformity of box count. He noted that there are at present 14 different box counts, ranging from 12 to 200. He announced a preference for the 60 count unit. Next, he asked for the continuance and increase in "the variety of 10-cent bars." However, he asked that they be worth the additional money.

Finally, he asked the confectioners to supply theatre people with "appropriate and practical sales aids that can be used at the point of purchase, the candy stand." These would include neat signs to stimulate business, signs which prominently display the word "candy."

CinemaScope Enthusiasm Mounting Here And Abroad

Going full speed ahead with its CinemaScope plans, 20th Century-Fox announced that the new process was going to be installed in all the Paramount controlled Famous Players Canadian Corporation's houses, bringing to a total of 4,000 the number of applications received. At the same time, Al Lichtman, director of distribution, announced a major set-up of about 100 dates planned for the fall opening of Fox's first release in the new technique, "The Robe."



AL LICHTMAN

With full-scale distribution in Canada already assured by the FPC move. Lichtman said that J. Arthur Rank was pondering whether or not to install CinemaScope in Canada's Odeon Theatres. There will be a demonstration of the Fox invention in London's Odeon Theatre, June 29.

The Paris showing was most favorably received, according to trade reports, and the European press hailed the new system. Local demonstrations continued successfully around the U.S., with New Orleans the last city to greet the Fox invention.

Of the orders already received, Lichtman said that 150 CinemaScope installations have been completed. Additional theatres are being equipped at the rate of eight to 10 a week, he added.

After the New York world premiere of "The Robe" at the Roxy Theatre, the picture will be opened in about 50 key cities within the following four to six weeks after Labor Day. Then, in the month of November, it will have about 50 more openings throughout the country.

Match GWTW Grosses

Lichtman predicted that the Biblical production will match the grosses of "Gone With The Wind," which amounted to $35,000,000. He declared that if it were possible to play "The Robe" on an exclusive basis, it could earn about $20,000,000 in 1,000 playdates.

The company will not release the picture in standard proportion, Lichtman stated. It has made a 1.33.1 version of the film so that it can be put on 16mm. film and be shown to church and other religious groups.

Fox, which will have 19 films in release in CinemaScope during the coming year, has spent about $5,000,000 in technical research during the past nine years, Lichtman stated. It has done work with Eidophor theatre-television, CinemaScope, the Miracle Mirror screen and a new color development system.

However, it is still CinemaScope that is being concentrated on at the Fox studios. Plans were made with several equipment companies recently for screens and the Bausch and Lomb Optical Co. continued its promise that lenses and adapters will be turned out on or ahead of schedule.

The optical company was paid by Fox its conversion costs for making the new lenses, which amounted to $650,000 as well as the price on the lenses themselves. The lenses will be sold to theatres at $2,875 a pair.

Other companies have joined the CinemaScope bandwagon, Lichtman declared, with three films being planned in the process at M-G-M. An independent Errol Flynn production is slated to start next month, and Fox has just approved the Allied Artists' production plans for "The Black Knight." Lichtman stated that AA has dropped its plan to make "The Annapolis Story" in CinemaScope.

Samuel Goldwyn intends to use the new process when he makes more films Lichtman added, and other people have shown great

(*Continued on page* 16)

Wall St. Firms Predict Bright Industry Future; AdviseCautiousApproach

An optimistic report about the condition of the film industry was given by several Wall St. firms who have been studying the Hollywood picture for some time now. Most complete of the reports came from Goodbody & Co., which while somewhat cautious in its predictions, did say that "investors in the right picture stocks at current depressed prices can, we belive, make handsome profits."

The Goodbody letter noted that it expected some firms would be liquidated or merged within the next few years, but it continued "there are units in the industry which have the know-how and resources needed for survival." It stated an opinion that motion picture stock would forge ahead, or at least hold its own, despite possible cutbacks in our armament program which might affect other businesses.

The report foresaw about 250 features made in 1954, and it predicted a continuance of a policy of caution with the use of established stars and popular themes such as the Bible or best-selling novels. It also saw a policy of economy dominant on the Hollywood scene with the studios making every effort to save money.

The Wall St. firm also predicted the eventual wedding of television and motion pictures. It said "together the two would make a terrific team and it should only be a matter of time before a suitable marriage can be arranged."

Additional Demands Snag S-W Cinerama Signing

The proposed plan whereby Stanley-Warner would take over operating and production control of Cinerama received several setbacks during the past two weeks and still seemed to be left in the air at press time. One of the points reportedly holding up the final agreement is the fact that the S. H. Fabian chain is said to be seeking five per cent of the gross for operating Cinerama theatres.

Another point of difference is said to be the additional concessions asked by Cinerama, Inc., the licensing and manufacturing company which has its contract with Cinerama Productions. The contract Cinerama, Inc. has with Productions is a five year one, but S-W, which would acquire the stock of the former, wants this pact extended for two more years.

EXHI-BITS

Fight 3-Man Shift

ST. LOUIS.—A suit filed here by the Eden Theatre Co., Fanchon-Marco affiliate, on behalf of its Fox Theatre, asked the U. S. court to restrain the AFL Moving Picture Operators Union, Local No. 143, from forcing the theatre to employ three projectionists instead of the usual two per shift when showing films with stereophonic sound.

The case refers back to the recent U. S. Supreme Court favorable decisions on "featherbedding" by labor organizations. It attempts to discover whether those rulings can affect existing contracts with employers.

"No Tax"—Theatre Open

BOSTON.—Announcement of the closing of the Strand Theatre, Springfield, was accompanied by a telegram sent from Julian Rifkin, vice-president of the Rifkin Theatres chain that owned the house, to the COMPO committee, which read: "Strand Springfield closed and sold to be torn down for parking area. Fifteen people out of work. Government loses property tax. If amusement tax were removed, this theatre still be in operation. There are other theatres on the verge of the same action. Amusement tax must be removed. (Signed) Julian Rifkin."

Silent On JD Statement

WASHINGTON.—The Justice Department finally filed its promised statement with the Senate Small Business Committee regarding its activities in policing the industry consent decrees and acting on exhibitor complaints of alleged violations by the distributors. However, Sen. Andrew F. Schoeppel (R., Kans.) chairman of the subcommittee concerned, did not make the report public. He promised to do so at a later time, but would not commit himself on an exact date.

Charge Transfer Monopoly

WASHINGTON. — The Justice Department named four New York city transfer firms, Walton Hauling, Tait Transfer, Schumer Theatrical Transfer and Erie Transfer, as well as the Teamsters' Union as defendants of a suit involving the hauling of theatrical scenery and equipment for film producers, theatres and television stations. The suit claimed that the defendants conspired to fix high, unreasonable and non-competitive prices, allocated customers among themselves, excluded independents from transporting theatrical equipment, and used the union's power to compel theatre owners, film producers and TV stations to abide by "the conspiratorial agreements of the defendants."

Ballantyne Hits Two Million

OMAHA.—Over two million dollars' worth of orders for the all-system equipment package has been received by the Ballantyne Co., according to a company report. J. Robert Hoff, company's executive vice-president explained that this figure represents signed contracts which were accompanied by $1,000 for each package. At an average price of $6,000 per package, this means that at least 335 orders have been accepted for the equipment. Hoff added that many more inquiries have poured into his office, and that he was filling contracts in the order in which he receives them.

Johnston Sees New Horizons Result Of Modern Techniques

Along with his optimism about eventual agreement on an industry arbitration plan, Eric Johnston, MPAA president, outlined four reasons for his belief that the industry is about to see "new horizons" in film entertainment. Most prominent on his list was the statement that the new techniques that once were merely dreams had now become realities, and they brought with them a new era in film-making.



ERIC JOHNSTON

His three other points include the belief that the studios have agreed to abandon mediocrity, that the teen-age group will mature into a movie-minded, responsive audience, and that the continuing growth of drive-ins augurs well for the industry. These statements were expressed in his annual report.

On arbitration, Johnston announced his assurance that "the slim area of disagreement which barred acceptance of the proposals can and will ultimately be resolved." He denounced the "costly expenditure of talent, effort and money in court litigations" and called for a workable system.

Wisdom, Patience Needed

He warned that the industry is in a transition period which "will require wisdom and patience, not to speak of sizable dollar outlays by both studios and exhibitors." There is much confusion about the new devices, he explained; but that should not be a source of worry, he added, as they are worth all the trouble.

As for choosing the eventual winners, Johnston said "it is difficult at this stage to predict which systems will set the pattern for the future." However, he explained "the by-law of competition is that the best will survive and flourish."

He pointed to attendance figures to prove that quality pays off, by revealing that there were more than 2,500,000,000 admissions during 1952, with an average weekly attendance of 50,000,000. Drive-ins account for about 20 per cent of total box office receipts, and they have added the equivalent of 4,000,000 seats, which is more than one-third of the total seating capacity of indoor theatres, he said.

Foreign Revenue Discussed

In a special section of his report, Johnston discussed the importance of foreign revenues, which now total over 40 per cent of film company earnings. However, even with this high figure, he claimed that foreign business has not kept pace with expanded business volume over the years.

Blame for this situation was placed on "the perpetual maze and variety of monetary and restrictive regulations imposed on American films and film earnings by foreign governments." He also cited higher distributing costs as another factor. To ensure that the American companies are not denied this important source of funds, Johnston declared "every area of the foreign market must be watched with vigilance."

Another topic discussed in the report was censorship, which Johnston asked the industry to "fight and scrap every inch of the way." He cited "notable victories" in the "Miracle," "Pinky" and Toledo newsreel cases, but announced that censorship still operates in six states and many communities.

The victorious cases provided a "wedge in the restraining door of censorship," and he hoped that the industry would drive on till it pries the door "all the way open and off its hinges." He wanted it replaced by "voluntary self-regulation through the industry's Production Code and a high sense of public responsibility."

Peron Orders New Cut In Movie Ticket Prices

A 25 per cent cut in admission prices to movie theatres was ordered by the Peron government for the country of Argentina, but the MPAA international department was still not sure whether this was in addition to the 30 per cent reduction ordered April 24. In any case, the new edict does not apply on week-ends or holidays.

Along with the Argentinian exhibitors who will suffer a loss in revenues, American distributors are prepared to be adversely affected by the order. U. S. pictures have been playing in this South American country despite the fact that the government would not let film earnings be sent to New York. This has been the case for some time, although the five-year pact signed in 1950, granted American companies the right to send out 100,000,000 pesos each year.

Canadian Drive-Ins Mark Ozoner Popularity

A surge of popularity of the drive-in theatre in many sections of Canada brought the total number of ozoners in operation last May to a new high of 112, with a total car capacity of about 50,000, according to a Department of Commerce report. Moreover, about 24 more drive-ins are now being built, with 20 more planned for completion by the end of the year.

This represents a major increase from 1947, at which time there were only seven drive-ins in all of Canada. Now Ontario leads with 52 open air houses, while British Columbia trails with 17. The only major areas lacking them are Quebec and Newfoundland.

TV Bars Pay Theatre Tax

BREMEN.—A ruling by the West German state has declared that bars and restaurants that operate television sets in Schleswig-Holstein are affected by the existing amusement tax laws and must pay the same rate of tax as theatres in the area. Local exhibitors cheered the decree, but restaurant owners protested the decision.

New Pact Signed By Disney; Firm Enters TV Field

HOLLYWOOD. — Along with the announcement of the signing of a contract by Walter E. Disney containing a seven year employment pact and granting Walt Disney Productions the use of his name for a 40 year period, a report to company stockholders also revealed that the firm will branch into television work "before too long," as Roy E. Disney, company president phrased it.

Disney's new contract, which dates from Jan. 1, last, grants him a salary of $3,000 a week as compared with $2,000 a week paid to him by his former agreement. In return, he has assured the company exclusive rights to his cartoon film work for initial theatrical release. All his other services are non-exclusive, but he did assure the company that he would not compete with its activities in any way.

He is allowed to make one live-action film a year on his own, provided that the production company gets first chance at producing it. Also, he has an option to buy up to 25 per cent interest in any live-action pictures, excluding the "True Life" and "People and Places" series, if he pays an equal percentage of negative costs. One more option nets him the right to buy from the company up to $500,000 of the $1,500,000 worth of life insurance carried on him.

Family Controls Name

The pact covering use of his name was negotiated with Disney, Inc., a family corporation that controls the name. Productions got the name for 10 years with three more 10 year options included in the deal. In return, Disney, Inc., will get $150,000 in five annual installments and percentage royalties on gross income accruing from merchandising licenses with a $50,000 a year minimum guaranteed.

The purpose of entering into television is "to further exploit our motion picture product, as well as earn revenue," according to Roy Disney. He added that the company has no intention of selling its films outright to the new medium, but it does plan a show.

He also announced his company's preference for wide-screen production among the new techniques, and he confirmed the report that the company will re-issue "Fantasia" in a CinemaScope type of wide-screen and stereophonic sound process. As for 3-D, the company has completed its first cartoon, "Melody," in the new medium and has other 3-D shorts in production.

Net Profits Increase

For the six months ended March 28, the company announced a net profit of $142,723 as compared with $19,980 in the same six months last year. This is equal to $.22 per share on common stock outstanding which was an increase from the $.03 per share announced for the same period last year. Disney predicted that the profits would continue high and equal last year's $451,809 yearly total.

Net working capital rose from $4,824,534 to $4,852,206 in the six month period reported. The company purchased and retired debentures amounting to $17,340, with $251,290 left outstanding as of March 28. Current liabilities, which rose to $92,488 were offset by an increase in inventories.

European Theatres In Good Shape; Go Slow On 3-D

Europe's theatre business is in good shape at the moment and his company will ship the same number, 32, films overseas this year as it did last year, according to Alfred E. Daff, executive vice-president at Universal-International. Because business is so good, European theatres don't need the hypo provided by 3-D; therefore, the extra-dimensional film movement is progressing very slowly there, although wide-screen techniques are being employed more and more, Daff continued.



ALFRED E. DAFF

He spoke on his return from U-I's world sales meeting held in Rome, and he discussed his trip to London, Paris and Italy. England has about 50 houses equipped for showing 3-D films, and Italy has less than 20, he announced. Therefore, although his company will send its 3-D product overseas, he stated, it expects a very slow play-off.

Another reason he gave for the slow progress 3-D is making in Europe is the cost of equipment. Some manufacturers in Germany, France and Italy are making the new equipment, and cheaper than American concerns, he added, but it is still too expensive for most houses. American equipment is expensive and difficult to get.

Favor Wide Screen

In passing, Daff estimated that about 3,000 to 3,500 U. S. houses now can show 3-D films, and he judged that there would be about 5,000 such theatres by the end of the year.

However, wide screen has found great favor over there, with the 2:1 ratio getting the biggest approval. Daff stated that most of the big circuits in England are now installing the larger screen and that some theatres on the West End have it already.

As for production, he announced that Germany and France have planned 3-D films and that one is definitely to be made in Italy. They do have the proper glasses over there for the showing of such product, he stated.

European producers are not trying to make American type films but are interested in making the typical European films that they know best how to do. However, he did say that some foreign producers were making films with the idea of wide-spread distribution in this country.

3-V Debut For "Camillo"

A "3-V" premiere (three different language versions) has been set for the Washington opening of IFE's release, "The Little World of Don Camillo," when it plays in that city starting July 9. It will open the new Silver Spring Theatre with an English language version, play the Plaza in a French dialogue print and run at the Little Theatre in an Italian version.

3-D HIGHLIGHTS

Three-D proponents were assured that stereoscopic viewing is here to stay by Fred C. Matthews, vice-president of Motiograph, Inc. In his 28-page brochure "The Motiograph Book of 3-D Motion Pictures," he stated that "CinemaScope and other wide-screen systems should endure and prosper, but they are not going to dominate the entire field at the expense of all the others." Matthews also discussed the possible compromise of 3-D projection on a wide-screen basis, and he said that in any case all systems could prosper side by side. He also predicted the ultimate standardization of stereophonic sound recording.

While praising the many opportunities offered to the industry by the invention of the new techniques, Edmund Grainger, RKO's executive producer, warned that the use of "gimmicks" to sell them to the public can injure them "irreparably." Variety in media he called "an extremely stimulating and healthy influence on our public," but he added that justice had not been done to them "because of too many 'gimmick' pictures."

He stressed the point that the public is primarily interested in stories rather than on pure novelty values, and that wherever possible he used the new devices to enhance the telling of his story. Grainger, who just completed RKO's first 3-D films, "Second Chance" and "Devil's Canyon," said he tried to utilize all the benefits offered by them in his new films, but he was primarily interested in "proper casting, and excellent writing, direction and production."

That 3-D has successfully passed the drive-in test but that CinemaScope is still a season or two away was announced by Jack Braunagel, chairman of the drive-in committee of the TOA. In his report, he stated that 3-D films had done good business in the ozoners, and that 3-D "is available and usable in any drive-in so equipped to present it without too many expensive changes." He advised the use of silver paint on drive-in screens, which not only is necessary for 3-D projection but also increases light value from 15 to 20 per cent on 2-D presentation. Braunagel warned, however, that each exhibitor study the situation in his own theatre before making any installation. As for CinemaScope, he advised a "wait and see" policy.

The Natural Vision Corp. has converted all its 3-D camera units so that it can photograph 3-D films in any of the existing wide-screen ratios, according to M. L. Gunzburg, company president. He added that all new NV 3-D units are being built so that neither production nor exhibition will require lens conversion for making and showing films in the various ratios.

Producers will be able to work in any aspect ratio by changing the line-up of the viewing tubes in photographing, Gunzburg explained. The exhibitor can show the film in the desired ratio by using the proper aperture mask, which Gunzburg said would be marketed cheaply and soon become standard equipment in most booths. Normal ratio 3-D films require no masking, and standard 2-D films use one print of the regular film unmasked, he added.

Gunsburg further revealed that he had completed a deal with Edward Small, who will produce his next three productions in 3-D, wide screen and color. Small started shooting the first of three, "Camel's West," June 17, and he is slated to make the other two in July and August.

A bid for "flexibility rather than standardization" in film viewing was placed by Robert J. O'Donnell, Texas Interstate Theatres circuit vice-president and general manager. He claimed that the current variety is an asset in providing excitement for the audience who sees a 3-D picture one week and a wide-screen one the next. Ultimate standardization he called "both desirable and inevitable," but for the present O'Donnell told his listeners at an AMPP committee luncheon "it is important to be able to handle all the processes."

The Vistarama Corp. will have its anamorphic projection lenses for 35mm. use on the market soon, according to Carl Dudley, head of the company and Dudley Pictures Corp. He announced that the decision to go ahead with production followed the successful demonstrations of the product held in New York, Washington, Detroit and Chicago. Dudley did not quote a price on the lenses, but he said they would be less than current prices on CinemaScope lenses, which they resemble.

Scheduling of two more Ballantyne demonstrations brings to a total of four the number of showings the new package will have in July, according to J. Robert Hoff, company sales manager. One in the south, probably the Atlanta trade territory, and one on the west coast, either in Los Angeles or San Francisco, have been added to the two exhibitions previously announced for New York and Chicago.

Promise of a demonstration of the Todd-AO wide-angle process in the near future was made by a spokesman for the American Optical Co., which will produce the equipment. Meanwhile, the Magna Theatre Corp., parent company of the Todd outfit, demonstrated its 65mm. wide-screen process in Buffalo last week.

Definite word on when the wide-angle process, which is "still in the development stage," would be perfected for demonstration purposes was expected "within a minimum of two weeks," according to the company spokesman. He said there would be no showing of the invention until "we can prove we have got something."

Agreements were completed between 20th-Fox's subsidiary, CinemaScope Products, Inc., and three screen manufacturing companies for the production of a large number of Miracle Mirror and Magnaglow-Astrolite screens, it was announced by officials of all the parties concerned. The controlled angle reflectance, all-purpose screens are to be manufactured by L. E. Carpenter and Co., Wharton, N. J.; the Glowmeter Corp., Buffalo; and the Radiant Manufacturing Corp., Chicago. It is hoped that these contracts will satisfy demand for CinemaScope installations, which Fox claims has reached to 4,000 requests already.

It's Mighty



↖This is one monke... you'll be lu... to have o... your ba... He's ali... ...with... box-of... power... you...

John Ford and Merian C. Cooper present MERIAN COOPER'S AMAZING ADVENTURE IN THE UNUSUAL

MIGHTY JOE YOUNG

starring **TERRY MOORE · BEN JOHNSON** and **ROBERT ARMSTRONG** with **FRANK McHUGH**

Directed by **ERNEST B. SCHOEDSACK** · Technical Creator **Willis O'Brien** · Screen Play by **Ruth Rose** · An Arko Production

Mighty, Mighty MIGHTY JOE YOUNG

The 'KING KONG' of '53!

HUNDREDS OF EXHIBITORS HAVE ALREADY BOOKED IT!

..and thousands more will join the 'MIGHTY JOE YOUNG' parade following the saturation area showings starting July 15th

CITY	THEATRE
ITY	THEATRE
NCINNATI, O.	RKO Palace
OLUMBUS, O.	RKO Grand
AYTON, O.	RKO Colonial
RINGFIELD, O.	State
TTICA, Ind.	Devon
USTIN, Ind.	Austin
ARDSTOWN, Ky.	Arco
OOMFIELD, Ind.	Citadel
AZIL, Ind.	Cooper
AMPBELLSVILLE, Ky.	Alhambra
OLUMBIA CITY, Ind.	Columbia
ONNERSVILLE, Ind.	Drive In
ECATUR, Ind.	Adams
ASGOW, Ky.	Star
REENFIELD, Ind.	Weil
REENSBURG, Ind.	K of P
UNTINGTON, Ind.	Drive In
BANON, Ky.	Arista
ADISON, Ind.	Ohio
ONTICELLO, Ind.	Lakes
RLEANS, Ind.	Orleans
OLI, Ind.	Strand
TERSBURG, Ind.	Lincoln
INCETON, Ind.	Princeton
NSSELAER, Ind.	Ritz
CKPORT, Ind.	Rio
CKVILLE, Ind.	Ritz
SHVILLE, Ind.	Princess
ENCER, Ind.	Tivoli
LL CITY, Ind.	Ohio
NDLAY, O.	Harris
RAIN, O.	Palace
MA, O.	Sigma
ANSFIELD, O.	Ohio
ASSILLON, O.	Lincoln
OSHOCTON, O.	Sixth Street
REMONT, O.	Paramount
ARION, O.	Palace
LLEVUE, O.	State
HTABULA, O.	Sheas
VER, O.	Bexley
NEVA, O.	Sheas
ONNEAUT, O.	State
HLAND, O.	Ashland
LLEFONTAINE, O.	Holland
UCYRUS, O.	Bucyrus
LAWARE, O.	Strand
NT, O.	Kent
AVENNA, O.	Ravenna
ORWALK, O.	Norwalk

CITY	THEATRE
CLEVELAND, O.	Palace
TOLEDO, O.	Rivoli
ZANESVILLE, O.	Weller
SHELBY, O.	Castamba
TIFFIN, O.	Ritz
WOOSTER, O.	Schine
FOSTORIA, O.	State
MT. VERNON, O.	Memorial
WARREN, O.	Robins
ALLIANCE, O.	Morrison
ELYRIA, O.	Rivoli
E. LIVERPOOL, O.	State
SANDUSKY, O.	State
SALEM, O.	State
BOWLING GREEN, O.	Cla-Zel
NAPEOLEON, O.	State
DELPHOS, O.	Van Del
MONTPELIER, O.	Kaufman
KENTON, O.	Kenton
CAREY, O.	Indian Trail
OTTOWA, O.	Hollywood
BRYAN, O.	Bryan
BRANDENBURG, Ky.	Ace
CHARESTOWN, Ind.	Venroe
CLOVERPORT, Ky.	Rio
MARENGO, Ind.	Rialto
BEFORD, Ind.	Indiana
BLOOMINGTON, Ind.	Harris Grand
MUNCIE, Ind.	Rivoli
NEW CASTLE, Ind.	Princess
NO. MANCHESTER, Ind.	Marshall
SULLIVAN, Ind.	Lyric
WINCHESTER, Ind.	Lyric
EVANSVILLE, Ind.	Carlton
FORT WAYNE, Ind.	Palace
INDIANAPOLIS, Ind.	Circle
LAFAYETTE, Ind.	Main
LOUISVILLE, Ky.	Rialto
RICHMOND, Ind.	State
ALEXANDRIA, Ind.	Alex
ANGOLA, Ind.	Strand
BAINBRIDGE, Ind.	Meadowbrook
BICKNELL, Ind.	Colonial
BLUFFTON, Ind.	Drive In
CLINTON, Ind.	Palace
CALHOUN, Ky.	Victory
CRAWFORDSVILLE, Ind.	Ben Hur
DUNKIRK, Ind.	Main
GAS CITY, Ind.	Arcade
HARTFORD CITY, Ind.	Drive In

CITY	THEATRE
CANTON, O.	Palace
AKRON, O.	Palace
HUNTINGBURG, Ind.	Victory
JASPER, Ind.	Tivoli
KENDALLVILLE, Ind.	Strand
LOUISVILLE, Ky.	Grand
MARTINSVILLE, Ind.	Indiana
MOBLESVILLE,Ind.	Logan
PLYMOUTH, Ind.	Rees
PORTLAND, Ind.	Beacon
SHOALS, Ind.	Shoals
TIPTON, Ind.	Ritz
UNION CITY, Ind.	Grand
VERSAILLES, Ind.	Austin
WARSAW, Ind.	Drive In
ZIONSVILLE, Ind.	Zionsville
DANVILLE, Ky.	Kentucky
HAMILTON, O.	Paramount
MIDDLETOWN, O.	Paramount
CAMBRIDGE, O.	State
MARIETTA, O.	Colony
NEWARK, O.	Auditorium
CHARLESTON, W. Va.	Virginian
CHILLICOTHE, O.	Sherman
PORTSMOUTH, O.	Columbia
HARLAN, Ky.	Margie G
LEXINGTON, Ky	Ben Ali
MAYSVILLE, Ky.	Russell
MIDDLESBORO, Ky.	Manring
PIQUA, O.	Piqua
RICHMOND, Ky.	Madison
CORBIN, Ky.	Viv
CELINA, O.	Celina
CIRCLEVILLE, O.	Grand
FAIRBORN, O.	Fairborn
FRANKFORT, Ky.	Capitol
HARRODSBURG, Ky.	Harrod
HILLSBORO, O.	Colony
JACKSON, O.	Markay
WILMINGTON, O.	New Lamax
LOGAN, O.	Logan
LONDON, O.	State
MECHANICSBURG, O.	Frances
MOREHEAD, Ky.	Trail
ST. MARYS, O.	St. Marys
SHELBYVILLE, Ky.	Shelby
URBANA, O.	Gloria
BENTON HARBOR, Mich.	Liberty
HOLLAND, Mich.	Center
MONROE, Mich.	Monroe

CITY	THEATRE
DETROIT, Mich.	Palms
GRAND RAPIDS, Mich.	Regent
NILES, Mich.	Ready
ADRIAN, Mich.	Croswell
BAY CITY, Mich.	Regent
OWOSSO, Mich.	Capitol
PORT HURON, Mich.	Famlly
SOUTH HAVEN, Mich.	Michigan
STURGIS, Mich.	Strand
YPSILANTI, Mich.	Martha Wash.
ANN ARBOR, Mich.	State
BATTLE CREEK, Mich.	Regent
FLINT, Mich.	Palace
JACKSON, Mich.	Capitol
KALAMAZOO, Mich.	Capitol
LANSING, Mich.	Gladmer
PONTIAC, Mich.	Strand
SAGINAW, Mich.	Franklln
TRAVERSE CITY, Mich.	State
ALLEGAN, Mich.	Regent
ALPENA, Mich.	Maltz
BIG RAPIDS, Mich.	Big Rapids
CADILLAC, Mich.	Lyric
GREENVILLE, Mich.	Silver
HILLSDALE, Mich.	Dawn
IONIA, Mich.	Ionia
LUDINGTON, Mich.	Lyric
MANISTEE, Mich.	Vogue
THREE RIVERS, Mich.	Rivlera
MUSKEGON, Mich.	Regent
WILLIAMSTOWN, Ky.	Grant
COWEN, W. Va.	Cowen
E. RAINELLE, W. Va.	Alpine
PARKERSBURG, W. Va.	Strand
WHITESVILLE, W. Va.	Jur
ATHENS, O.	Varsity
GREENVILLE, O.	Wayne
ASHLAND, Ky.	Paramount
EATON, O.	Cruise-In
IRONTON, O.	Ro-Na
LANCASTER, O.	Palace
LAWRENCEBURG, Ind.	Liberty
LEBANON, O.	Town Hall
MIAMISBURG, O.	Cruise-In
MONTICELLO, Ky.	Stardust
PAINTSVILLE, Ky.	Royal
WASHINGTON C. H., O.	Fayette
ZENIA, O.	Oldtown

...and many, many more!

YOUR BOX-OFFICE GUARANTEE

RKO IS GIVING 'MIGHTY JOE YOUNG' A MIGHTY TV SATURATION CAMPAIGN, *plus* TREMENDOUS NEWSPAPER PUBLICITY AND EXPLOITATION AND MERCHANT TIE-UPS!

and the big companion attraction

BORIS KARLOFF IN **ISLE OF THE DEAD**

WITH **ELLEN DREW · MARC CRAMER**



Produced by VAL LEWTON

Directed by MARK ROBSON

Written by ARDEL WRAY

Re-released by RKO RADIO PICTURES

'Mighty Joe Young' and 'Isle of the Dead' may be booked as a combination or individually

Staff Reviews

"Gentlemen Prefer Blondes"

(20th-Fox) Technicolor 91 Min.

Cast: Jane Russell Marilyn Monroe, Charles Coburn, Elliot Reid, Tommy Noonan, George Winslow, Marcel Dalio, Taylor Holmes, Norma Varden, Howard Wendell, Steven Geray.

Credits: Produced by Sol C. Siegel; Directed by Howard Hawks; Screen play by Charles Lederer; Score by Jule Styne and Leo Robin; Additional songs by Hoagy Carmichael and Harold Adamson; Based on the musical comedy by Joseph Fields and Anita Loos.

If audience response at a sneak preview of "Gentlemen Prefer Blondes" in the Rovy Theatre, N.Y., means anything, this Technicolor filmization of the hit Broadway musical comedy should be just what the doctor ordered to cure any box office troubles. The musical numbers garnered round after round of hearty applause, and the laugh lines were greeted with solid guffaws from the appreciative males (and females) in the audience. The film offers two of the most sensational gals ever to hit the silver screen, Jane Russell and Marilyn Monroe, who gyrate beautifully to everyone's delight and play the hilarious script for all its worth. Though the accent is placed heavily ou sex, it's all done in a broad, almost burlesque style of playing, that lets everyone know it's all in good fun.

Exploitation-wise, the film is a natural. It's a big, lavish production filled with attractive people and blazing color. The songs which were so popular when the show ran on Broadway should once again be given a heavy play on juke boxes throughout the land. You could concentrate on any one of these points and profit thereon immeasurably, but maybe you'd better forget them all and just *sell, sell, sell* Jane Russell and Marilyn Monroe, anyone's answer to 3-D. Things being what they are, these girls need absolutely no selling. This one should have even the exhibitors singing and whistling with their audiences.

STORY: Diamond-hungry Marilyn Monroe and friend, Jane Russell, sing in a nightclub, where millionaire Tommy Noonan conducts his courtship of the former. When marriage plans are postponed, Marilyn gets him to send her and Jane to Paris, all expenses paid. Noonan's father gets Elliot Reid to go along to spy on Marilyn, hoping to break up the affair. Reid does catch her in a compromising situation with rich Charles Coburn, who has stolen his wife's diamond tiara for her. When the girls get to their hotel, they find the police waiting to demand the return of the tiara and that Noonan has cancelled their letter of credit. Marilyn refuses to return the diamonds, and the girls get jobs in a French bistro. The police return and mistakenly arrest Jane, but Reid helps to get back the tiara and settle the case. It all ends happily with a double marriage; Marilyn gets Noonan, and Jane ends up with Reid.

"Melba"

(UA) Technicolor 113 Min.

Cast: Patrice Munsel, Robert Morley, John McCallum, John Justin, Alec Clunes, Martita Hunt, Sybil Thorndyke, Joseph Tomelty, Beatrice Varley, Marcel Poncin, Theodore Bikel, Violetta Elvin and members of the orchestra and chorus of the Covenant Garden Opera and the Sadler's Wells Ballet.

Credits: Produced by S. P. Eagle; Directed by Lewis Milestone; Screenplay by Harry Kurnitz.

An eminent and rewarding success is indicated for the artistic production performance of "Melba" by S. P. Eagle. The attributable aspects to this end, considered in the light of audience acceptance, point to the profitable tapping of a vast audience of opera devotees. In the past, and considering too, past performances, an adroitly fashioned film, with a simple story basis, enhanced by a vivid and, in this case, young and acclaimed singer such as Patrice Munsel, point to strong, popular response and noteworthy spectator satisfaction.

In the biographical vein, "Melba" tells of a girl from Australia, gifted with a voice that was to gain the attention of the world. This production enhances that theme with finely composed and handled opera gems. There are 11 arias, familiar and difficult, projected with taste and artfully mounted. They will prove the most potent selling point with second bid the brilliant appearance of Miss Munsel.

"Melba" delivers. There's youth, gayety, resourceful and lavish production attention to Victorian detail, costume and music with romantic and personal detail to give the story necessary foundation requirements.

STORY: When Patrice Munsel as Nellie Melba is commanded to sing before Queen Victoria, she recalls the start of her career when she left Australia and her sweetheart, John McCallum, a rancher, to take singing lessons in Paris. There she meets young Englishman John Justin, who falls in love with her and helps her to become the pupil of once great though retired Martita Hunt. Justin also arranges for her to make her operatic debut in Brussels and when she is successful, Hunt decides it's time to really make her professional debut at the Royal Opera House in London. About that time she meets Alec Clunes, hotel owner, who also falls in love with her. After her debut, she is famous and a grand tour of the continent is in order with Justin and Clunes, rivals for her affection, following. In Monte Carlo, McCallum turns up, sweeps her off her feet and they are quickly married after which he tries to persuade her to give up her singing and return to Australia with him. However, she is shown that her duty lies with her public and McCallum, though in love with her, leaves her and returns to Australia. She is upset and broken-hearted but convinced that it was right for her to continue with her career and duty to the public.

"Ride, Vaquero!"

(M-G-M) Print by Technicolor 81 Min.

Cast: Robert Taylor, Ava Gardner, Howard Keel, Anthony Quinn, Kurt Kasznar, Ted De Corsia, Charlita, Jack Elam, Walter Baldwin, Joe Dominguez, Frank McGrath, Charles Stevens, Rex Lease, Tom Greenway.

Credits: Produced by Stephen Ames; Directed by John Farrow; Screen play by Frank Fenton.

A good list of top box office names plus a slick production should go far in bringing this film into the moneymaking category. Fans get plenty of action out of the menfolk in this tale of life in wide-open southwestern spaces circa 1870, and even Ava Gardner wields a gun in one scene. The standard plot of good man versus robber king is given a twist when the hero of the piece, Robert Taylor, decides to switch allegiance in the middle of the film. Actually, the audience is never quite sure where his sympathies lie, and it is kept guessing through most of the film. Acting honors, however, will probably have to go to Anthony Quinn, who provides the film with its most suspenseful momeuts. As the fanatical bandit leader who has to battle it out with Taylor against his will, he brings some powerful excitement to the screen. The good use of color to highlight the sets and costumes, which while not always accurate are often pretty to look at, is a definte asset to the production. It's all done with a good bit of savoir faire, and may even profit from familiarity because all the fans expect something to their taste from a film like this.

STORY: Ava Gardner and Howard Keel, transplanted southerners from the Civil War period, decide to settle down on their cattle ranch in Texas. However, bandit ruler Anthony Quinn objects to permanent settlers and orders his chief henchman Robert Taylor to burn them off their home. Taylor gets captured by Keel in the attempt and then decides to throw in his lot with the latter. Quinn asks Taylor to come back with the bandits, but when Taylor refuses he reluctantly decides he will have to kill them all. Meanwhile, a romance starts to flower between Ava and Taylor, causing Taylor to leave. Upon hearing the news, Quinn decides to go into town to bring Taylor back as part of the band. He causes havoc in the town, robbing everything in sight. Finally the army is called in to help, but before it can get there the three men meet in a gun-battle climax. Quinn wounds Keel, then he and Taylor kill each other. Keel and Ava are now free to return to their ranch, and peace reigns once more in Texas.

"White Witch Doctor"

(20th-Fox) Technicolor 96 Min.

Cast: Susan Hayward, Robert Mitchum, Walter Slezak, Mashood Ajala, Joseph C. Narcisse, Elzie Emanuel, Timothy Carey, Otis Greene.

Credits: Produced by Otto Lang; Directed by Henry Hathaway; Screenplay by Ivan Goff and Ben Roberts; Based on the novel by Louise A. Stinetorf.

"White Witch Doctor" is an African adventure drama that should play well for action and melodrama fans with an interesting and different yarn that holds attention on high pretty much throughout. There is lots of colorful African backgrounds, good performances by the cast, smart direction and production and an overall assist from color by Technicolor. The subject matter lends itself to active exploitation which, when combined with the names of Hayward, Mitchum, the different locale and story, should get the better reaction.

STORY: Nurse Susan Hayward arrives at the Congo River in Africa in 1907 to join a female missionary doctor and assist her in her work. Walter Slezak and Robert Mitchum, partners in an animal export business but in reality hoping to penetrate into the interior in search of gold, see a chance to pursue their search by having Mitchum escort Hayward up river as a front. When they reach their destination, they find the doctor dead from disease, and Hayward takes over. Eventually they are attracted to one another romantically but this is postponed by the appearance of a wounded native from an interior tribe in whose territory the gold is believed to be. While she is administering to him Slezak and a gang of toughs try to enter the area. Mitchum offers to try and dissuade them before there is bloodshed, but Slezak isn't having any. In a battle, Mitchum manages to kill Slezak and drive off or kill the others. He returns to find the native recovering and he and Susan then plan a future together.

"Let's Do It Again"

(Columbia) Technicolor 95 Min.

Cast: Jane Wyman, Ray Milland, Aldo Ray, Leon Ames, Valerie Bettis, Tom Helmore, Karin Booth, Mary Treen, Richard Wessel, Kathryn Givney, Herbert Heyes, Maurice Stein, Frank Remley, Don Rice, Don Gibson.

Credits: Produced by Oscar Saul; Directed by Alexander Hall; Screen play by Mary Loos and Richard Sale; Based on a play by Arthur Richman; Songs by Lester Lee and Ned Washington.

"Let's Do It Again" is a jubilant Technicolor musical comedy that subjects Ray Milland and Jane Wyman to a number of hilarious situations as a temperamental married couple who just can't seem to accept the fact that they're in love with each other. Picture is a remake of "The Awful Truth," done many years ago. The comedy sparkles with risque dialogue, and added touches are songs delivered effectively by both Miss Wyman and Milland. A special torch dance given by Miss Wyman delighted a sneak preview audience at Loew's 72nd St. Theatre, N. Y. C., which reacted with laughter throughout the proceedings and sometimes with applause. Aldo Ray contributes to the general hilarity with his hoarse voice, and Valerie Bettis provides two primitive jungle dance numbers.

STORY: Jane Wyman, wife of Ray Milland, composer, learns that Milland has been doing

(*Continued on next page*)

(*Continued from preceding page*)

the town with Valerie Bettis, dancer. Jane retaliates by dating Tom Helmore, cligible bachelor. Jane and Milland then separate. Aldo Ray, a millionaire, begins to court Jane. Milland, still in love with Jane, breaks up the romance. Reconciliation is prevented when Milland discovers Helmore in the bedroom. He then begins to take out Karin Booth, socialite. Jane, still in love with Milland, breaks up this affair by staging a wild dance before Karin's family. Finally, Jane and Milland reconcile, as Ray and Valerie also come together.

"All I Desire"

(Univ.-Int'l.) 79 Min.

Cast: Barbara Stanwyck, Richard Carlson, Lyle Bettger, Marcia Henderson, Lori Nelson, Maureen O'Sullivan, Richard Long, Billy Gray, Lotte Stein, Fred Nurney, Dayton Lummis.

Credits: Produced by Ross Hunter; Directed by Douglas Sirk; Screen play by James Gunn and Robert Blees; Adaptation by Gina Kaus; Based on the novel, "Stopover," by Carol Bring.

A story that is strong on sentiment in tackling the theme of the wayward mother and wife receives considerable bolstering in the acting department through the casting of Barbara Stanwyck in the lead role to provide sufficient diversion for the women in the audience. Set in a small American town shortly after the turn of the century, the plot gives Miss Stanwyck ample opportunities to play at the heart-strings of her fans. She is seen as an aging actress trying to make up for the irresponsible romantic mistakes of her past. A good cast gives adequate support to her performance, doing much to cover up the routine turns of the plot.

STORY: Ariving home after years of absence is Barbara Stanwyck, wife of Richard Carlson and mother of Lori Nelson. Barbara, who left home to pursue a career as a vaudeville actress, is returning to attend Lori's graduation. Upon Barbara's return, Lyle Bettger, with whom she had had an affair years before, resumes his interest; but she opposes. Bettger wounds himself accidentally and Barbara rushes him to a doctor. News of their renewed affair disappoints Carlson, who was in the process of forgiving Barbara. Bettger, however, recovers and tells Carlson that Barbara was not unfaithful. Carlson, realizing his estrangement with Barbara was as much his own fault, resolves to be a better husband and prevents Barbara from leaving again.

"The 5,000 Fingers of Dr. T."

(Columbia) Technicolor 89 Min.
Wide-Screen Stereophonic Sound

Cast: Peter Lind Hayes, Mary Healy, Hans Conreid, Tommy Rettig, John Heasley, Robert Heasley, Noel Cravat, Henry Kulky.

Credits: A Stanley Kramer Production; Produced by Stanley Kramer; Directed by Roy Rowland; Screen play by Dr. Seuss (Ted Geisel) and Allan Scott; Story and conception by Dr. Seuss.

"The 5,000 Fingers of Dr. T" is an imaginative picturization of the dreams of a small boy, who dislikes having to practice the piano. It is quite an artistic achievement, filled with some excellent fantasy. Roy Rowland, who directed, handles the whole production with the knowing touch of creative understanding. As it stands, the picture is another attempt by Stanley Kramer to do something different in motion pictures. The question of how the general public will go for this musical fantasy struck the reviewer immediately. It is evident that Columbia, to reap its reward from this film, will have to do some heavy and concerted selling on this feature, which has no star names.

There is no doubt that Tommy Rettig is one of the finest child actors to come along in quite awhile. Peter Lind Hayes, Mary Healy and Hans Conreid turn in clever performances, but the selling of creative art such as this is a very demanding job. Rowland has captured the emotional outlook of a child and his manner of being patient with adults, a decided asset for the film. In the song department, "Ten Happy Fingers," "Get Together Weather," and "Dream Stuff" are the best of a fine lot. The film has a dungeon ballet sequence, a fantasy sequence where 500 kids prepare to play the piano, a dream ballet, all of which will excite word of mouth once the picture is viewed. The picture was shown at Columbia Studios with stereophonic sound and projected on a wide screen in an aspect ratio of 1.85 to 1.

STORY: Tommy Rettig dislikes practicing the piano, which keeps him from playing with his dog and also playing baseball. However, his mother, Mary Healy, along with his piano teacher, Dr. Hans Conreid, make sure that he is hard at the scales. Rettig dozes at the keyboard and dreams that his mother, Mary, is under the hypnotic spell of Conreid, and in cahoots with him in the running of a school where 500 little boys are made to practice 24 hours a day. His only ally is a plumber, Peter Lind Hayes, who sympathizes with him. He tries to escape to no avail, but then learns that his mother is a hypnotic prisoner of Conreid and convinces Hayes to help him free her. They invent a "music-fix" that bottles up all the sound in the air. This destroys Conreid's power and the bottle blows up, waking Rettig at home by his piano. Mary goes downtown with Hayes, with whom a romance is blooming, and Rettig goes out to play.

"Arrowhead"

(Paramount) Technicolor 105 Min.

Cast: Charlton Heston, Jack Palance, Katy Jurado, Brian Keith, Mary Sinclair, Milburn Stone, Richard Shannon, Lewis Martin, Frank de Kova, Robert Wilke, Peter Coe, Kyle James, John M. Pickard, Pat Hogan.

Credits: Produced by Nat Holt; Directed by Charles Marquis Warren; Screen play by Warren; Based on a novel by W. R. Burnett.

This cavalry vs. Indians entry is a thrill-packed action and adventure yarn of the west that has much interest to it and quite a bit of suspense. The story is well told and at a good pace, with interest on high pretty much throughout. The cast, headed by Heston and Palance, gives a good account of itself. The direction and production are also in the good category. There is quite a bit of riding, shooting, fighting and color to be found here which should please the action-minded fans. The use of Technicolor is of definite value here.

STORY: In the Southwest in 1878, a U. S. Cavalry unit headed by Colonel Lewis Martin tries to meet with the Apache Indians to bring about peace. Chief of scouts Charlton Heston and his sidekick, Milburn Stone, unaware of Martin's intentions, come upon three Apache lookouts and kill them. Martin fires him and then leads his men into a trap in which many are killed. Heston is blamed for the deaths, and the Indian tribe, led by Jack Palance, plunges into renewed warfare. Captain Brian Keith agrees to another meeting with the Indians, but he is finally persuaded to let Heston take charge of things. After several successful raids, the cavalry is surrounded and outnumbered, but Heston saves them by defeating Palance in a hand-to-hand fight. The Indians, finding themselves without a leader, abandon the warpath.

"Arena"

(M-G-M) (3 D) Print by Technicolor 74 Min.

Cast: Gig Young, Jean Hagen, Polly Bergen, Henry Morgan, Barbara Lawrence, Robert Horton, Lee Aaker, Lee Van Cleef, Marilee Phelps, Jim Hayward.

Credits: Directed by Richard Fleischer; Produced by Arthur M. Loew, Jr.; Screen play by Harold Jack Bloom; Story by Loew.

Third dimension helps put across this rodeo yarn with its hard riding and other events presented in entertaining fashion. Tied to the proceedings are an on-again-off-again romance and the fate of a former big-time rodeo star injured and unable to ride any more. The story is fairly interesting; the cast does a good job; and the direction and production tie things up neatly. There are several behind-the-scenes revelations on rodeo activities presented here, in addition to 3-D, which should attract audiences.

STORY: The rodeo opens in Tucson, Arizona, and cowboys arrive from everywhere to participate in the prizes and excitement. Among the arrivals is Gig Young, top rodeo star, and his girl friend, Barbara Lawrence. His wife, Polly Bergen, from whom he has been separated for two years also puts in an appearance to settle their lives one way or the other, divorce or reconciliation. Then too, there is Henry Morgan, former top star, now unable to ride and forced to take a job as arena clown; his wife, Jean Hagen and their son, Lee Aaker and others. When Morgan sees the admiration that Aaker has for Young as he tops the events, he substitutes for an entrant. He is injured but carries on with his clown job until killed by a vicious bull. Young realizes that this could be his fate a few years hence and that Bergen was right in asking him to quit. They are reconciled after he brushes off Lawrence, who ties up with another cowboy, Robert Horton.

"The Beast From 20,000 Fathoms"

(Warner Bros.) 80 Min.

Cast: Paul Christian, Paula Raymond, Cecil Kellaway, Kenneth Tobey, Donald Woods, Jack Pennick, Lee Van Cleef, Steve Brodie, Ross Elliott, Ray Hyke, Mary Hill.

Credits: Produced by Hal Chester and Jack Dietz; Associate producer is Bernard Burton; Directed by Eugene Lourie; Screen play by Lou Morheim and Fred Freiberger; Suggested by a Saturday Evening Post story by Ray Bradbury.

Here is an exploitation entry which, with a little selling, can probably do quite well box office-wise. The story is fairly interesting with the exciting action-filled climax, the killing of the beast that invades New York City, being the high spot. The cast accounts for itself well and the direction and production are also okay while the special effects fall into the good category. The younger set and those seeking the unusual in action films should appreciate this entry.

STORY: Following an experimental atomic blast in the Arctic Circle, professors Paul Christian and Ross Elliott are accosted by a strange pre-historic reptile. Elliott is killed while Christian is wounded in trying to escape. Hospitalized, he tries to enlist the aid of professor Cecil Kellaway and his assistant, Paula Raymond, but Kellaway sends him back to the hospital until several queer incidents are reported by others in the north. Kellaway decides to investigate and is killed by the monster, who invades New York City, leaving death and destruction in its wake. The Army succeeds in wounding it but medical experts soon find that its blood is leaving behind a highly virulent disease. It reappears out of the water at Coney Island and Christian decides that the only safe way to destroy the animal and its bacteria is by shooting a highly radioactive isotope into its wound, which is done by a sharpshooter, and it dies shortly afterwards. Christian and Raymond are interested in a future together after it's all over.

"City of Bad Men"

(20-Fox) Technicolor 82 Min.

Cast: Jeanne Crain, Dale Robertson, Richard Boone, Lloyd Bridges, Carole Mathews, Carl Betz, Whirfield Connor, Hugh Sanders, Rodolfo Acosta, Pascual Garcia Pena, Harry Carter, Robert Adler, John Doucette, Alan Dexter, Don Haggerty, Leo V. Gordon, Gil Perkins, John Day.

Credits: Produced by Leonard Goldstein; Directed by Harmon Jones; Written by George W. George and George F. Slavin.

This outdoor adventure entry has color by Technicolor, some action, a fairly interesting yarn about the era that saw the last of the badmen, adequate performances by the cast and direction and production that is suitable. Some unusual twists to be found here is the inclusion of part of the heavyweight title bout between James J. Corbett and Bob Fitzsimmons staged in Nevada before the turn of the

(*Continued on next page*)

(*Continued from preceding page*)
century and outlaws becoming deputy sheriffs to make sure the fight goes on. It's okay for the lower half.

STORY: Dale Robertson, his brother, Lloyd Bridges and several others return from fighting in Mexico to Carson City, Nevada, in 1897 planning to rob the local bank only to find the town greatly enlarged and swollen with crowds present to see the championship fight between Corbett and Fitzsimmons. Sheriff Hugh Sanders has enlarged his force to cope with the increased activity and the arrival of outlaw gangs headed by Richard Boone, Don Haggerty and Robertson. Sanders tries to keep the lid from blowing off and having the fight postponed by offering to make the three leaders deputies and Robertson agrees, forcing the others to agree also. Robertson plans on robbing promoter Whitfield Connor of the fight "take" while the bout is on but decides against it at the last minute when his former girl, Jeanne Crain, professes her love for him. Bridges throws his lot in with Boone and Haggerty, and they rob Connor using Robertson as a hostage. Breaking free, he pursues them and has a hand in killing Boone and Haggerty after they kill Bridges in a doublecross. Robertson and Crain are reunited and he plans to go straight.

"Shoot First"

(United Artists) 88 Min.

Cast: Joel McCrea, Evelyn Keyes, Herbert Lom, Roland Culver, Marius Goring, Frank Lawton, Patricia Laffan, Cyril Raymond, Karel Stepanek, David Hurst, Dennis Lehrer.

Credits: Produced by Raymond Stross; Directed by Robert Parrish; Screen play by Eric Ambler; Adapted from the novel, "A Rough Shoot," by Geoffrey Household.

A fair amount of suspense is garnered by this cloak-and-dagger film, shot mostly in the English countryside. The highly competent cast plays along with the routine script that calls for all the expected foreign agents, planes landing secretly at night, and even the inevitable final chase in Madame Tussaud's wax works. There's never too much doubt about the final outcome, especially as the audience is always in on the secret from the very first, but an interesting characterization by Herbert Lom helps to maintain some aura of mystery about the goings-on. Because this one comes from a very familiar mold, it should do best with the help of another feature on the bill to keep the fans happy.

STORY: Joel McCrea, an American colonel living with Evelyn Keyes, his wife, in England, believes that he has accidentally killed Dennis Lehrer, a friendly agent working against an enemy ring. The crime was actually committed by Marius Goring, head of the foreigners, but when Herbert Lom, working for the British government, discovers the body, he uses McCrea's confusion to enlist his aid in wrecking the enemy's plans. David Hurst, an important foreign agent, is brought into the country secretly, and McCrea, Evelyn and Lom impersonate the real spies to try to learn the details of his mission. Goring and his group finally get to Hurst, but only after McCrea has found out where the enemy meeting is to take place. The two forces group at Madame Tussaud's, scene of the meeting, and the big battle and chase ensue. The enemy are all destroyed, and McCrea finally learns that he was innocent of Lehrer's death.

"The Great Sioux Uprising"

(Univ.-Int'l.) Technicolor 80 Min.

Cast: Jeff Chandler, Faith Domergue, Lyle Bettger, Peter Whitney, John War Eagle, Stephen Chase, Stacey Harris, Glenn Strange.

Credits: Produced by Albert J. Cohen; Co-produced by Leonard Goldstein; Directed by Lloyd Bacon; Screen play by Melvin Levy, J. Robert Bren and Gladys Atwater; Story by Bren and Atwater.

A better-than-average western programmer, "The Great Sioux Uprising" brings in lots of intrigue and even some character delineation along with its action sequences. A good cast succeeds in putting the story through its paces with the proper gusto, and Jeff Chandler and Faith Domergue make an appealing pair of leads. The plot concerns itself with horse thieves, Indian warfare and the Civil War, all in one film, but it never gets too far out of hand. A novel twist has the audience's sympathies with the red men, who are the dupes of villain Lyle Bettger. It's photographed in good color, and even though the expected uprising itself never occurs, there's enough action in it to please the fans. It should do all right in the sagebrush market.

STORY: Attempting to supply the Union Army with the horses it needs in its fight with the Confederacy are Faith Domergue and ruthless Lyle Bettger. Faith tries to buy horses from the Sioux Indians, but when they refuse to sell to her, Bettger steals them for himself. The Indians are irate but helpless against Bettger's guns. Along comes Jeff Chandler, a Union doctor, who cures Chief Red Cloud's wounded horse and then goes into the town to help avenge the Sioux. He learns about Bettger and is about to set the town against him when he is captured by the villain and framed. However, he escapes and returns with Faith to the Indians for help. Bettger deceives the Union Army into leading an attack against the red men, but Faith heads them off just in time. Bettger is exposed, and Chandler returns to his medical work in the army, promising to return some day to Faith.

"O. K. Nero"

(I.F.E.) Italian, dubbed in English 88 Min.

Cast: Walter Chiari, Carlo Campanini, Silvana Pampanini, Jackie Frost, Gino Cervi, Piero Palermini, Giulio Donnini, Alda Mangini, Rocco D'Assunto, Alba Arnova.

Credits: Produced by Niccolo Theodoli; Directed by Mario Soldati; American-language version directed by Lewis E. Ciannelli; Screen play by Age, Continenza, Monicelli, Scarpelli, Steno, Ciainelli; Story by Steno and Monicelli; American dialogue by Cianelli, Alden Schwimmer, James Parlatore and Hall Finberg; English lyrics by Ciannelli.

Sex is given the spotlight in this satire on American-type spectacles about the glory that was Rome. It was given a lush production in its native Italy and has received a good dubbing job, but it shapes up at best as a weak slapstick comedy. In its favor are two beautiful girls, Silvana Pampanini and Jackie Frost, as well as a few truly clever situations, but most of the gags are very old hat to American audiences. Concerning the adventures of two Italianate Martin and Lewis-type characters, it contains the old pie-in-the-face and hit-em-on-the-head type of comedy that sometimes scores for laughs but more often does not. A large cast exerts itself to try to play the script for all its worth, and they don't spare themselves anything if they think it will give the audience another laugh. Obviously, this picture was intended to be shown in standard houses rather than in the usual art houses. As such, it should be judged as a typical slapstick farce and played accordingly.

STORY: Walter Chiari and Carlo Campanini are two American sailors on leave in Rome. Via a scrap with some black marketeers, they get hit over the head, and when they awaken they find themselves in ancient Rome. Because they are Christians, they soon find themselves slated to be thrown to the lions. Jackie Frost, a Roman slave, helps them to escape however, and eventually they find favor with the Emperor Nero, Gino Cervi, and his Poppea, Silvana Pampanini. It becomes their job to amuse the court, and soon they have opened up amusement parks, introduced the game of pool and modern jazz. Cervi bestows on them all sorts of honors much to the dismay of the jealous Master of the Revels, Guilio Donnini. The latter finally tricks them into drinking a magic potion that will make them hate Cervi. When they openly attack the Emperor, he organizes a chariot race to take off after them. In the ensuing chase the two sailors smash into a tree. They awaken to find themselves in modern Rome again and rejoin their group.

"The Marshall's Daughter"

(United Artists) 71 Min.

Cast: Laurie Anders, Hoot Gibson, Ken Murray, Harry Lauter, Bob Bray, Bob Duncan, Forrest Taylor, Tom London, Bruce Norman; guest appearances by Preston Foster, Johnny Mack Brown, Jimmy Wakely, Buddy Baer.

Credits: Produced by Ken Murray; Associate Producer, Sherman A. Harris; Directed by William Berke; Screen play by Bob Duncan; Songs by Marjorie Thrasher and Jimmy Wakely, Jack Rivers, Stan Jones and Ken Murray.

Some mighty fancy riding and shooting by a mighty pretty gal, Laurie Anders, who makes her debut in this Hoot Gibson western, may help to keep the action fans interested. Battlewise, Gibson himself is forced to take a back seat as the script has him play an aging U. S. marshall who achieves his revenge on the villain via the gun-wielding of his beautiful daughter. This Ken Murray production of cowboys and rustlers at times is slightly more pretentious than the average western, but the script, with its several flash-backs, provides only a modicum of suspense. Interpolated in the story is an appearance by Murray and some prominent guests doing a comedy routine that stops the action but should go over with the kids, who will provide the best audience for this one. Tex Ritter sings the theme song, and when Laurie isn't disguised as El Coyote, scourge of all the bandits, she sings a song or two herself.

STORY: When Laurie Anders was still a child her mother was killed in a bandit raid led by Bob Duncan. She was reared by her father Hoot Gibson, a U. S. marshall masquerading as a medicine man. During their travels, they go out in search of bandits headed by the old enemy, Duncan. Gibson is wounded, forcing them to return home, where the local bank owner, Bob Bray, leads his own gang of hoodlums in cahoots with Duncan. When Laurie's uncle is killed by the villains, she disguises herself as El Coyote and goes after them. Duncan gets captured by the townspeople, but Bray manages to hold Gibson captive, threatening him with death. Laurie, still disguised, saves her father then trades in her guns for a married life with suitor Harry Lauter.

"Murder Without Tears"

(Allied Artists) 64 Min.

Cast: Craig Stevens, Joyce Holden, Richard Benedict, Eddie Norris, Clair Regis, Tom Hubbard, Murray Alper, Bob Carson, Paul Murray, Edith Angold, Leonard Penn, Hal Gerard, Burt Wenland, Fred Kelsey, Gregg Sanders.

Credits: A William F. Broidy Production; Produced by William F. Broidy; Directed by William Beaudine Sr.; Screen play by Jo Pagano and Bill Raynor From an original story "Double Jeopardy" by Jo Pagano.

"Murder Without Tears" is a weak whodunit, that will get its best response in the general market as a programmer. Based on the interesting theme of "double jeopardy," which means that a person cannot be tried twice for the same crime, the film is a draggy, poorly developed affair with a rather stilted screen play. Craig Stevens and Joyce Holden do the best they can with their unimaginative roles while Richard Benedict manages to turn in the best performance of the whole affair as a professional killer who has decided to try his hand at blackmail.

STORY: Eddie Norris' wife, Clair Regis is found dead in their home when Norris returns from a drinking bout. Norris pleads alcoholic amnesia. Although Dr. Hal Gerard confirms

(*Continued on next page*)

(*Continued from preceding page*)

that Norris has suffered previous blackouts, he is indicted for murder. When he offers $1000 reward for anyone who can establish his whereabouts at the time of the murder, Joyce Holden, a bank teller, shows up with evidence that he was in a bank safety deposit vault. Norris is freed, but the cop on the case, Craig Stevens, is still suspicious. Norris runs into trouble when Richard Benedict, whom he hired to kill his wife decides on blackmail. In an argument with Benedict, Norris is killed just as Stevens and his partner close in on him. Then Benedict is killed by a bullet from his own gun and Stevens teams up with Joyce for a bright future.

"Volcano"

(UA) Italian, dubbed in English 106 Min.

Cast: Anna Magnani, Geraldine Brooks, Rossano Brazzi, Eduardo Ciannelli, Enzo Staiola.

Credits: Produced and directed by William Dieterle; Screenplay by Piero Tellini and Victor Stoloff; Story by Renzo Avanzo.

Filmed in Italy and finely dubbed into English, "Volcano" is an interesting yet at times unpleasant entry with the barren island setting, the natives at work deep sea fishing and laboring in pumice stone mines, and other native habits most interesting and also extraneous as far as the story development is concerned. The vehicle shows off the dramatic talents of Anna Magnani in fine fashion with the rest of the professional cast also giving a good account of itself. Because of the dubbing, this might go in situations other than art and specialty spots where the name of Magnani might mean something.

STORY: Street walker Anna Magnani is forced by the police of Naples to return to her birthplace, the rocky island of Volcano. She is met by her younger sister, Geraldine Brooks, who has remained on the island with their younger brother, Enzo Staiola, working hard to exist and hoping to hear from her fiance in America. Magnani too is forced to manual labor to live but eventually both are forced to give up their jobs by the other more respectable women on the island. Rossano Brazzi, a diver engaged in salvage, hires them to help out and also makes a play for Brooks while convincing her she will never hear from her fiance. Magnani suspects Brazzi but Brooks refuses to be warned. As a last resort, Magnani entices Brazzi into spending the night with her, after which she informs Brooks. The latter expresses anger at Magnani and still resolves to go with Brazzi whereupon Magnani murders him. Realizing it would be best for all concerned, desipte revelations that Brazzi was a villian Magnani throws herself into the volcano's crater. Shortly afterwards, Brooks' fiance arrives.

"Tarzan And The She-Devil"

(RKO) 76 Min.

Cast: Lex Barker, Joyce MacKenzie, Monique Van Vooren, Raymond Burr, Tom Conway, Robert Bice, Mike Ross, Henry Brandon, Michael Grainger.

Credits: Produced by Sol Lesser; Directed by Kurt Neumann; Screen play by Karl Kamb and Carroll Young.

This most recent in the "Tarzan" series should please the fans and others seeking action and intrigue and a change of locale. It moves at a fast enough pace and the story is interesting enough. The cast is efficient and the direction and production are up to the standards for this series. The younger set should particularly welcome this entry on the program.

STORY: Monique Van Vooren heads a gang of ivory hunters, who care little how they acquire the valuable material. One of her aides, Raymond Burr, learns of a vast elephant herd and plans to doublecross her after acquiring the ivory. He captures the male member of a native tribe to help in the round-up and the tribe women appeal to Lex Barker as Tarzan to free the men. Van Vooren tries to persuade Barker to lead the expedition. He refuses whereupon she orders an attack upon the village where Barker and his mate, Joyce MacKenzie, are staying. Barker is captured while MacKenzie flees. When he gets loose, he finds their hut in ruins and assumes that MacKenzie is dead and he has very little will to live making his recapture easy. Van Vooren learns of Burr's plan and arrives on the scene with henchman Tom Conway and MacKenzie whom she has prisoner. Barker seeing his mate alive, calls the elephants to stampede and the whole villainous gang is wiped out. Barker and MacKenzie are together again.

"Safari Drums"

(Allied Artists) 71 Min.

Cast: Johnny Sheffield, Douglas Kennedy, Barbara Bestar, Emory Parnell, Paul Marion, Leonard Mudie, Smoki Whitfield, Russ Conway.

Credits: Produced, directed and written by Ford Beebe.

Ford Beebe's triple talents help make this an above-average Bomba film. Beebe has used quite a bit of stock footage in the film and all of it is breathtaking stuff. One of the best sequences is a vicious battle between a lion and a tiger, which will make kids really like this picture. Johnny Sheffield is good as the jungle boy hero, while Douglas Kennedy makes a good heavy, and Barbara Bestar injects a lot of personality in her role as secretary to the safari.

STORY: A group composed of Emory Parnell, Paul Marion, Barbara Bestar and Douglas Kennedy goes into the African jungle to film wild life. One of the party, the head of the group, Emory Parnell, tells Leonard Mudie that they need a guide to help them get exciting footage. Mudie contacts Johnny Sheffield, who says 'No,' then later says 'Yes,' when the police tell him that one of the party has killed a geologist and taken a fortune in diamonds from him. Bomba lets Barbara in on the secret of why he is helping the group. The villain turns out to be Douglas Kennedy, who is killed by a lion, that Sheffield later kills. Then Sheffield, when Barbara's back is turned, grabs a vine and swings off into the jungle.

"Genghis Khan"

(United Artists) Philippine 78 Min.

Cast: Manuel Conde, Elvira Reyes, Lou Salvador, Andres Centenera, Darmo Acosta, Jose Villafranca, Inday Jalandoni, Ric Bustamante, Africa De La Rosa, Juan Montero.

Credits: Produced and directed by Manuel Conde; Screen play by Conde and Carlos V. Francisco; English narration by James Agee.

This all-Philippine production with an English narration super-imposed over the native dialogue is strictly for the small art houses that cater to special audiences. Written, produced, directed by and starring Manuel Conde, it tells the romanticized legend of the formative years of the cunning Temujin, who grew up to be the highly feared Genghis Khan, king of the Mongols. The action, which is unrolled in pretty much a straightforward manner without attempting to be "different," contains many scenes of violence and intrigue but lacks the touch of imagination. Most of the cast play their roles well and succeed in capturing much of the interest inherent in the life of this exotic leader. The attempts at deeper psychology often seem naive, but the film should find its own kind of audience.

STORY: In 1206, the Mongol tribes are warring with each other. The idiotic King Burchou, Lou Salvador, ruler of the most powerful group, calls his enemies to his camp for a peace meeting. However, his evil advisor Targout, Darmo Acosta, convinces him to kill them all once he has them there. Temujin, Manuel Conde, escapes and returns to his native village, which Acosta has had burned. Conde assumes the name of Genghis Khan and plans his revenge, which includes the kidnapping of Salvador's daughter, Elvira Reyes, who loves him. Despite the cruel treatment she receives, she saves Conde from one of Acosta's tricks and then escapes back home. There she finds Acosta has deposed her father and has taken control. He is about to kill her, when Conde and his men arrive to save her. Conde and Elvira pronounce their love for each other as Conde declares they will now rule the Mongolian empire.

"The Twonky"

(United Artists) 72 Min.

Cast: Hans Conreid, Billy Lynn, Gloria Blondell, Janet Warren, Ed Max, Al Jarvis.

Credits: Produced, directed and written by Arch Oboler; Based on the story by Henry Kuttner.

Here is another Arch Oboler venture into the realm of science-fiction, this time with a television set as the villain of the piece. Story begins with a clever idea, that of a robot from the future lodging himself within a video set where he proceeds to bother owner Hans Conreid. However, weak scripting has the same situations repeated time and time again, thus soon wearing out the novelty value. In its better moments, it is told almost tongue-in-check, and every once in a while some philosophizing on the super-state of the future is thrown in. Special effects are rather tame as science-fiction tales go, with little more than a walking television set to frighten the kiddies. This one should do as the bottom half of the bill.

STORY: Hans Conreid's extravagant wife, Janet Warren, buys him a television set to keep him company when she goes to visit her sister. It turns out that the set contains a robot from the future who accidentally landed in the 20th century. The robot begins to rule Conreid's life, causing him a great deal of trouble. He calls in Billy Lynn to help him, but only more trouble ensues. Finally, Janet comes home just when everything is most hectic. She is terrified by the set, but Conreid finally manages to smash it when he is in an auto accident. While convalescing in the hospital, he is presented with another set by Lynn to keep him company.

"The Affairs of Messalina"

(Columbia) French-Italian, dubbed in English 100 Min.

Cast: Memo Benassi, Maria Felix, Georges Marchal, Jean Chevrier, Jean Tissier, Michel Vitold, Giuseppe Varni, Germaine Kerjean, Delia Scala, Erno Crisa, Camillo Pilotto, Carla Ninchi, Ave Ninchi, Cesare Barbetti, Gino Saltamerenda.

Credits: Produced by Gallone Productions and Filmsonor; Directed by Carmine Gallone; Screen play by Carmine Gallone, adapted by Albert Valentin and Nino Novarese; Dialogue by Pierre Laroche.

"The Affairs of Messalina" is a film, at times slow in movement, but which boasts spectacle and pageantry plus some colorful arena sequences. Film will get its best returns in art houses and special situations in the U. S. Dubbing on the Franco-Italian production isn't too bad and Maria Felix is a real looker as Messalina. Photography is an outstanding feature of the film with some of the shots in the picture having real scope and power. Needless to say in the story of a sexy Empress there are plenty of exploitation angles. Film has some fine effective mob scenes and its production mantling is excellent.

STORY: Roman Emperor Memo Benassi's wife, Maria Felix, is an oversexed woman, who visits brothels in search of lovers. She has many affairs in court, later disposing of lovers who talk too much. When she poisons Jean Tissier's son, he plots revenge. Cloaking his hate he encourages Maria's affection for Georges Marchal, who is the head of a bunch of gladiators who want to dethrone Benassi. Marchal is enamored of Maria, because she has promised to make him emperor. However, well laid plans go astray and Marchal dies at the hands of his henchmen. Maria bumps herself off rather than be dealt with by her foes.

The Amazing Story of THE MAZE is told in these Amazing Bookings!

KANSAS CITY
PARAMOUNT
July 10

NEW ORLEANS
ORPHEUM
July 1

ST. PAUL
RIVIERA
July 1

PITTSBURGH
WARNER
June 25

WASHINGTON
ONTARIO & APEX
July 10

SPOKANE
FOX
July 16

OAKLAND
PARAMOUNT
June 24

PORTLAND
PARAMOUNT
June 24

LOUISVILLE
MARY ANDERSON
August 6

SAN FRANCI
ST. FRANCI
June 23

OMAHA
ORPHEUM
July 10

PHILADELPI
STANTON
June 26

ROCHESTE
PALACE
July 15

DAYTON
KEITH
July 23

PHOENIX
PARAMOUN
July 26

Top Circuits Everywhere!

RKO • STANLEY WARNER • UNITED PARAMOUNT • BUTTER
TRI STATES • PENN PARAMOUNT • NEW ENGLAND THI

ALLIED ARTISTS' 3-D SENSATION
Leaps into the NATION'S TOP "A" HOUSES!

CHICAGO
NITED ARTISTS
July 22

• AMAZING

LOS ANGELES
Hollywood & Downtown
PARAMOUNTS
July 2

• AMAZING

BOSTON
PARAMOUNT &
FENWAY July 2

MILWAUKEE
WARNER
July 3

AZING

CLEVELAND
PALACE
July 2

• AMAZING • AMA

ST. LOUIS
FOX
July 17

NG • AMAZING

SEATTLE
PARAMOUNT
June 30

AMAZING • AMAZING • AMAZI

ING • AMAZING • AMAZING • AMAZING

DES MOINES
DES MOINES
July 2

• AMAZING

BALTIMORE
HIPPODROME
June 25

AMAZIN

DENVER
DENVER & ESQUIRE
July 2

AMAZING

MINNEAPOLIS
STATE
July 2

AMAZING • AMAZING •

SPRINGFIELD
MASS.
PARAMOUNT
July 1

SALT LAKE
LYRIC
June 26

S • AMAZING

PROVIDENCE
MAJESTIC
July 1

ING • AMAZING • AMAZING • AMAZING • AMAZING

SIOUX CITY
CAPITOL
July 17

S • AMAZING

DETROIT
MADISON
July 2

• AMAZING

SYRACUSE
KEITH'S
July 15

ALBUQUERQUE
STATE
July 29

• AMAZING •

WORCESTER
CAPITOL
July 3

AMAZING



Available with STEREOPHONIC SOUND

YOUNGSTOWN
WARNER
July 23

AMAZING •

Allied Artists PRODUCTIONS

EST COAST • MINNESOTA AMUSEMENT
A • ALLIANCE • ALTOONA PUBLIX

ALLIED ARTISTS presents
"THE MAZE" starring **RICHARD CARLSON • VERONICA HURST** with
Katherine Emery • Michael Pate • Hillary Brooke • Produced by RICHARD HEERMANCE
Production Designed and Directed by WILLIAM CAMERON MENZIES
Written for the Screen by DAN ULLMAN • Based upon a story by MAURICE SANDOZ
Executive Producer WALTER MIRISCH

Four New Sound Stages For Republic; To Produce 18-20 Top Budget Films



Herbert J. Yates (center) president of Republic Pictures, breaks ground on site of 4 new Republic sound stages. Aiding in ceremonies are Jack E. Baker (left) company vice-president in charge of studio operation and Daniel J. Bloomberg, chief engineer for the company. "The new expansion program will gear Republic for film production in any and all dimensions," Yates stated.

HOLLYWOOD. — A substantial expansion program to meet the challenge of new techniques has been launched by Republic Pictures with an announcement by company president Herbert J. Yates that construction on four new sound stages of latest design and technical innovation has begun at the San Fernando valley studios.

Expressing confidence in the future of the industry based on rising boxoffice figures during a period of transition to the new era of dimension, Yates stated that Republic is backing up its optimistic evaluation with well-considered expenditures.

"The new construction will bring our total number of sound stages to eighteen," Yates said. "This expansion, coupled with our newly completed Consolidated Laboratory building, built and equipped at a cost of $2,000,000, and similar expansion of our east coast laboratory facilities, will gear Republic for film production and processing in any and all dimensions," Yates stated.

In looking forward to ultimate standardization of motion picture processes so that a minimum of hardship would be placed on both producer and exhibitor, Yates said that Republic's expansion program would enable the company to produce between eighteen and twenty top budget pictures a year.

British Exhibs Suggest Tax Strike For Relief; Buy US TV Films For Use

LONDON.—A proposal of a "tax strike" in protest against the Conservative government's unsympathetic attitude toward entertainment tax relief and a suggestion that British motion picture theatres purchase U.S. television films for theatre use rather than allow them to be bought by the BBC highlighted the annual convention of the Cinematograph Exhibitors Association.

The tax proposal, which followed an attack on the government's policy by J. Arthur Rank, was that every theatre in the land should charge a fee so low, eight pence a head, that it could not be taxed. This would act as a protest for one week, according to the idea of J. X. Prendergast, who announced the plan.

However, CEA officials disapproved of the plan because of the possibility of the approval of an amendment to the tax bill which is currently being debated in Parliament. The CEA feared that any action now might hurt its changes to have the new ruling approved. The amendment would bring relief to British exhibitors.

CinemaScope Gets More Industry Endorsements As 100 'Robe' Dates Set

(*Continued from page* 5)

interest in CinemaScope possibilities. Fox will not ask any major studio to submit its scripts for approval, relying on their promise that the process will only be used on quality productions. However, it does insist that it approve scripts by independent producers and has already turned down several as not being worthy of the process, Lichtman stated.

He also mentioned Europe in his talk, and he predicted that conversion to CinemaScope there will be faster than in this country once it gets going.

Concerning stereophonic sound, Lichtman said that the company was experimenting with placing four soundtracks on one film. If this is successful, after initial time spent in conversion, it will be possible for the equipment companies to turn out the sound system faster than the present three-channel system. However, the company was assured that from 900 to 1,000 theatres will have the current CinemaScope sound system by the end of the year, Lichtman stated.

NEW APPOINTMENTS

J. CHEEVER COWDIN, board chairman at Universal Pictures from 1936 to 1949, was named chief of the State Department's overseas film program. He will direct an organization that distributes films abroad through 135 United States Information service posts in 88 countries, and which are seen by over half a billion people each year, according to Dr. Robert L. Johnson, head of the International Information Administration. Cowdin replaced Herbert T. Edwards, a Democrat, who resigned last April.

IRVING ROGOSIN, former National Labor Relations Board principal trial examiner, was appointed general counsel of the Independent Motion Picture Producers Association. In this newly created post, Rogosin will concentrate on labor relations activities, in which area he has figured prominently in recent years. He will work from his Beverly Hills office.

STANLEY KOSITISKI was advanced to branch manager of UA's Buffalo exchange office to replace Mannie Brown, resigned. Kositiski was formerly UA's city sales manager in its Philadelphia office.

FRANKLIN E. SCHREIBER was named branch manager of the Cincinnati office of Universal Pictures Co. in place of William Blum, who has been assigned to other duties in the Cincinnati branch. Schreiber, who was promoted from salesman, has worked as poster clerk, head booker and office manager in Universal Offices.

EDWARD J. NELSON resigned his post as research engineer for the Army and Air Force Motion Picture Service Laboratory, St. Louis, to become research and development engineer for the Ballantype Co. He will supervise technical production on the company's "all-system" equipment package for the Omaho concern.

DR. LEON J. WARSAW was named director of the newly-enlarged medical department of United Artists. Dr. Warshaw, a member of the staffs of Bellevue and Beth Israel hospitals as well as of the faculties of Columbia and Cornell universities, will maintain regular office hours in UA's medical department twice a week.

TVSpotsReadyForExhibs Use On U-I Summer Fare

The use of 60-second and 20-second television spot announcements will be included as part of the advertising campaign of each film Universal-International releases during July and August, it was announced by David A. Lipton, vice-president in charge of advertising and publicity.

Exhibitors can order the spots through the company's home office in New York. Pictures included in the line-up are the Technicolor films "Thunder Bay," "The Man From The Alamo," and "The Great Sioux Uprising," as well as the following black and white releases: "Francis Covers The Big Town," "All I Desire," "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde" and "All American."

3D WB

FROM WARNER BROS., MAKERS OF 'HOUSE OF WAX'...

THE 3D SUCCESSOR TO THE BOXOFFICE-SUCCESS OF THE YEAR!

ALL ITS EPIC GRANDEUR,
DAUNTLESS COURAGE
AND WIDE-OPEN PAGEANTRY
AS CLOSE AS IF YOU
WERE THERE — IN

NATURAL VISION
3 DIMENSION
AND
WARNERPHONIC SOUND

"WE MAKE OUR STAND AT THE RIVER... AND WE'LL STAND TILL THE RIVER RUNS DRY!"

COLOR BY WARNERCOLOR

THE CHARGE AT FEATHER RIVER

ALL EYES ARE ON TEXAS FOR THE 9 INTERSTATE CITIES OPENING JUNE 30

THIS PICTURE ALSO CAN BE EXHIBITED IN 3-D
ON WIDE OR GIANT SCREENS!

STARRING GUY MADISON · FRANK LOVEJOY · WITH HELEN WESTCOTT · VERA MILES · DICK WESSON · ONSLOW STEVENS · STEVE BRODIE · WRITTEN BY JAMES R. WEBB · MUSIC BY MAX STEINER · PRODUCED BY DAVID WEISBART · DIRECTED BY GORDON DOUGLAS

$1,875,000 Net For WB In Half; Rentals Decline

A net profit of $1,875,000 for the period from Sept. 1, 1952 to Feb. 28, 1953 was reported by Warner Bros. Pictures, Inc. This figure, which represents an allowance of $2,300,000 for federal income taxes and another one of $200,000 for contingent liabilities, accounts for the final six-month period of the company prior to the reorganization plan which divorced theatre assets from those of production and distribution.

An earlier six-month period, ended March 1, 1952, had ended with a net profit of $3,750,000 after provision of $3,900,000 for federal income taxes and $200,000 for contingent liabilities, according to a company report.

The period ended Feb. 28, 1953 included a profit of $44,000 from sales of capital assets, before tax provisions. This compares with a corresponding profit of $978,000 for the six months ended March 1, 1952.

Earnings Dip

The net profit for the February period also includes $125,000 which was Warner's share of film rentals from certain foreign countries. The final net figure represents $.37 per share on the common stock outstanding February 28, 1953. The corresponding period last year showed a net profit of $.66 per share.

The company reported a figure of $52,359,000 for the named period from film rentals, theatre admissions, sales, etc. This was recorded after the elimination of intercompany transactions, and it represents a decline from the $57,528,000 reported for the corresponding period last year.

Not included in the net profit for the period ended Feb. 28, is a special credit to surplus amounting to $3,249,000. This figure represents the excess of net proceeds of fire insurance over book value of studio assets destroyed during the year ending August 31, 1952, less estimated federal income taxes thereon.

Color Corp. Expansion Set; Financing Indies

HOLLYWOOD.—Announcement of an investment of $250,000 for plant facility expansion in the past six months plus the expenditure of another half million in helping independent producers was made by W. R. Yarnall, president of Color Corp. of America. With all this money spent, Yarnall declared that his company will still end the year with a profit.

The company will be able to handle 45,000,000 feet of color-television film annually when color television comes into full use, Yarnall continued. Also, he announced that he expects the total of print footage on regular films to reach 53,000,000 feet by the end of the year. This includes the 11 films now in production, the two scheduled to start this month and the commercial and educational films to be made.

With a break-even point of 35,000,000 feet, his company is bound to end the year with a profit, Yarnall stated. He also declared that it will always be ready to help finance independent producers who have a good script on hand.

Ben Fielding



Benjamin Fielding, a home office executive at Loew's Inc., since July 1, 1948, and a former New York City Commissioner of Licenses and of Welfare, died of a cerebral hemorrhage at Doctor's Hospital, June 15, at the age of 44. He is survived by his widow, the former Ann Dorson, and a daughter Mary.

It takes more than a news story to cover the achievements of this exemplary public servant and industry executive. Mr. Fielding was made License Commissioner in 1946, in which post he proved himself a friend and champion of the entertainment business. In a subsequent appointment to the Welfare post, he removed the chiselers from the relief rolls.

A tower of strength in promoting the cause of better human relations, Mr. Fielding, on joining Loew's, soon made his mark in furthering the best interests of the motion picture industry with his understanding, knowledge and love of the business.

The sudden passing of this indefatigable leader, respected for his personal integrity by everyone with whom he came in contact, was a great shock to his many friends in the industry. THE INDEPENDENT FILM JOURNAL, along with the Organization of Motion Picture Industry, Independent Theatre Owners Association, the Metropolitan Motion Picture Theatres Association and countless other organizations, records its sorrow at the passing of a beloved friend and industry servant of the highest stature.

BB TV Trust Bill Set

WASHINGTON. — Representatives Wilbur Mills (D., Ark.) and A. S. Herlong, Jr. (D., Fla.) have introduced bills to permit baseball teams and leagues to regulate telecasting and broadcasting of their baseball games without fear of anti-trust prosecution. A similar bill has already been approved by the Senate Commerce Committee.

RKO Summer Schedule Of 11; 3 Set In 3-D

HOLLYWOOD.—A summer schedule of 11 releases, two of which are in 3-D, has been lined up by RKO, Charles Boasberg, general sales manager, announced.

The first 3-D film is "Second Chance," to be released July 15. Produced in Technicolor by Edmund Grainger, it stars Robert Mitchum and Linda Darnell. The other is "Devil's Canyon," an August release in Eastman color, produced by Grainger and starring Virginia Mayo.

Other releases set for July include Sol Lesser's "Tarzan and the She-Devil," starring Lex Barker; "Below the Sahara," in Technicolor, and "Affair with a Stranger," starring Jean Simmons and Victor Mature, "The Sea Around Us," and two re-releases, "Mighty Joe Young," starring Terry Moore, and "Isle of the Dead," with Boris Karloff.

Set for August are Walt Disney's "The Sword and the Rose," in Technicolor, starring Richard Todd and Glynis Johns; and two re-releases, "Stage Door," starring Katharine Hepburn, Ginger Rogers and Lucille Ball, and "Without Reservations," with Claudette Colbert and John Wayne.

Set for September release are "Rage of the Jungle," Benedict Bogeaus production for wide screen and stereophonic sound, starring Ann Sheridan and Glenn Ford and Zachary Scott; "Son of Sinbad," in 3-D and Technicolor, and "She Had to Say Yes," starring Robert Mitchum and Jean Simmons.

MGM Sets First Fall Releases For September

Charles M. Reagan, M-G-M general sales manager, has set three pictures as the first of the fall releases for the company. The three will be released in September and will supplement the summer schedule of eight pictures for July and August.

In the new group of pictures announced, "The Great Diamond Robbery," starring Red Skelton and Cara Williams, will head the list and will be released the first week in September. "Terror On a Train," with Glenn Ford and Anne Vernon as its stars, will be released about the middle of the month and "The Actress," starring Spencer Tracy, Jean Simmons, and Teresa Wright, at the end of the month. For July, the program heads off with "Dangerous When Wet," a Technicolor picture starring Esther Williams, Fernando Lamas, Jack Carson, and Denise Darcel, and for August "The Band Wagon," with Fred Astaire, Cyd Charisse, Nanette Fabray, and Jack Buchanan starring, scheduled to follow "Dangerous When Wet," into the Music Hall top the list.

UA Hits Peak Billings

For the first time in its history, United Artists hit over $1,000,000 in domestic weekly billings, according to William J. Heineman, vice-president in charge of distribution. The event occurred in the final week of the company's Bernie Kranze Drive for billings and collections, which lasted from Dec. 22 to June 20.

Heineman thanked his staff and company for the efforts exerted on behalf of the drive and called it a fitting tribtue to Kranze, the company's general sales manager.

Pre-Selling:

"Paradise" Melody, "Melba" Score Net Major United Artists Build-Ups

United Artists has inaugurated a major drive to popularize the title song from its "Return to Paradise" as well as a $50,000 campaign to promote the score of its forthcoming "Melba." This was decided on the strength of the recent success UA has been having with title songs of its hits, "High Noon" and "Moulin Rouge."

The "Return to Paradise" song, again the work of the Dmitri Tiomkin-Ned Washington team that wrote "High Noon," is being exploited by the Remick Music Co., the songs publishers, as well as by UA. The basis of the campaign is the use of disc jockeys and radio and television stations.

John White, Remick's professional manager, sent out seven song-promotion men throughout key territories in the country to plug the song with the disc jockeys.

Recordings Released

Six major record companies have already released their recordings of the song. Columbia, Decca, Victor, London, M-G-M and Coral Records have entered the race for top honors.

Recording of the full score of the film is being planned by Mack Goldman, general manager of the Music Publishers Holding Corp., as another part of the promotion campaign.

The "Melba" drive will include tie-ups with chain and department stores as well as the disc jockey campaign prescribed for "Paradise." Under the direction of Lyle K. Engle, newly appointed music exploitation consultant for UA, the campaign will focus on the songs, "The Melba Waltz" and "This Is The Beginning of Love." This will be in addition to the efforts of Bregman, Vocco, Conn, Inc., who published them.

Engle, former publisher of "Song Hits," has arranged for the RCA Victor album, "The Patrice Munsel 'Melba,'" which will also help to promote the film and its music. The album includes 12 songs and operatic arias sung by Miss Munsel in the film. It will be available in both 33 rpm and 45 rpm speeds.

Earlier in the year, more publicity was gained for the film when Rae Cocking, 22-year-old soprano selected as "Australia's Modern Melba," visited New York. She received an official welcome to the city and appeared on local radio and television programs.

"Pie A La Mode" For Restaurant Tie-Ups

Chicago.—Speaking before the National Restaurant Association, Carey Wilson, M-G-M producer, called for a close co-operation between the two industries, describing their union as "pie a la mode." He cited the fact that though both groups could be entirely self-sufficient, they would each benefit from "a unique American partnership."

Wilson spent the last part of his speech in listing specific ways in which the restaurant and movie people could work together. He referred to his own films and others from the M-G-M lot to illustrate his points.

"Along The Way" Booking Boosted Via Plane Flight

Atlantc City.—A ballyhoo flight by an airplane, the employment of special heralds and playdate posters, plus the giveaway of fan photos marked the re-opening campaign of the Warner Theatre for the engagement of Warner Bros. "Trouble Along the Way."

Campaign began a week prior to opening and included city-wide posting of 24 and six-sheets, distribution of window cards as well as table cards and napkins among restaurants, plus playdate announcements in all hotel amusement guides.

On opening day, an airplane flew over the boardwalk towing playdate banner. First 400 ladies attending the opening received autographed photos of John Wayne, film's star.

Parade Plugs 'Sangaree'

Savannah, Ga.—World premiere of Paramount's "Sangaree" at the Lucas and Savannah Theatres was accompanied by a massive parade through the city's main streets. Marchers, composed of local groups, dressed in 18th century American costumes, in keeping with the motif of the film. Streets of the town, and both theatres, were also decorated in early American style. Patriotic and youth groups marched in the parade, singing songs popular 172 years ago.

Skywriters Promote "Shane" In Heavens

New York.—Added fillip to the promotional program worked for Paramount's "Shane" at the Radio City Music Hall was supplied by both a skywriting campaign and a salute from one of Gotham's major camera stores.

Two weeks before the opening the theatre had planes spell out the title of the picture over the metropolitan area. This was followed up the next week with the slogan, "See Shane," written in the sky. Campaign ended when the picture finally opened, with the words "Now Shane." Employment of skywriting enabled a wide out-of-doors audience potential to view the promotion.

Store Runs Ads

In conjunction with the opening, Willoughbys camera store ran ads in the papers saluting "Shane" as "the finest example of Technicolor photography" they had seen "in many a year." Their ads also showed four scenes from the film.

Stressing the idea that the Music Hall has a new panoramic screen, ad copy claimed that the new technique requires more than just cast and story to make a great movie. It also needs "magnificent color photography," and the Willoughby ad claimed that "Shane" had it.

Races Aid 'Crowd' Debut

Allied Artists held a three-state premiere for its "Roar Of The Crowd" in an attempt to effect a tie-up with the widespread interest in the Memorial Day auto racing classic at Indianapolis. The premieres, backed by heavy newspaper and radio advertising, were held in key cities in Indiana, Illinois and Ohio.

"Little Sheba" Mobile Catches Eyes



Mobile unit toured streets of Little Rock, Ark., before and during the run of Paramount's "Come Back, Little Sheba" at the Arkansas Theatre. Stunt was devised by Jim Carberry, city manager of Rowley United Theatres, and Jim Thames, publicity manager of the local theatre.

Pre-Arranged Promotions

Recent issues of the Auto-Lite Company's "look alike" national magazine ad series featured stars from two 20th-Fox films. "Destination Gobi" and "The Girl Next Door" were publicized as a result of the use of photos of film stars Richard Widmark and Dan Dailey by the battery company.

Universal-International is tying in the current serialization of Nicholas Monsarrat's "The Cruel Sea," now running in several American newspapers, with its distribution of the J. Arthur Rank film. Papers using the serialization have been running scene stills and copy publicizing the release of the film. Among the journals included in the set-up are the "Boston Globe," "Albany Times Union," "Chicago Sun Times," "San Francisco Examiner," "St. Louis Post Dispatch," "Des Moines Register," "Newark News," "Newport Daily Press," "Allentown Call Chronicle" and Watertown, New York "Times."

RKO Radio arranged to use the special stamp put out by the U. S. Government commemorating the sesquicentennial of the Louisianna Purchase for promotion on behalf of its 3-D film, "Louisianna Territory." Exhibitors in the U. S. and Canada were sent engraved, illustrated first day souvenir envelopes bearing the new stamp. Tie-up was arranged by RKO's Leon J. Bamberger, sales promotion manager.

United Artists arranged a tie-up with drug stores throughout the country to display 35,000 posters publicizing its film, "Crosstown." Posters, prepared by the Kurl Lash Corp., featured film's star Evelyn Keyes.

A continuing tie-up between M-G-M and the Cook Chocolate Co., claimed to be the first world-wide arrangement of its kind ever made, plugs Metro's "Never Let Me Go" and "Dream Wife." Wrappers show scenes from the films, names of stars and carry descriptive copy. Bars are used for prizes, gifts and contests. Overall plan is to continue the tie-up with other M-G-M films in conjunction with 20,000 theatres.

Camels On Tour For "Desert Song"

A summer tour has been planned for the four camels used in Warner Brothers' "The Desert Song" to ballyhoo the film throughout the country. Billed as "Animal Stars of 'The Desert Song,' " they will be publicized as the creatures who transported the stars of the film.

World Jungle Compound has worked up the act that gives the animals the glamour treatment through the display of color stills showing them with Hollywood stars.

Lautrec Exhibits At Museums Aid "Rouge" Datings

The colorful quality of Toulouse-Lautree's art work was utilized in promotion by theatres in two cities to excite interest in runs of United Artists' "Moulin Rouge," film about Lautrec.

The Trans-Lux, Philadelphia, prior to the run of "Rouge," held a special screening for members of the Philadelphia Art Museum. The museum co-operated with an exhibition of Toulouse-Lautree paintings at which Zsa Zsa Gabor, film star, made an appearance.

In New York, an art gallery in connection with the Capitol Theatre run of "Rouge" showed original paintings, along with costumes, scenery and plans made by an artist for the production.

For the Capitol opening, a touch of Paris was provided when the name of Broadway at the theatre's location was changed to Rue de Montmartre in honor of the premiere.

Programs Distributed

Girls in can-can costumes were on hand in the lobby to distribute programs, and men dressed in "gendarme" uniforms acted as doormen.

Leading department stores displayed "Moulin Rouge" windows. One presented a scene from a Paris cafe with prints of Toulouse-Lautree posters in the background.

The window display of the French Line tied in with the Capitol run by displaying a picture of film's star Jose Ferrer on board the "Ile de France."

A banner advertising the novel, "Moulin Rouge," on which the film story is based, together with a banner on the Capitol run, appeared on many news trucks throughout the city.

Carousel Placed Outdoors Arouses Carnival Spirits For Engagement Of "Lili"

An elaborate carousel with neon lights was sent on a street tour of Philadelphia for four days to advise the town of the arrival of M-G-M's "Lili" at the Arcadia Theatre. The vehicle played appropriate music as it attempted to recreate the carnival atmosphere of the film. On the night of the premiere, the carousel was placed in front of the theatre.

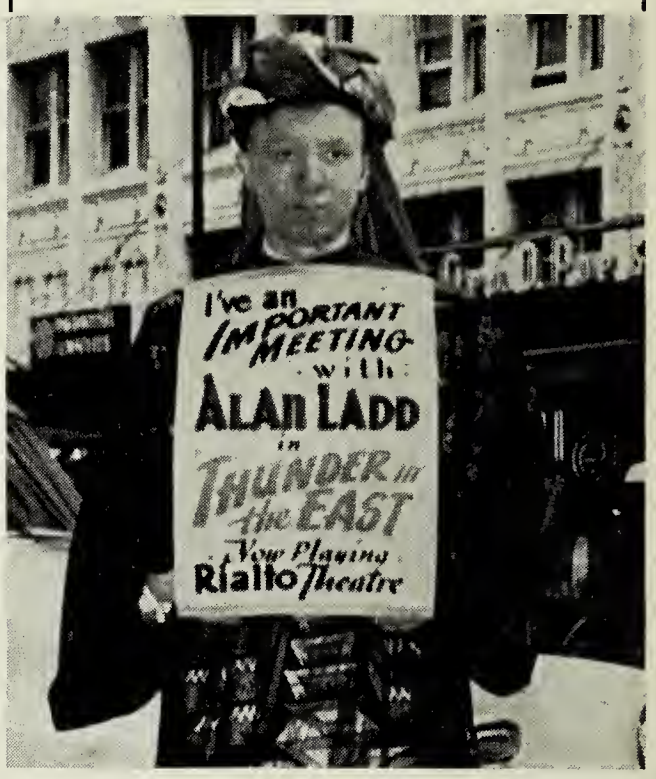
The management also took over the entire run of outside cards on streetcars on Chestnut and Walnut Streets for a period of two weeks. These featured a winking girl illustration. Stickers, teaser one-sheets, tie-ups with radio and TV programs and window displays completed the campaign.

Ladies Get Perfume

All the ladies who attended the opening of the film received small vials of French perfume. The gifts were signed with the "Compliments of Leslie Caron," film's star.

Window displays were also an important feature of the campaign used by the Trans-Lux 52nd St. Theatre, New York, in boosting their run of the film. Cards showing the arrival of Lili, baggage in hand, were placed in book and record shop windows in the vicinity of the theatre. On the valise was marked the name of the film, theatre and playdate.

"Thunder" Hits Street



Young man rigged up in Far Eastern attire walked streets of Tacoma, Wash., drawing attention to the run of Paramount's "Thunder In the East" at the Rialto Theatre. Manager Bill Hupp thought up the bally.

'Mars Invaders' Tour City Blocks

Sparkplugging "Invaders From Mars" campaigns of numerous theatres all over the country were the use of men dressed in Martian costumes who toured streets to arouse interest in the various engagements of the 20th-Fox release.

A slight variation on this theme was the use of a truck that toured the west coast for three weeks, ballyhooing the film for runs at several theatres.

Truck was decorated with huge paper machier replicas of the "Mutants" in provocative positions, and it allowed for the insertion of playdate-erediting cards on the sides of the vehicle so that individual theatres could benefit from the exploitation.

Martians "Attack" City

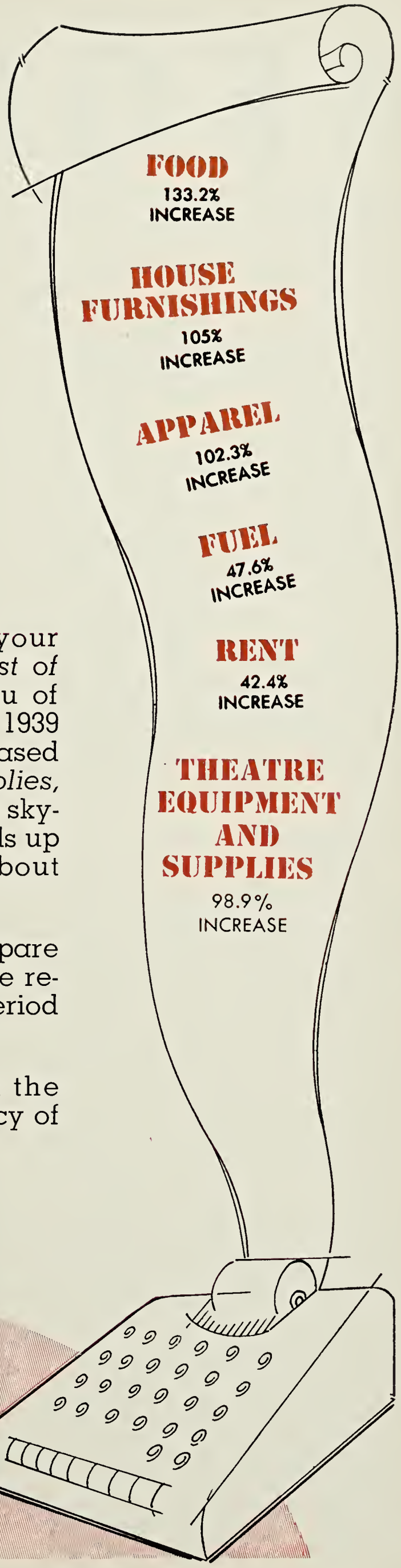
Both the Lyric Theatre, Minneapolis, and the Fox Theatre, Philadelphia, employed the device of having Martians "attack" the newspapers, television stations, and other points of interest of the cities. Attackers wore Army surplus gas masks and were dressed in inexpensive felt coverall suits.

Also aiding in promotions is a four-color comic strip herald that is being made available to exhibitors. Styled after newspaper and magazine comics, it allots space on the back for imprinting playdate and theatre credits.

Free Bread For "Lion"

Emulating the Roman tradition of panem et circensis — bread and the circus — the Trans-Lux Colony Theatre, New York, distributed a sample loaf of bread to each customer attending the engagement of RKO Pictures' "Androcles and the Lion," which utilizes an ancient Roman empire setting. Manager Hans Barnstyn promoted the bread from a local super market. In return, a special theatre program gave a plug to the market while describing the old Roman idea to the public.

It adds up!



Have you been wondering where your money's going? Just add up your *Cost of Living* which, according to the Bureau of Labor Statistics, has risen 90.8% from 1939 to 1952 . . . then, add to that, the increased cost of *Theatre Equipment and Supplies*, which Exhibitors Digest cites as having skyrocketed 98.9% from 1940 to 1952. It adds up to heavily increased costs on just about *everything* you buy . . .

Add it up for yourself and then compare the negligible increase, IF ANY, you've received from NSS during this same period of spiraling costs.

Yes, COMPARE *all* your costs with the LOW COST, Service-With-A-Smile policy of the Prize Baby.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

REGIONEWS

ALBANY

J. Myer Schine, pres., and Louis W. Schine, treas. of Patroon B'casting Co., announced the appointment of Stephen R. Rintoul, pres. of Champlain Valley B'casting Corp. and gen. mgr. of WXKW, as gen. mgr. of WPTR. Physical assets of WXKW, which signs off Aug. 1, were purchased for $300,000 by Patroon, Troy B'casting Co. (WTRY) and Van Curler B'casting Corp. (Fabian Theatres). As part of the deal, Champlain withdrew its application for UHF Channel 35 and Troy merged its operations with Van Curler for that channel, simultaneously rescinding application for Channel 23 and leaving Patroon as the only applicant. FCC subsequently issued construction permits to Van Curler and Patroon.

The closing of one long-established drive-in, reopening of another which had been dark for two seasons, and construction of new ozoners at Chazy and Greenfield highlighted developments in that field. Jules Perlmutter permanently shuttered the Lake George which he operated on lease; Ernie Whitman took over the Beach Drive-In, Lake George, inactive since 1951. . . . Ralph Ripps, Metro salesman, won the Variety Club golf championship at Shaker Ridge Country Club and Gordon Bugie, Paramount salesman, was runnerup.

ATLANTA

Joe Sherrer and Malcolm McCoy opened their new $100,000, 600-car ozoner at Pensacola, Fla., with A. B. House as mgr. . . . Herbert Roller replaced Bob Harris as mgr. of the Ritz in Sanford, Fla. Harris goes to Jacksonville to become asst. to Harry Botwick, head of Florida State concession dept. . . . Martin Theas. started on their new 300-car ozoner at Tifton, Ga. . . . Edgar F. Smith, for several years mgr. of Florida State's Palace in Tampa, Fla., has been transferred to the Florida Theatre in St. Pete. . . . F. L. Alig, Jr. resigned from the Stein Theatres in Georgia. . . . Hugh Martin opened his new ClerVue Drive-In for 250 cars in Clermont, Fla. . . . A. D. McBee resigned as mgr. of the Florida Theatre, St. Augustine, to enter another business.

Miami Beach audiences will hear stereophonic sound for the first time at the Beach Theatre in conjunction with opening of "Scared Stiff." Bruce Meeborn, Atlanta Altec field engineer, will supervise installation. . . . Florida State closed its Delray Theatre, Delray Beach, Fla. . . . Midway Theatre, Perrine, Fla., closed until Sept. . . . A check for $55,514.64, representing Atlanta's contribution from the recent "Old Newsboys Day" sale of a special edition of the Atlanta Journal-Constitution, was presented to the Cerebral Palsy School-Clinic by A. B. Padgett, chief barker, at a Variety Club luncheon. . . . Chas T. Jordan, Jr., Warner branch mgr. in Jacksonville, is back at the Atlanta exchange, succeeding Frank Carter, who resigned to return to Memphis, Tenn. Carroll Ogburn, former sales mgr. in the Charlotte, N. C. office, takes over the Jacksonville post. Wm. O. Humphreys transferred from the St. Louis branch to become office mgr. in Jacksonville.

The State and Florida theatres in Tallahassee have installed 3-D equipment. The Fox will be equipped with CinemaScope. . . . Porter Hinds of Jamestown, Tenn., opened his 200 Twi-Light Drive-In. . . . Wm. (Snake) Richardson is distributing commercial reels for Modern Talking Pictures, free to theatres. . . . 3-D equipment has been installed in the Florida Theatre, Ft. Lauderdale, also the Palace, Tampa. . . . Bob's Drive-In, Brunswick, Ga., for 300 cars, owned by Jesse Brewer and Bob Kent, has opened.

Kenneth Williams and associates took over the Dawn Theatre, Knoxville, Tenn., from W. E. Dunbar. . . . Clifford and E. J. Stiner opened their new 300-car ozoner at Tazewell, Tenn. . . . Vincent Sharp, formerly with Paramount exchanges, is now with the booking dept. of Columbia, also Jimmie Hart, formerly with Realart. . . . The bill introduced by Senator H. B. Douglas of Bonifay, Fla., authorizing DeFuniak Springs to levy a tax on admissions to motion picture theatres and other places of amusement, was passed in the Senate. . . . James Pearsley was appointed mgr. of the Roxy and Bell theatres in Bell, Tenn.

Somerville, Tenn.'s only movie theatre has been destoryed by fire, with loss estimated at between $50,000 and $75,000. Owner N. B. Fair plans to rebuild immediately. . . . Chas. Woodward, formerly with Fox, has been added to the Paramount booking dept., from which Don Smith and Bill Suder resigned. Also new in this dept. are Elizabeth Shook and Gil Norton. . . . The W. Hollywood Drive-In, Hollywood, Fla., closed for the past year, has been reopened by former owner Frank Krickler, following settlement of a suit against him. . . . Mrs. Crenshaw Hough took over the Orange Mountain Drive-In at Clermont, Fla. . . . Sam Casey is new booker at RKO, Jacksonville.

BOSTON

The Mass. Legislature passed a minimum wage act putting all employees in the Commonwealth under a 65¢ per hour minimum wage, which does not materially change the existing scale but includes certain former exceptions such as theatre ushers and casual help. It is yet to be signed by Gov. Herter and does not become effective until 90 days after his signature has been affixed. . . . John A. Downing of RKO was upped from office mgr. to sales mgr., replacing Wm. H. "Larry" Gardiner, who resigned in April. . . . Charles E. Kurtzman, N. E. div. mgr. of Loew's Theas., was appointed to the board of the Joseph P. Kennedy, Jr. Memorial Hospital by Archbishop Richard J. Cushing.

Dick Rubin opened a new plant in Saugus for the manufacture of 3-D equipment, specializing in 25" magazines and mechanical interlocks. . . . Frank J. Wolf, who has been office mgr. for various film companies since 1922, resigned his post as exec. asst. to E. M. Loew to move to the west coast. Resignation becomes effective July 30. . . . J. Wells Farley, pres. of the Children's Medical Center, was presented a "distinguished service citation" by chief barker Walter A. Brown at a Variety Club luncheon on the occasion of his 75th birthday. . . . Rifkin Theatres closed the Strand, Springfield, which was recently sold for conversion into a parking area. . . . U-I's Technicolor "A Queen Is Crowned" has broken every house record at the 1300-seat Exeter St. Theatre and chalked up a new high of $20,000 for the first week, at $1.00 top.

The 1953 Jimmy Fund drive will start Sept. 3 and run for two full weeks, according to Martin J. Mullin, pres. of New Eng. Theas., who is chairman for the industry, and Wm. S. Koster, exec. dir. of the local Variety Club. . . . Manley Popcorn Co., hosted by dist. mgr. Lyman O. Seley and retired dist. mgr. Sam Horenstein, threw an open house party at the new 40 Church St. headquarters for all exhibitors in the area. Al Brosseau of Natick was appointed to represent Manley in the New Eng. territory. . . . David Kaplan has been upped from asst. to full mgr. at the Trans Lux, replacing Ed Rosenfeld, who returned to circuit headquarters in N. Y. . . . Samuel Pinanski, pres. of American Theas., was appointed a member of the Centennial Commission of Boston Public Library by Mayor John B. Haynes.

BUFFALO

"Lili" will have its upstate N. Y. premiere at the Mercury Theatre on June 27 at popular prices, preceded by a gala preview the night before for benefit of the Children's Hospital Building Fund. According to owner Dewey Michaels, the Mercury will close in Dec. or Jan. as building has been leased to Buffalo Optical Co. Another location for the theatre is being sought. . . . 3-D made its neighborhood debut when "House of Wax" played simultaneously at Shea's Riverside, Kensington and Niagara, and Basil's Victoria and Apollo.

M. Konczakowski's Regent will reopen Aug. 20. House had been used for four months by American Optical Co. for experimental work in connection with the firm's recently developed single camera and projection method in the 3-D field. . . . Elmer F. Lux, film exchange exec. and gen. mgr. of Elm Art Productions, is being boomed for candidate as Mayor on both Democratic and Liberal Party tickets. . . . New type plastic framed polarized glasses were rented to patrons who viewed the first 3-D color western, "Arena," when it premiered at Shea's Buffalo.

The Legion of Decency of the Buffalo Catholic Diocese is alerting Catholics to be on the watch for announced showings of "The Moon Is Blue" and to notify their nearest pastors. N. Y. State censors have approved showing of the film. . . .Glowmeter Corp. is seeking a site for manufacture of

BUFFALO (cont'd.)

screens for 3-D type CinemaScope. It has a contract from 20th-Fox and at present the screens are being sub-contracted in New England. . . . W. A. Shaw opened the new Homer Drive-In at Homer, N. Y., with space for 400 cars. . . . Blatt Bros. are new owners of the 363-seat May Theatre in Mayville, previously run by Chautauqua Community Theas. . . . Schine circuit closed the Rialto at Lockport and the 1100-seat Strand at Oswego. Two other June shutterings are L. Sanella's Masque in Buffalo and the State in Falconer.

CHARLOTTE

While county voters turned down a proposal to permit Sunday amusements, voters within the city of Greenville, S. C. approved the plan in a recent referendum. Advocates plan to ask the City Council to adopt a resolution requesting the Greenville County Legislative Delegation to institute permissive legislation. . . . Carl R. Bamford, who sold his Publix-Bamford theatre interests to United Paramount, passed away at Asheville, N. C., at the age of 60. . . . H. M. George opened a new theatre in Garland, N. C. . . . Voters in Banner Elk, N. C. rejected Sunday motion pictures by a vote of 28 to 10. Sunday movies also took a licking in Mt. Holly, N. C. . . . W. F. Shelton, mgr. of the Louisburg, N. C. theatre has been re-elected Mayor of that town.

Martin Street was appointed city mgr. for Rocky-Mount Theas. after a 3-year stint at Winston Salem, N. C. He succeeds Ervin Stone, who becomes city mgr. in Raleigh. . . . The Ritz Theatre, Greenwood, S. C., is being remodeled. . . . The "pilot installation" of Community TV Systems, Inc., organized to provide TV service in blackout communities on a closed circuit basis for a fee, will be built in Florence, S. C., according to Murray Borkon, pres. Borkon said there were more than 100 communities throughout the south which will never be reached by TV in the foreseeable future and advertisers will be guaranteed a paid circulation in getting this captive audience.

CHICAGO

John Joseph announced that Cinerama would open at the Palace July 29. First day's proceeds will go to Peacock Camp for Crippled Children. Cinerama signs being supplied by Whiteway Sign Co. . . . Dean Jones retiring as mgr. of B&K's Will Rogers Theatre after 16 years with the circuit. . . . White Palace Theatre was taken over by E. Guanajuarota and renamed the San Luis. . . . Sheldon Collen joined the law firm of Seymour Simon, now called Simon and Collen with quarters at 39 S. LaSalle St. . . . John Balaban, B&K prexy, Wm. Hollander, ad dir, and H. Percy of Bell & Howell, named to committee of Illinois Savings Bond organization to help promote Series H Bonds in Ill. . . B&K allowed Loyola University to use the Granada Theatre to graduate its spring class. . . . Barger Circuit is using a twin screen at its Twin Drive-In—one showing 3-D "Man in the Dark" and the other 2-D "Call Me Madam." . . . RCA service Dept. for theatres moved to 315 S. Wabash Ave. . . . Radiant Screens have a new line named Multi Fleet, a perforated screen with fine viewing surface.

Wm. Kahl retires as Columbia film salesman. . . . John Depri named to Telenews Theatre managerial staff. . . . Plans for modernizing the front of B&K's Roosevelt include a $40,000 marquee. . . . The Bally Co. has installed several coin operated hobby horse rides in Chicago theatre lobbies to tie in with showing of westerns. . . . Larry J. DeMarco, owner of the Lake Theatre, Crystal Lake, is rushing work on the ozoner he is building on the outskirts of the town.

Judge Michael Igoe entered order that Jackson Park Theatre must bid for films against competitors in southside territory. . . . George Phillips, owner of Pickwick Theatre bldg., Park Ridge, seeking injunction to prevent H&E Balaban from removing fixtures from house. Balaban lease expired June 14 and has not yet been renewed. . . . Owen McNulty of the Belmont Theatre passed away. . . . H&E Balaban booked "Man on Tight Rope" at Esquire, starting July 10 for extended run. . . . "The Maze," booked by B&K for loop showing, start July 22. The circuit's State Lake gets world premiere of "Return to Paradise," opening July 23 for 8 weeks loop run. . . . B&K's Century is now being used for trade previous of 3-D films. . . . Allen Keith was named mgr. of the Avon, Ill. drive-in. . . . Judge Michael Igoe gave "The Robe" unlimited run for Chicago territory. . . . B&K advanced evening admissions to $1.25 at United Artist Theatre for loop run of "They Came From Outer Space."

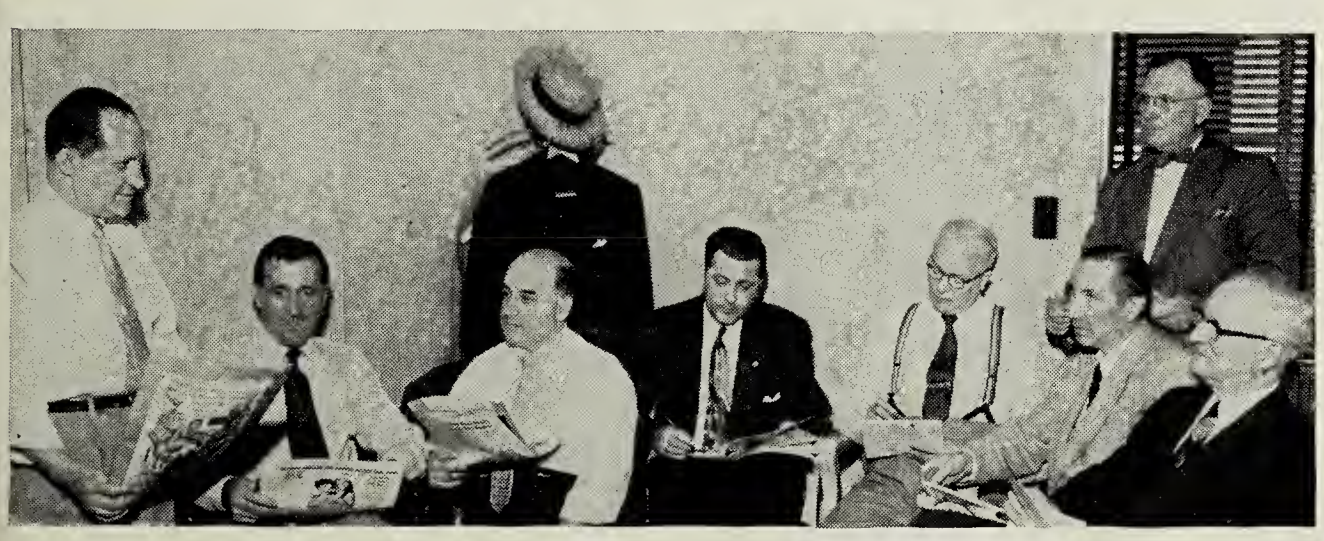
Coston circuit, now playing "Man in the Dark," will try out other 3-D films. Regular evening admissions have been advanced 5¢ and a dime is added to cover cost of glasses. . . . Jack Reed, Essaness Biograph Theatre mgr., passed away. May Simmons named to succeed him. . . . Lawrenceville businessmen turned over their interests in the outdoor theatre under construction on the outskirts of that town to Frisina, who will operate the 500-car project. . . . UA mgr. Sid Goldman and his wife leave for a Banff trip on July 10, won in the contest participated in by all UA exchanges. . . . Graham Giles named mgr. of H&E Balaban's Des Plaines Theatre, Des Plaines. Stanley Lesbatz named relief mgr. for the circuit. . . . B&K employees club hold annual golf tournament at the Nordic Hills Country Club on July 14. . . . Board of directors of LaRabida Sanitarium hosted a luncheon on June 24 to officers and directors of Chicago Variety Club in appreciation of the $307,000 turned over to LaRabida. . . . Allied Artists mgr. Nat Nathanson won a car in the 13-week billing drive. Vic Bernstein and John Clark won two extra weeks' salary.

Variety Club scheduled its 3-D golf tournament at Elmhurst Golf Club July 3. Elmer Balaban is chairman of the event, which includes lunch, dinner and prizes. . . . Westmont Theatre, Westmont, Ill., reopened for summer operation. . . . Van Nomikos installed 3-D DaLite screens in the Olympic and Villas theatres, Cicero. . . . More outlying theatres in this territory than ever before getting first-runs. "Bright Road" goes into B&K's Tivoli and Guzzolo's Imperial before general city release. . . . "Moon is Blue" had its premiere at the Woods Theatre under a censorship arrangement with the Police Dept., which permits only adult audiences.

CINCINNATI

Mid-West Theatre Supply furnished RCA 3-D equipment in the Belmont Auto Theatre, Dayton, owned by Max Millbauer. . . . Sam Haber joined Tunick Releasing Co. as sales representative. Next on the Variety Club social agenda is the annual golf tournament to be held in Aug. Rickey Rosenfeld is gen. chairman. . . . John Hewitt of Bethel, O., and Jack Stallings of Blanchester have a circuit arrangement whereby one set of equipment is utilized for the showing of their 3-D films. . . . Additional theatres now equipped with 3-D are Mrs. Semelroth's Ohio, Franklin, and Lloyd Rogers Temple, Welch, W. Va.

National Theatre Supply furnished 3-D equipment in the Paramount theatres at Hamilton and Middletown, O., also special seamless 3-D screens in the local Ambassador Theatre. . . . James McDonald, Jr., son of James W. McDonald, gen. mgr. of Theatre Owners Corp., is hospitalized for injuries received in an auto accident. James, Jr. has been working in the office of Realart during school vacation. . . . Raymond Edwards is reported to have sold his Family Drive-In at Somerset, Ky. George Buckner will handle booking and buying for the new owner.



Stanley-Warner theatre managers are briefed by Albany zone mgr. Charles A. Smakwitz on Warner Bros. "Desert Song Talent Quest" contest. L to R: Smakwitz; Al LaFlamme, Strand, Albany; Sid Sommer, Troy, Troy; A. Swett, Avon, Utica; Andy Roy, Stanley, Utica; Jack Swartout, Ritz, Albany; Jos. Stowell, Lincoln, Troy; and Oscar Perrin, Ritz, Albany.

DALLAS

The nation's first theatre especially built to show movies filmed in 3-D, widescreen and stereophonic sound — the newly completed Plaza in Vernon, Tex., will be the premiere site of "The Charge at Feather River" on June 30. Construction of the Plaza was halted during its early stages after Bob O'Donnell, head of Interstate, saw "House of Wax," so that it could be redesigned with the most modern structural and technical arrangements. . . . Downtown prices at Interstate's San Antonio theatres went up from 60 to 80¢, the first price raise in 20 years. Matinee prices remain at 60¢ for the three downtown houses. Action followed the Texas legislature's new law which raised the exemption level of state tax from 50 to 80¢.

Cost of the new Hi Nabor Drive-In on

DALLAS (cont'd.)

Houston's suburban Mykawa Rd. is estimated at $300,000. The project boasts a large screen, paved 750-car lot, elaborate concession stand and a play park for children which includes swings, slides and an electric train. Owners and operators are Oscar Korn and Albert Rains, who also have the Galena, Venus, Avalon and Grand in their O. K. Neighborhood Theatres' organization. . . . Competition which attracts youngsters every Saturday morning is the Saturday Fun at Foley's department store in Houston, featuring cartoon favorites.

It is estimated that the cost of stolen in-car speakers in Houston will come to about $25,000. The Winkler Drive-In lost 96 the first half of the year and 300, worth about $3,000, last year. The Hempstead lost 44 between March and June. Replacements at the Market St. in 4½ years total about 500, says mgr. H. D. Griffith. Thefts are highest during pictures popular with teenagers. Some ozoners bar cars of certain teen-agers; others check license numbers of entering cars against speaker post positions. . . . Employees of the Post Oak Drive-In on Houston's west side operated the ozoner for owner Jack Groves while he was hospitalized for a stomach disorder. . . . The River Oaks, Houston "class" house, conducted a direct mail drive in behalf of "Tonight We Sing," with personal-type letters signed by mgr. John C. Smith.

DENVER

Bob Hope's Metropolitan Television was declared the superior applicant for a Denver TV station license. Metropolitan will have to furnish concrete proof of the removal of all presently existing conditions under which NBC has an ownership interest and controlling status in the proposed TV station. The competing applicant, KMYR Broadcasting will likely appeal to the FCC. . . . Colorado Western Slope Exhibitors Assn. will hold its summer meeting and annual picnic at Paonia, Colo., as guests of Francis Gill, mgr., and Tom Poulos, owner of the Paonia. Date is July 15. . . . Wesco Theatres sold the Wyoming, Lusk, Wyo., to Melvin Meier. . . . Wm. Simons, recently city mgr. for Gibraltar Theas. at Loveland, Colo., bought the Princess, Del Norte, from that company.

Lewis Radamacher sold the Plains, Rushville, Neb., to Ross A. Jenkins. . . . M&M Theas., operated by George and Harold McCormick, purchased the American, Sterling, Colo., and the Coronado, Las Vegas, N. M., from Fox-Inter-Mountain, in conformance with the divorcement decree. . . . Bloyd Brethour, asst. booker at UA, moved to a similiar job with Metro, where he succeeds Joe Kaitz, who went with Preferred Picts. . . . Civic Theas. closed the Granada and Coronado for the summer. Too much TV and also the two Denver amusement parks are in the same general neighborhood. . . . M. J. Konemann opened his 360-car "Hicks on 96" drive-in, Pueblo, Colo. . . . Al and Robert Kehr opened their 350-car West 5th St. Drive-In at Ogallala, Neb.

The following changes have been made by C.U. (Bank Night) Yaeger, pres. of Atlas Theas.: Harry Ashton, booker, returns to his former job as mgr. of the Golden, Golden, Colo., where he succeeds Bud Traxler, who went to Denver to manage the Paramount, succeeding George Ryder, who resigned. Mel Madero, mgr. of the Kar-Ku Drive-In, Brighton, Colo., was made city mgr. at Salida, succeeding Warren Butler, who resigned. Kenneth Elledge will manage the ozoner. Virgil Campbell was promoted from the Rex, Brighton, to mgr. of the Santa Fe, Denver, succeeding Henry Herzog, who becomes asst. mgr. of the Gothic. Shelby Doty, recently with Fox Inter-Mountain as asst. city mgr. at Ogden, Utah, will manage the Rex.

DES MOINES

"Marland" is the name chosen for the community theatre in Marcus. It was submitted in a contest and winner received a year's pass. . . . Plans to open a 300-car ozoner at LeMars by the 4th of July were announced by March Bros., operators of the Royal and Pix there. . . . An 8-acre tract east of Waverly has been purchased for an ozoner, to be the first in Bremer County. It will hold 300 cars and have room for expansion. Ernie Theiss will operate the house, expected to be open by Aug. 1. . . . The remodeled Cozy Theatre at Morning Sun has been painted inside and out and the projection booth rebuilt and enlarged. It is now planned to rewire and install rebuilt seats. . . . M-O Theatre Co. of Mason City filed articles of incorporation for operation of motion picture theatres. C. A. Schultz, Kansas City, Mo., is pres. and treas., and Neal Houtz of Marshalltown is v.p. and secy.

There will be free movies during the summer at Hudson, provided by businessmen of the community and a group of wholesalers who supply the merchants. . . . Leo Wolcott, Eldora exhibitor, held special matinees in his theatre June 25-28 in observance of Eldora's Centennial. . . . The Des Moines Theatre will soon have one of the largest screens in the U.S., according to A. H. Blank, pres. of Tri-States. Installation of stereophonic sound is already under way and all should be ready by mid-July. Tri-States' nabe Ingersoll will also have one of the wide screens. . . . The downtown Rocket Theatre ceased operations because, according to mgr. S. A. Vogl, "it wasn't a paying proposition." Vogl, who purchased the Rocket in Nov. 1951 on contract from Tri-States, is turning the house back to them. . . . AITO of Iowa-Nebraska has definitely set its Lakes meeting for July 23 at the Methodist Church, Arnolds Park, Ia. Contact Al Myrick for reservations.

Dwight Hanson, owner of the Valley at Eddyville, leased the theatre at Rockwell City. It has just been remodelled and air-conditioned. . . . The new Grinnell drive-in, with George Mart as mgr., held its grand opening June 19. Featured is a "moonlight tower," which enables patrons to see as they move around but not bright enough to interfere with the picture. . . . The Lone Tree theatre reopened under management of Lone Tree Amusements, Inc. . . . Bob Conn, mgr. of the Fox exchange and chief barker of the local Variety Club, has been transferred to manage the Indianapolis branch. He will be replaced here by Dave Gold, salesman in the Kansas City office. Byron Shapiro, Columbia branch mgr., takes over as chief barker. Conn was tendered a farewell luncheon at the Standard Club.

DETROIT

Music Hall mgr. Frank Upton conferring with Cinerama execs., Cliff Giesseman, a former mgr. of the Michigan, and John Joseph. . . . New mgr. of the Palmer Art Cinema is Harold Morrison. . . . Early reports of Flint's terrific tornado brought in by Frank Boomer, mgr. of the US23 Drive-In, located in that area. . . . The Flo Theatre, Nashville, was closed for an indefinite period. . . . Sol Krim, mgr. of the Krim Theatre, Highland Park, was in N. Y. to review foreign films for possible inclusion in his artfilm policy.

At the Stone, concession duties have been added to the tasks of producer-mgr., Roberta Lee. . . . Noel W. Saunders, Piccadilly operator, is in the hospital battling acute anemia. The house is closed, with future plans uncertain. . . . Closed too, until a new owner takes over for Herbert Fox, is the Fox Theatre at Mason. . . . Bruce G. Freel opened his new 460-car Northland Drive-In at Petoskey, Mich. . . . Keeping things progressive at Bear Lake is the new 3-D screen to be installed at the Cub Theatre, according to Stanley Dilley. . . . A similar installation kept Adams managing dir. Norman Meyers on the job all night to have everything ready for opening of "Arena."

Off for new managerial duties at the Riviera and another theatre in Port Huron, James Jeffress turned his day mgr. duties at the Loop over to William Rice. . . . Warner's head booker, Earl England, resigned to succeed Ralph Forman as asst. to Dan Lewis, booker for Wisper & Wetsman, following Forman's departure to the A&W Circuit.

HARRISBURG

Two "coronations" took place in this area. The Hershey Community Theatre in nearby Hershey, crowned a Queen chosen from contestants from 10 surrounding counties. Mgr. Harry C. Chubb arranged the event, which included a parade of contestants in floats through the town. And a Teen-Queen contest was staged at Loew's Regent in Harrisburg, arranged by mgr. Bill Trambukis and asst. Ken Steckline. Winner is eligible to participate in the national contest in N. Y., which offers a trip to Bermuda as grand prize. . . . Gerry Wollaston, city mgr. for

QUICK SERVICE!

Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices

KELLER PRINTING CO.
Suite 805, 723 7th Ave., N. Y. C. CI 5-6439

Watch These Dates!

June 28-30: Edgewater Park, Miss. — Mississippi Theatre Owners annual convention—Edgewater Gulf Hotel.

July 8-10: Atlantic City — Allied Theatre Owners of New Jersey convention—Traymore Hotel.

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

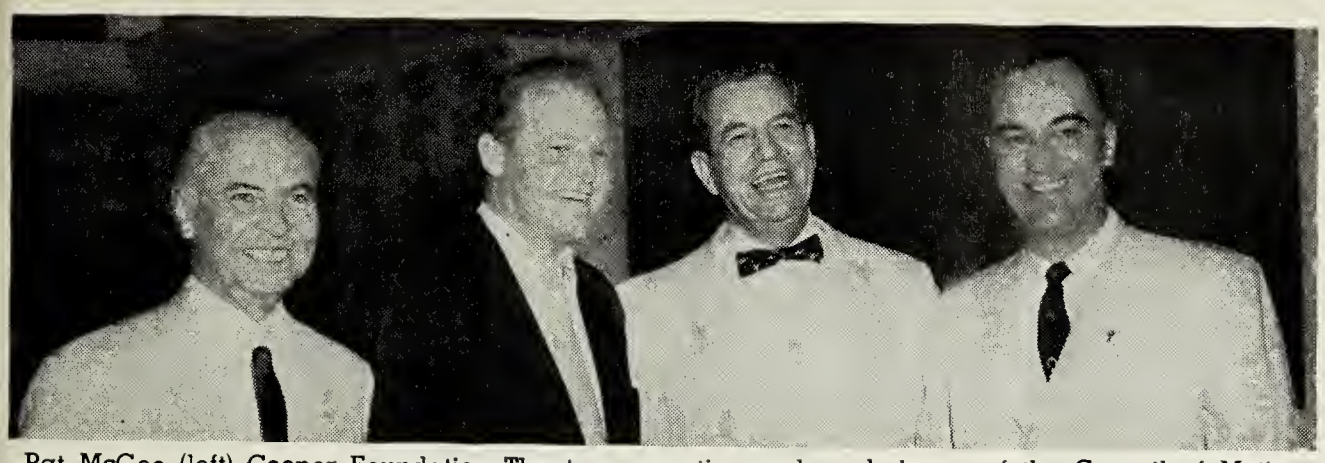
Oct. 5-6: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.



Pat McGee (left) Cooper Foundation Theatres executive and co-chairman of the Council of Motion Picture Organization's Tax Committee, introduces Van Heflin, star of Paramount's "Shane" to Gov. Murray of Oklahoma and Gov. Arn of Kansas (right), who attended opening of the film at Cooper's Criterion Theatre in Oklahoma City.

HARRISBURG (Cont.)

Fabian Theatres, hosted Wm. Koch, operator of a movie theatre in Augsburg, Germany, when he visited Harrisburg officials. . . . Just as he was about to leave for a vacation, mgr. Bill Trambukis of Loew's Regent was notified he won national recognition on the local promotion of "Moulin Rouge."

INDIANAPOLIS

"Directional Sound" is being installed at the Indiana Theatre here. . . . Loew's is going 3-D. Equipment has been installed. . . . Family Night was observed at the Ritz last Saturday by a reduction in admission, according to Rex Carr, new owner. . . . Alliance closed the Wood Theatre at Kokomo and the Ft. Sackville at Vincennes. . . . Don French of the Union Theatre, Liberty, Ind., is attending Miami University at Oxford, Ohio. . . . Kenneth Collins, former mgr. of Greater Indianapolis Co., operators of Keith's, Indiana and Circle theatres, has joined Republic's sales staff. . . . Walter Kohlhorts of the Fairy Theatre, Napance, is back at his post after a major operation. . . . Hobart E. Hart, operator of the Court, Auburn, reopened the City Amusement Park in Ft. Wayne.

3-D equipment has been installed in the Park at North Vernon; Avon at Lebanon, and the Princess at Cayuga. . . . The Rex Theatre here has closed. . . . J. Paul Janey closed his Gaston at Gaston for July and Aug. . . . John Bertotti closed his Columbia Theatre at Clinton. . . . Back room employees at all local exchanges received an increase of $4 a week retroactive from Dec. 1, 1952. Local B. 35 I.P.S.E. is responsible for the hike. . . . The Ritz, Crawfordsville, was taken over by Ben Hur Drive-In Corp. . . . The Lakeshore Drive-In at Rochester, Ind. opened last week. It is being operated by Robert Dyer. . . . Ozoner at Corydon has been taken over by Tom Goodman. . . . Alliance Circuit opened its 12th drive-in at Peru, Ind., which holds 550 cars.

KANSAS CITY

At the request of both parties, Judge Albert A. Ridge of the U. S. District Court dismised a suit brought by Ritz Theatre Corp. of St. Joseph, Mo. against eight distributors, seeking treble damages of $750,000. Plaintiffs charged distribs with preventing first-run showings at their theatre in St. Joe by limiting them to four other theatres there. . . . A 26-day shutdown of the local TV station because of an announcers' strike and high temperatures combined to give movie attendance a boost in June. . . . Most ozoners are offering owl showings of horror pictures with their double features, at one price.

Commonwealth will take over management of the Waldo Theatre July 1. The circuit's new ozoner at Trenton, Mo.—the Grandvu—began screening July 10, with Bill Lenhart in charge. Next Commonwealth opening is scheduled for July 11 at the Creston, Ia. drive-in. . . . E. Van Hyning now owns the Orpheum in Atchison, Kans., where Mo. Theatre Supply has installed RCA sound equipment. . . . A series of weekly vacation shows for children was started at Fox-Midwest theatres here. Pictures selected from the Children's Film Library are sponsored by the Parent-Teachers Council and Federation of Catholic PTA. Season tickets are $1 and singles 25¢. Elmer Rhoden originated the project, which has been operating in Hutchinson, Kans. two years. . . . "Powder River" and "The Beast From 20,000 Fathoms" were given pre-opening promotions at local theatres in newspaper ads listing play dates at theatres in central states.

The 33-year-old Warwick, operated by Fox-Midwest since 1929, will be converted to commercial use. . . . Dave Gold, sales mgr. at Fox, was appointed branch mgr. of the Des Moines exchange. Verne Skoray comes from Minneapolis to take over as sales mgr. . . . Berdell Funk is new mgr. at the Liberty in Marysville, Kans., succeeding Robt. Rothrock, who heads the Tiger in Carthage, Mo. . . . The K. C. Court of Appeals reversed a circuit court judgment, which upheld the county zoning board's special permit for an ozoner four miles east of Independence, Mo., because screen height would exceed the 35' maximum allowed in areas zoned for agriculture. Permit has been in litigation since it was granted in 1951 to Jas. E. Fortmeyer. . . . Dante Contarno is new asst. mgr. at the Tower. . . . The annual King of the Sun and King of the Moon contest for mgrs. of Commonwealth indoor and outdoor theatres is under way.

MILWAUKEE

The Warner Theatre here has installed a 25x55 Miracle Mirror screen, on which any of the so-called 3-D features can be shown. It is the first of the new curved type screens in this area. The Riverside will shortly install a smiliar screen. . . . Rudy Koutnik has taken over management of the Highway #15 Drive-In here. . . . Following transfer of Andy Kenny to the Warner Exchange in Chicago, Bill Lange took over as head booker. . . . Bruce's Theatre, Bruce Crossing, Mich., has been closed by the Cooker Amuse. Co. due to poor business. . . . The Wisconsin State Legislature adjourned without any unfavorable rulings on indoor and outdoor theatres. . . . A. J. Honthaner of the Comet Theatre is coming along nicely after injuring his back, which is in a cast. . . . The Savoy Theatre has its old mgr. back—Billy Pierce.

The Fox-Strand closed once again. The 40-year-old downtown house will reopen when CinemaScope is installed. According to Harold Fitzgerald, pres. of Fox-Wisconsin, some $15,000 in equipment has been ordered. It is hoped that the Strand will reopen by late fall. . . . Columbia recently acquired two new electric inspection tables for their 3-D films, plus metal racks for their film cases. . . . Poblocki & Sons developed an aluminum screen for outdoor theatres, called Permalum. . . . Judge Julius Hoffman ruled that Towne Theatre must bid for films in this territory following mandate of Federal Court of Appeals. . . . Frank Hahn, Sr. of the Bay and Royal Theatres in Ashland passed away. He was a member of Wisconsin Allied.

MINNEAPOLIS

Ernest Schweigerdt, owner of the Princess, Milbank, S. D., started construction of a 300-car drive-in, to be opened around July 1. . . . Al Lighter, who operated the Orpheum at Mellen, Wis. for 33 years, passed away. . . . Ray Konewko has been named city mgr. for Minn. Amuse. Co., operator of the Paramount and Hays, St. Cloud. He succeeds Wm. F. Thayer, resigned. Konewko managed a house for MACO in Jamestown, N. D. . . . Wm. Elson, partner in Cloquet Amuse. Co. was in from Bel-Air, Cal., where he now resides. . . . Business at neighborhood houses has hit the skids. Two stands are reported ready to shutter. . . . MACO had a chartered street car touring the Mpls. and St. Paul loops to plug "Arena," 3-D film, when it opened in the Twin Cities.

Victor Exstrand is the new operator of the Hollywood at Cambridge, Minn., succeeding Robert Alexander. . . . Work has started on an extensive remodeling and redecoration program at the Kulm, Kulm, N. D. . . . The Blackwood, New Rockford, N. D., has adopted a 3-changes-a-week policy for the summer. . . . Dakota Invesment Co. reopened the Garrison, Garrison, N. D. on a Sat.-Sun. policy only. . . . Church services are being held at the Seven-Hi Drive-In each Sunday, to continue for 12 weeks. They are non-denominational, with ministers from four creeds handling the services.

NEW HAVEN

Jim McCarthy, mgr. of the Stanley-Warner Strand, Hartford, has been named to a newly formed 32-member statewide committee for Korean Relief. . . . Nick E. Brickates, mgr. of the S-W Garde, New London, and Mrs. Brickates are noting their 10th wedding anniversary. . . . Air conditioned houses in Loew's Poli-New Eng. circuit are stressing coolness atop daily newspaper ads in Conn. and Mass. . . . The Pine Drive-In, Waterbury, managed by Frank McQueeney, resumed operation after a shutdown because of fire. . . . S-W's Strand Hartford, managed by Jim McCarthy, and the Roger Sherman, New Haven, managed by Irving W. Hillman, have arranged with nearby parking lots for reduced rates to theatre patrons. . . . Walker 3-D screens were installed at the Capitol, Milford, and State, Jewett City. . . . The Colonial, Southington, is now on a 3-day

NEW HAVEN (cont'd.)

schedule—Friday to Sunday. Regular policy will resume on Aug. 14.

MGM's "Arena," booked for June 26 at Loew's Poli, Hartford, is the first 3-D attraction for the circuit in northern Conn. . . . Conn. State Treas. Joseph A. Adorno, son of M&D Theas. prexy Sal Adorno, has been elected judge of the Middletown Probate District. He will retain his state post without salary in order to complete programs he has undertaken. . . . Peter LeRoy, pres. of Blue Hills Drive-In Theatre Corp., Bloomfield, is out of the hospital following surgery. . . . Nick E. Brickates, mgr. of S-W's Garde Theatre, New London, is serving as v.p. of a $150,000 building fund campaign being conducted by the St. Sophia Greek Orthodox Church. . . . Harry Feinstein of S-W accepted the Conn. chairmanship for the 1953 Jimmy Fund drive which starts Sept. 3. The crew of Variety Club of Conn. voted unanimously to support the drive.

NEW ORLEANS

Reported that anti-trust suit filed by Lazarus Theas. against the major distributors has been settled out of court by payment of around $150,000. Original suit was for $3,900,000. . . . A special CinemaScope demonstration was held at the Saenger Theatre for exhibitors and other invited guests. The public will get its first view of the process on July 4, when "White Witch Doctor" opens at the theatre. . . . The Liberty here is offering vaudeville with two features for 65¢. . . . Radio Station WMRY reports $1,400 raised in small donations via the "radiothon" for the United Negro College Fund. Sophie Tucker, appearing at the Roosevelt Hotel's Blue Room, donated $150. . . . Edward M. Thomassie, owner of the Royal Theatre, Marrero, La., passed away at 64.

Mrs. Patricia O'Neal, former mgr. of the Buck Theatre in Biloxi, Miss., was appointed mgr. of the Beach Drive-In there. . . . The Union Theatre, Farmersville, La., was sold to R. V. Everett, who changed its name to Strand No. 2. . . . Recently reopened theatres are Curtis Willard's Beach, Fairhope, Ala.; Roundup Drive-In, Lake Charles, La.; Illings, Ocean Springs, under new mgr. Clarence Galle; Lark Drive-In, Villaplatte, La.; Lee Theatre, Mermanthau; Surf Drive-In, Lake Charles; Beach Theatre, Fairhope, Ala.; Marion Theatre, Columbia, Miss. . . . La. floods closed theatres in and around Lake Charles, Mansfield, and as far north as Tallulah. . . . W. W. Paige rebuilt the 350-seat Arcade at Ferriday, La., and reopened it June 24. . . . . Teddy Solomon, Miss. and Ala. theatre chain owner, has a new daughter.

Conventional theatres in this area report upswing in business due to severe heat. Drive-In business suffered. . . . Oaklawn Theatre, Texarkana, Tex., changes hands July 1, when Willis and Joy Houck take over from S. Metcalf. . . . Dreamland Theatre, Macon, Miss., was acquired by R. Hook. . . . A picture based on the life of the late Hank Williams, hillbilly singer and actor, will be produced by Walshire Pictures, headed by John Kenlo of Alexandria, La. It will contain New Orleans scenes and Mrs. Williams will have a prominent part in the film. . . . A. L. Royal, pres. of Miss Theatre Owners Assn., reports that Alfred Starr of Nashville, Tenn. will be a guest speaker at the annual convention, scheduled for June 28-30 at the Edgewater Gulf Hotel, Edgewater Park, Miss. 3-D processes will get top billing at the convention.

Half-Million Trust Suit In Minneapolis

MINNEAPOLIS.—A $576,000 anti-trust suit has been filed against the major distributors and two subsidiary theatre firms by William and Sidney Volk, operators of the deluxe Terrace in suburban Robbinsdale. The Volks charge the film companies with failure to grant the Terrace a "reasonable playing position."

Named in the suit are Minnesota Amusement Co., a division of United Paramount Theatres, and RKO Theatres, Inc., in addition to Columbia, M-G-M, Paramount, RKO Radio, 20th Century-Fox, Warner Bros., United Artists and Universal.

The Terrace now is in the 28-day slot, the earliest availability in Minneapolis after downtown first run. It is alleged in the complaint that the Terrace is losing approximately $8,000 a month because of "unreasonable playing time and disregard of the clearance principles established by the Supreme Court." Although the complaint does not specify what the availability should be, Lee Loevenger, attorney for the Volks, hinted he might ask for one week after first run or the right to play movieovers.

NEW YORK

The Mayfair Theatre will start the fireworks on July 3, when the latest Dean Martin-Jerry Lewis comedy, "Seared Stiff" starts its N.Y. engagement on the theatre's new wide screen, and with stereophonic sound. . . . Celebrating 50 years with the circuit, Edward Schultz, chief electrician for RKO Theatres was honored at a luncheon sponsored by Maintenance Dept. head Chas. F. Horstman and attended by officials and execs., including pres. Sol A. Schwartz and Wm. W. Howard. . . RKO Theatres home office will be closed all day Friday, July 3. . . . David A. Bader has again been named national pub. dir. of the Motion Picture Pioneers and the Foundation of the M.P.P., of which Jack Cohn is pres. Bader, together with Marvin Kirsch, v.p., and Harry J. Takoff, secy-treas., will discuss with Cohn plans for the 14th annual dinner, scheduled for Nov. 12 at the Astor Hotel.

"Stalag 17" will have a kleighlighted world premiere at the Astor Theatre on June 30, under auspices of the Air Force Assn., with proceeds going to the AFA's Widow Rehabilitation Program. . . . "Houdini" will open July 3 at the Holiday Theatre. . . . The board of directors of the Variety Clubs' Will Rogers Memorial Hospital and their guests, representing distribution, exhibition and production, also editors and publishers of the trade press, boarded the "Will Rogers Special" on July 25 for the annual visit and inspection tour of the hospital and the mid-year board meeting. . . . Redstone Drive-In Theatres sold the Bay Shore, L.I. drive-in to Associated Prudential Theatres. Redstone still operates the Valley Stream on L.I. as well as the Whitestone Bridge Drive-In in the Bronx.

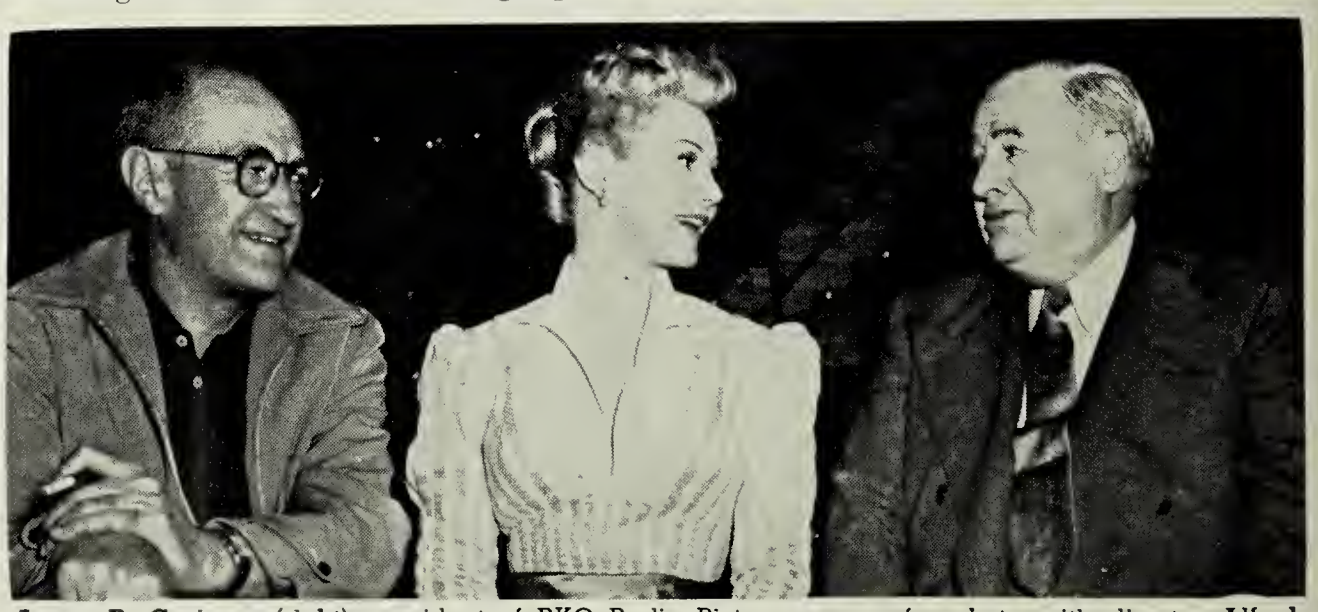
Movielab Theatre Service, 619 W. 54th St., announces the opening of its new preview theatre, which features all of the most modern film techniques. . . . Three closed Brooklyn theatres were recently sold for commercial use. The Waldorf will be converted into stores and light manufacturing space; Randforce's Capitol was leased to Modern Sewing Machine Co., and Cambridge Trading Corp. purchased the Lincoln. . . . Walter Reade Theatres will be the first to bring 3-D movies to outdoor theatres in this area when "House of Wax" opens at its Eatontown, N. J. drive-in and "Man in the Dark" at the 9W Drive-In, Kingston, N. Y. on June 28.

OMAHA

L. D. Caplane, mgr. of the RKO Brandeis Theatre, hopes to introduce 3-D films in the near future. Full equipment has already been installed. . . . The Golden Spike Drive-In, which opened Memorial Day with Ted Rice as mgr., has 16,000 feet of blue grass and a "Bumper Strip Club" where children are admitted free once a week. Capacity is 704 cars.

PHILADELPHIA

The Colney Theatre here was sold by Stanley Co. to Jacobs Safeway Corp. for $135,000 and plans call for conversion to commercial use. . . . Both the Goldman and Stanley-Warner theatres offered trophies for the first time at the 23rd annual Delaware County Kennel Club show. . . . Benjamin R. Tolmas, retired 20th-Fox salesman, died at Rest Haven Convalescent Home at the age of 72.



James R. Grainger (right), president of RKO Radio Pictures, poses for photo with director Alfred Werker and star Viginia Mayo on the set of Edmund Grainger's "Arizona Outpost," RKO's elaborate frontier film, shot in 3-D and color.

PITTSBURGH

"The Moon is Blue" was sneak-previewed at the Sheridan Square. Though minus the Johnston okay, picture was passed by the Pa. Board of Censors. Over 1,000 cards were turned in with the verdict decisively in favor of the picture, and less than 2% upheld the Johnston office. . . . At meeting of the newly elected board of Allied MPTO of W. Pa., pres. Charles R. Blatt appointed the following: Norman Mervis, chairman, executive committee; Ted Grance, chairman, arbitration and grievance committee; Ted Manos heads the ways and means committee; Wm. Finkel, entertainment; Ray Woodward, public relations; Lee Conrad, membership. Blatt retains chairmanship of the legislative committee. . . . With the help of Fisher Scientific Co., Stanley-Warner ad. mgr. Henry Berger and Philip Katz, publicity, worked up a nice cool stunt to promote "The Beast from 20,000 Fathoms," playing at the Stanley, with a 32-ton frozen exhibit on Smithfield St. in the Golden Triangle.

3,000 polarized glasses are for sale by George Katselas, Frederick Theatre, E. Pittsburgh, due to a snag in negotiations with Operators Local 171. . . . Mt. Lebanon Drive-In was first with 3-D, showing "Bwana Devil." . . . The Squirrel Hill, S-W first-run art house, had a record breaker in "A Queen Is Crowned," which tripled the usual take. Two extra shows a day were added the second week. . . . Walter Allen goes to Springfield, O. to do publicity and booking for the 40-house Chakeres circuit. . . . Herb Shriner will be in town to promote "Main Street to Broadway" due at Loew's Penn soon. . . . The Enright, which opened in 1928 with Dick Powell emceeing the stage shows, is "closed for the summer," it says on the marquee.

PROVIDENCE

The Majestic Theatre presented its first all 3-D program with prices hiked to 74¢ for matinees and $1 tops for evenings and Sundays. . . . Cranston Auto Theatre, second open-airer in this area to show 3-D, upped admissions to 75¢ for showing of "Man In The Dark." . . . The Somerset Family Drive-In was first, with showing of "Bwana Devil" and prices raised to 75¢ and children still admitted free. . . . Bay State Drive-In is now operating a most pretentious playland in which kiddies are treated to free rides on merry-go-rounds, a whip and mechanical boats. . . . Bobby Breen, former juvenile motion picture star and now emcee for a talent show on WJAR-TV, made a personal appearance at the Boro Drive-In.

ST. LOUIS

Tom Bloomer, pres. of MPTO of St. L., E. Mo. and S. Ill., set machinery in motion for the 1953 annual meeting, which is to be held here after the annual convention of TOA in order to get fullest advantage of the important national decisions. The regional convention will probably be held in Nov. . . . F&M, operators of the City and Washington theatres in Granite City, Ill., will take bids around July 15 on construction of a 1,000-car plus two-screen ozoner on State Route 111 in that city, which will eventually be converted into a four-screen project for about 2,000 cars. . . . Also planning an ozoner for that area is the Komm Circuit, owners of the Mounds Drive-In between Collinsville and E. St. L., Ill. and Miners Theatre at Collinsville. Site is also on Route 111.

Kerasotes opened their 485-car ozoner at Rantoul, Ill., with Harry Fryer in charge. . . . The Illinois Senate Education Committee approved a bill to prohibit any state tax-supported institution from building or maintaining TV transmitters. . . . The Courier-Post, Hannibal, Mo., sold Radio Station KHMO there and is acquiring an interest in Station WTAD at Quincy, Ill. with a view to bringing TV to the Hannibal-Quincy area. Station KHMO has been purchased by J. A. Bolling of Bolling Broadcasting Co., Browning, Mo., subject to approval by the FCC. . . . Margaret Sherman, owner-mgr. of the Sherman Theatres, Bloomfield, Mo., will be married in Aug. to John F. Edmundson, County Clerk of Stoddard County, Mo. . . . An extensive improvement program is being completed at the Ritz Theatre, California, Mo., under direction of owner Harry J. Nash.

Construction of the 250-car ozoner at Newton, Ill. is being pushed by owner C. D. Simmons with a late July grand opening in view. National Theatre Supply will furnish complete equipment. . . . Frisina announced a new policy of first-run features for its Sky View Drive-In at Litchfield, Ill. In order to make the change, the 850-seat Capitol will operate only four days each week. The circuit's 750-seat Lyric at Gillespie, Ill. has been closed for the summer and mgr. Carroll Moore upped to a supervisory post at the Springfield, Ill. headquarters. . . . Wehrenberg installed Chrysler Airtemp refrigeration units in the Melba and Michigan theatres, St. L. Paul Krueger, co-gen. mgr. of the circuit visited a new drive-in at Lake Charles, La. to obtain ideas for the proposed South Drive-In in the Lemay section of St. L. County.

Headquaters of Midwest Drive-In Theas. Corp., affiliate of Smith Mgmt. Co. of Boston, Mass., have been moved from the Gem Bldg. to the Airway Drive-In in the Overland area of St. L. Co. Bill Powell is dist. mgr. . . . Jim Castle, Paramount's district exploiteer and ad man, is to be co-chairman for the St. L. Advertising Club's luncheon at the Statler on July 7, which will salute the amusement industry this year. Guest speaker will be a prominent personality in the film industry. . . . Wilbert Jenkins, former Paramount booker, succeeded Lou Ratz as office mgr. for RKO. Ratz took over as Illinois salesman to succeed Guy Pisani. . . . Ben Steinberg resigned as booker for Columbia to join the sales staff of United Film Service. Former Warner booker Stanley Smith took over Steinberg's post at Columbia. . . . Closed for the summer are the Plymouth Theatre, Jim Beontsinis, lessee, and F&M's Maffitt and West End.

Contracts have been awarded for construction of a new $750,000 TV station here, KSTM-TV. It will be operated by Broadcast House, Inc., headed by Wm. E. Ware, who also is pres. and gen. mgr. of Radio Station KSTL, which is to be affiliated with the TV station. . . . Delbert Stoddard is new mgr. of the Plaza Theatre in Madison, Ill., recently sold by Fox Midwest to the El Fran Theatres. . . . Glen Colton, former mgr. of the Strand at Creston, Ia. is mgr. of the Sunset Drive-In between Washington and Union, Mo., a joint venture of Commonwealth and Bill Williams. . . . Bill Zimmerman will install CinemaScope in his Vita Theatre, Warrenton, Mo.

$2,250,000 Anti-Trust Suit In Oklahoma

OKLAHOMA CITY. — A damage suit of $2,250,000 was brought against defendant distributors Columbia, RKO, Paramount, Fox, Universal Film Exchange and Warner Bros. by Robert D. Curran and H. T. Braucht, who claimed they were forced to close their Home Theatre. The plaintiffs charged in federal court that they were denied first run pictures and that their bids were ignored, refused to evaded.

Also named as defendants in the case were local exhibitors, Warner Theatres, Inc., Cooper Foundation and State Theatres, Inc. The suit charged that these theatres formed a conspiracy with the above companies to create and maintain a monopoly on the better films. The plaintiffs leased the house in October, 1948, for five years, and closed it in June, 1951.

SAN FRANCISCO

Guy Meek sold the Studio Drive-In, San Mateo, and the Palo Alto at Palo Alto to Verne Schwin and C. N. Spivey, owners of the Porterville Drive-In at Porterville. George Archibald Agency will book for both. Schwin will remain in Porterville and Spivey will supervise the new purchases. . . . Mgr. Ted Gelber of the Studio resigned and was replaced by Bill Harden. . . Other theatres changing ownership were the Lyceum, San Fran, from Al Levin to Martin Langer; the Valley Anderson, from Lee Swiebel to Ken Loomis, and the Lyric, Marysville, from Frank Maun to Ned Steele. Fox West Coast was set to reopen the El Capitan with "Titanic" June 24, and Lou Singer again managing the house.

B. F. Shearer Co. has the contract to reseat (with new loges), recarpet and install a radial wide-screen at Unicorn's State Theatre in Dinuba. Bob Clark of the Robert Clark Agency is handling details for Unicorn. . . . Ray Summers, a veteran of some 20 years in the industry, resigned as mgr. of Westland's Marina and El Presidio theatres to go into partnership with Jim Scharff in the bar and restaurant business in Belmont. Warren Campling is managing the two houses temporarily. . . . George Stevens and Jack Palance will be in S.F. June 30-July 1 for press, radio and TV publicity on "Shane," set to open at the Paramount July 1 with giant screen and stereophonic sound.

WASHINGTON

Gerald P. Price, 1st asst. chief barker of Variety Tent 11, resigned from his post on the Board of Governors because of increased responsibilities as gen. mgr. of Glen Echo Park, and Hirsh de la Viez was elected for the balance of 1953. Other changes include Jack Kruchtman as 1st asst., Alvin Q. Ehrlich as 2nd asst. and Joseph Gins as property master. It was decided to hold the golf tournament and dinner-dance Oct. 2 at the Woodmont Country Club. Chief Barker Victor J. Orsinger appointed Jack Fruchtman chairman of the dinner dance committee and Orville Crouch to head the membership committee.

C. Joseph De Maio, formerly Kay Film Exchanges local mgr. and now unattached due to the merger with Wheeler Film Exchange, is vacationing at Vero Beach, Fla.

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Studios are bidding on the services of a new singing find, Tony Craig. Craig has just cut four sides for Vogue Records. Ironically with the movie interest in Craig, two of the songs were "Volcano" from the Anna Magnani starrer, ' 'Volcano," and "The Melba Waltz," from "Melba" both UA releases. . . . "The Sea Is A Woman," a modern outdoor drama by Jim Fitzpatrick and Tom Gries will be the next film for Allan Dowling Productions' schedule. The company's initial effort, "Donovan's Brain," which stars Lew Ayres, Gene Evans and Nancy Davis, will be released in Sept. by UA. . . . Edward Ludwig was signed by Carl Dudley, president of Dudley Pictures Corp., to direct "Tabor," science-fiction drama which Richard Goldstone will produce for the company in Vistarama and Eastman color. Richard Carlson is tentatively set for the starring role. Ludwig recently completed direction chores on "Sangaree."

* * *

Gordon Douglas has been assigned by Jack L. Warner to direct the studio's science-fiction thriller, "Them," to be filmed in 3-D and WarnerColor with the studio's all-media camera. Ted Sherdeman is producing. Douglas recently completed directing the studio's second 3-D film, "The Charge at Feather River," which stars Guy Madison.

* * *

Mark Stevens will star in "Slade," which Lindsley Parsons and his associate, John H. Burrows, will put before the cameras on July 15 for Allied Artists. Screen play for the feature is by Warren Douglas. . . . Arlene Dahl has formed Arlene Dahl Enterprises, Inc., a company which will engage in the design, manufacture and sale of various types of merchandise. . . . Shelley Winters signed to play opposite Keenan Wynn in M-G-M's "Tennessee Champ" with Dewey Martin playing the title role. Martin is the young man, who attracted so much attention for his work in "The Big Sky," an RKO picture. Sol Baer Fielding will produce the film with Fred Wilcox directing. . . . Samuel Fuller's next at 20th Century-Fox will be "Hell and High Water," which rolls in CinemaScope and Technicolor this week. Richard Widmark, Bella Darvi, Gene Evans and Victor Francen are leads in the film. . . . At the same studio, the lineup for "Prince Valiant," which will be shot in CinemaScope and Technicolor includes Robert Wagner, Janet Leigh, Debra Paget, James Mason. Robert L. Jacks will produce and Henry Hathaway will direct. . . . Irving Asher will produce and Nicholas Ray will direct the Joan Crawford starrer at Paramount, "Lisbon."

* * *

Producer Hal R. Makelim announced that he has signed a distribution contract with the Ainsworth Distribution Corporation for the release of his independent production, "My Dad, J. R." The picture, which stars Edward Arnold, John Agar and Susan Morrow was also directed by Makelim, from a script by Hal Richards. Sam Nathanson, vice-president in charge of sales for the distribution outfit, has set a September release. An extensive campaign is being mapped out for the film with a tentative budget of $150,000 being allotted for publicity, advertising and exploitation.

* * *

John Carroll replaced Vaughn Monroe in the lead in "The Professor and the Coed" at Republic. Monroe is currently on tour, necessitating cancellation of his commitment. R. G. Springsteen directs. . . . Robert Stillman's "Americano," which will star Glenn Ford, and be directed by Budd Boetticher will be lensed in Tru-Stereo 3-D July 1 in Sao Paulo, Brazil. It will be the first American 3-D film shot outside the U. S. Al Zimbalist, a producer himself, is the president of Tru-Stereo. . . . Tay Garnett left for London to start work with Irving Allen and A. R. "Cubby" Broccoli on the screen play of "The Black Knight," Warwick production for Columbia release to star Alan Ladd. Alec Coppel is now writing. The production start is planned for September. . . . Roy Huggins has been assigned by Columbia to direct "Fifty Fathoms Deep," 3-D technicolor production for the Robert Cohn unit scheduled to go before the cameras shortly with Wallace MacDonald producing.

* * *

Abtcon Pictures, Inc., headed by Herman Cohen, will start production on "Target-Earth," based on a science fiction original by Paul W. Fairman. Film will roll at General Service July 8th. The picture, scripted by Bill Raynor, will be made in wide screen, 1.85 to 1 ratio, and stereophonic sound. Following this production, Cohen will leave for England Sept. 3 to co-produce "River Beat" with Anglo-Amalgamated, Inc. at London's Merton Park studios. He will then return in November to launch "Flaming Stallion."

* * *

Michael Curtiz signed a long term, exclusive contract with Paramount where he will direct "White Christmas" this fall. Bing Crosby, Donald O'Connor, Rosemary Clooney and Vera-Ellen head the cast of the Irving Berlin film, which Robert Emmett Dolan will produce for Paramount. . . . Over at Warner Brothers, Henry Blanke was given the producer reins on "The Phantom Ape," which will be directed by Andre de Toth and will be filmed in WarnerColor and 3-D with the studio's all-media camera. . . . Gregg Tallas has returned to Hollywood from Salonika, Greece with the negative of "The Barefoot Battalion," a feature made there by the Peter Boudoures Film Co. Tallas produced and directed the feature from an original story by himself and Niko Catsiotes. Catsiotes also wrote the screen play of the picture, the cast of which comprises non-professional orphans recruited from a reform school in Salonika. The Symphony Orchestra of Athens, consisting of 85 pieces, provides musical background of the film. Picture is now being prepared for

(*Continued on next page*)

Salary Cuts Hit; SAG Tells Cause Of Unemployment

HOLLYWOOD.—In a protest against the proposed mass cutting of actors' salaries, the board of directors of the Screen Actors Guild placed the blame for current unemployment in Hollywood on the fact that the industry was in the throes of re-tooling for new techniques and also on "runaway" productions, films made abroad by American producers, rather than on the high cost of actors.

The SAG intelligence report hit out against producers who "use present uncertainties in the industry to create a psychological aura of fear." The report went on to explain that actors' salaries never account for more than 10 to 15 per cent of a production, and that the proposed salary cuts might bring that figure down to as low as five to seven and one half per cent.

The guild expressed its belief that nothing in the present situation warrants the cutting of its minimum salaries demanded, and that it opposed all attempts at large-scale cutting of above-scale salaries. It added that "dollar for dollar the most economical buy in picture production today is a good performance."

The Cause "Minor"

It also expressed its determination to do as much as it could to bring more productions back to the U.S. rather than have American personnel go off to foreign countries to make their films. On this score, it claimed that the so-called "18-month tax clause," while receiving the most publicity, was actually a minor cause of the foreign production problem.

The report claimed that of greater significance to the over-all situation was the other five reasons it listed for the existence of "runaway" productions. It named them as great savings in production costs, the availability of foreign financing and the desire on the part of American producers to use up their "frozen funds."

One of the remaining two causes given by the guild is what it called a "split hemisphere deal" in which an American "package" of American stars, writer and director will work with a foreign producer. They then split worldwide distribution rights. The other is an attempt at getting foreign locales and backgrounds to bolster a declining box office.

The guild board called some American producers who do engage in these foreign productions as "penny wise and pound foolish."

Title Changes

Universal-International: **"War Arrow"** is the new title for "Brady's Bunch." (Stars Maureen O'Hara and Jeff Chandler; John Rogers produced).

Republic: **"Champ For A Day"** is the new title for "Champ From Brooklyn." (Stars Alex Nicol and Audrey Totter).

More Great Films Will Bolster Faith Of Public In Medium: Sidney Salkow

By Richard Bernstein

"I, like everybody, am confused about which screen medium the motion picture industry is finally going to go into," Director-writer Sidney Salkow said on the set at Eagle Lion where he was megging for Sovereign Productions and the production team of Gil Ralston and Arthur Ripley. "For eight or nine months there will be this indecision with a 'cult of crystal gazers' in the business trying to figure out what is what. The indecision has curtailed production."

Salkow's current hit is "Raiders of the Seven Seas," the John Payne starrer, released by United Artists. It was produced and directed by Salkow, who did the story and screen play with John O'Dea.

He is now preparing "Sitting Bull," a W. R. Frank production, which also will be released by UA. He will direct the film in Technicolor and CinemaScope, with Boris Karloff probably playing Sitting Bull. The picture will be shot largely on location in the Dakotas this coming summer from a script by Salkow and Jack De Witt.

"The current situation today is not the same problem as the advent of sound. Great films must be made to show that 3-D is not a carnival to lure people into the movie theatre but a great new medium," Salkow explained. "There is a great danger that people can be disillusioned by inferior product."



Director Sidney Salkow found on the set of Columbia's "The Pathfinder" with Chief Redwing, star George Montgomery and hairdresser Gretta Ardine.

Received Varied Training

Salkow has a varied background in the entertainment world. He was born in New York City and was educated at City College there, Columbia University and Harvard.

During his schooling he acted in the New York theatre. From acting he drifted into production, as assistant to Chester Erskine, as stage manager on such hits as "Harlem," "Subway Express," and "The Last Mile."

Later, he became production manager for Charles Frohman enterprises and was closely associated with him in his Theatre Guild and A. L. Erlanger ventures.

In 1932, Salkow directed "Black Tower" and "Bloodstream" on Broadway and his work resulted in a contract with Paramount. There, as associate producer with Barney Glazer, he worked on "The Phantom President," the first "Big Broadcast" and other Glazer hits.

Directed Many Hits

He co-directed "Lady, Be Careful" and "From Hell to Heaven," starring Carole Lombard. From here he went to Universal to direct "Girl Overboard," starring Walter Pidgeon.

He then went back to Broadway and returned to Hollywood to form a writing partnership with Jack Moffitt which lasted two years and produced such hits for Paramount as "Rhythm on the Range," starring Bing Crosby, "Exclusive" and "Murder With Pictures." He then did the "Lone Wolf" series, starring Warren William, at Columbia. This was followed by many other hit credits.

He went to Europe a few years ago to direct "Shadow of the Eagle" for Tony Allen and later made "Fugitive Lady" for Mike Frankovitch. Returning to Hollywood, he directed "Pathfinder," "Prince of Pirates," and "The Golden Hawk" for Columbia.

He did "Scarlet Angel," the Rock Hudson starrer, for U-I and "Desperado" at Columbia, his fifth Technicolor production in a row.

"I have acquired the screen rights to the Zane Grey novel, 'Robbers' Roost,' which I will make soon, with Romer Grey, son of the author, as associate producer," Salkow stated.

There are two strong leads in this picture, plus some excellent character parts. Salkow plans to make a raw and realistic film. He will write the screen play with John O'Dea. "Robbers' Roost" is the story of a cattle empire.

Salkow explained that motion picture companies and banks make it difficult for the independent producer. Major studios should encourage independents, he stressed. He pointed out that there is plenty of talent in Hollywood willing to work on a percentage of profits. A few million invested in independent motion picture production could keep the motion picture industry healthy, he feels.

"Today, if it weren't for the fact that the very enemy of motion pictures provides so much work for motion picture people you would have scores of panicky people wondering what to do," Salkow stated.

HOLLYWOOD

(*Continued from preceding page*)

release in this country.

* * *

"Clowns With Baggy Pants," the intimate story of "clown alley," where the circus comedians live in a special world of their own, was announced by Jerry Wald, Columbia Pictures executive producer, as an added starter on the August production schedule. It will be made in Technicolor and 3-D. First of four names to be cast as principal clowns of the DeVallon Scott's original story is Mickey Rooney.

* * *

Audie Murphy will star in "The Breckenridge Story," a tale of the old west, which will be filmed in Technicolor starting in mid-July by Universal-International. Murphy will portray a young railroad surveyor who cleans out a band of rustlers while seeking to avenge the murder of his father and his younger brother. This film will precede "To Hell and Back," a story of Murphy's own war experiences on the star's schedule. Film will be produced by John W. Rogers from an original screen play by George Zuckerman.

* * *

Robert Wise will direct M-G-M's all star "Executive Suite," to be produced by John Houseman. Cast to date are June Allyson, William Holden, Shelley Winters, Walter Pidgeon and Louis Calhern. At the same studio, Gig Young joined Donna Corcoran, Frances Dee and Ward Bond in "Gypsy Colt." Andrew Marton will direct with William Grady, Jr. producing. . . . Carey Wilson, president of the Screen Producers Guild, reappointed Joseph Sistrom to serve as SPG representative on the Motion Picture Industry Council finance committee. Sistrom, a member of the Guild's executive committee, served in the same post during the past year. . . . Aubrey Schenck and Howard W. Koch's "Beachhead," which will shoot in Hawaii with Tony Curtis and Frank Lovejoy starring will roll July 2nd. It is being made for United Artists release and will be shot in color by Technicolor.

* * *

Van Heflin was cast in another George Stevens' production, "Comancheros," which will be filmed independently.

Theatres Boom In Burma—Gangelin

HOLLYWOOD.—There are about 90 theatres in Burma today, that show motion pictures, stated Paul Gangelin, who has just returned from supervising production in Burma of Cascade Pictures feature film, "Rebellion." Burma with a population of 19,000,000 has not much of a problem getting audiences into the theatres, movie houses being well-patronized in this country.

"Rebellion," an expose against Communism, was filmed near Rangoon with an all-Burmese cast. Gangelin also wrote the screen play of the film, based upon "The People Win Through," a play by U Nu, Prime Minister of Burma. The play was tried in Pasadena, California, not too long ago. The motion picture version is scheduled for an Oct. 1 release. It deals with Burma's efforts to cope with Communism.

Gangelin, who is the author of more than 200 motion pictures, stated that his stars were Major Ba Ko and Major Maung Maung Ta. He stressed that all educated Burmans speak English.

Gangelin took over a crew composed of George B. Seitz, Jr., who directed, Orville Fouse, production manager, Warren Lynch, camera, Scotty Wellbourne, sound and Bill Raleigh, grip. There are two major studios in Burma, A-1 Films and British Burma, which turn out about 20 films a year.

Gangelin pointed out that the ECA will build an air conditioned laboratory in Burma soon and that a new Mitchell camera is now in that country.

The producer supervisor also pointed out that the Burmese theatres play a majority of American films. Their favorite American films are action pictures.

Hollywood Production

ALLIED ARTISTS

Shooting

MEXICAN QUEST
(Lindsley Parsons Prod.)
Cast: George Brent, Karen Sharpe, Hillary Brooke, Morris Ankrum, Marjorie Lord, Douglas Kennedy.
Producer .....Lindsley Parsons
Director .....Frank McDonald

FIGHTER ATTACK
(Color)
Cast: Sterling Hayden, J. Carrol Naish, Dave Willock, John Fontaine, Anthony Caruso, Joy Page.
Producer .....William Calihan
Director .....Lesley Selander

DEPUTY MARSHAL
Cast: Wayne Morris, Virginia Grey, Mayron Healey, John Kellogg, Rick Vallin.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

Cutting

NORTHERN PATROL
(Lindsley Parsons Production)
Cast: Kirby Grant, Marion Carr, Claudia Drake, Gloria Talbot.
Producer ..... Lindsley Parsons
Director ..... Rex Bailey

CLIPPED WINGS
Cast: Leo Gorcey, Huntz Hall, The Bowery Boys, Ann Kimbell, Jean Dean, Renie Riano.
Producer ..... Ben Schwalb
Director ..... Edward Bernds

THE MAZE
(3-D)
Cast: Richard Carlson, Veronica Hurst, Hillary Brooke.
Producer .....Richard Heermance
Director ....William Cameron Menzies

BOWERY KNIGHTS
Cast: Leo Gorcey, Huntz Hall, Bowery Boys.
Producer ..... Ben Schwalb
Director ..... Edward Bernds

VIGILANTE TERROR
Cast: Wild Bill Elliott.
Producer .....Vincent M. Fennelly
Director .....Lewis Collins

COLUMBIA

Shooting

THE CAINE MUTINY
(The Kramer Co.)
(Technicolor)
Cast: Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn, Tom Tully, Arthur Franz, Jerry Paris, Lee Marvin.
Producer .....Stanley Kramer
Director .....Edward Dmytryk

THE NEBRASKAN
(3-D, Technicolor)
Cast: Jed Carey, Roberta Haynes, Richard Webb, Wallace Ford, Lee Van Cleef.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

DRUMS OF TAHITI
(Technicolor)
(Esskay Pictures Co.)
Cast: Patricia Medina, Dennis O'Keefe.
Producer .....Sam Katzman
Director .....William Castle

PARIS MODEL
(American Pictures)
Cast: Marilyn Maxwell, Paulette Goddard, Eva Gabor, Barbara Lawrence, Tom Conway, Cecil Kellaway, Florence Bates, Leif Erickson, Robert Hutton, Mike Romanoff, El Brendel, Laurette Luez, Aram Katcher.
Producer .....Albert Zugsmith
Director .....Alfred E. Green

A NAME FOR HERSELF
Cast: Judy Holliday, Jack Lemmon.
Producer ..... Fred Kohlmar
Director ..... George Cukor

Cutting

EL ALAMEIN
Cast: Scott Brady.
Producer ..... Wallace MacDonald
Director ..... Fred F. Sears

GUN FURY
(3-D, Technicolor)
Cast: Rock Hudson, Jed Carey, Donna Reed, Roberta Haynes, Lee Marvin, Pat Hogan, Leo Gordon, Neville Brand.
Producer ..... Lewis Rachmil
Director ..... Raoul Walsh

MISS SADIE THOMPSON
(3-D) (Technicolor)
(Beckworth Corp.)
Cast: Rita Hayworth, Jose Ferrer, Aldo Ray, Rudy Bond, Henry Slate.
Producer .....Jerry Wald
Director .....Curtis Bernhardt

FROM HERE TO ETERNITY
(Shooting in Hawaii)
Cast Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra, Donna Reed.
Producer ..... Buddy Adler
Director ..... Fred Zinnemann

SCALPEL
Cast: Charlton Heston, Lizabeth Scott.
Producer .....William J. Fadiman
Director .....Irving Rapper

SAGINAW TRAIL
(Gene Autry Production)
Cast: Gene Autry, Smiley Burnette.
Producer .....Armand Schaefer
Director .....George Archainbaud

CONQUEST OF COCHISE
(Technicolor)
Cast: John Hodiak, Robert Stack, Joy Page.
Producer .....Sam Katzman
Director .....William Castle

PRISONERS OF THE CASBAH
(Technicolor)
Cast: Turhan Bey, Gloria Grahame, Cesar Romero.
Producer .....Sam Katzman
Director .....

VALLEY OF THE HEADHUNTERS
(Esskay Pictures Co.)
Cast: Johnny Weissmuller, Christine, Larson, Nelson Leigh, Robert Foulk, Steve Rich, Joe Allen, Jr.
Producer ..... Sam Katzman
Director ..... William Berke

THE WILD ONE
(The Kramer Company)
Cast: Marlon Brando, Mary Murphy, Lee Marvin, Peggy Maley, Yvonne Doughty, Will Wright, Ray Teal, John Brown, Robert Keith.
Producer ..... Stanley Kramer
Director ..... Laslo Benedek

THE BIG HEAT
Cast: Glenn Ford, Gloria Graham.
Producer ..... Robert Arthur
Director ..... Fritz Lang

HELL BELOW ZERO
(Warwick Productions; Shooting in England)
Cast: Alan Ladd, Stanley Baker.
Producers .....Irving Allen, Albert Broccoli
Director .....Mark Robson

INDEPENDENT

Shooting

BAIT
(Hugo Haas Production)
(Wide Screen)
Cast: Cleo Moore, Hugo Haas, John Agar, Sir. Cedric Hardwicke, Emmett Lynn, Bruno Da Sota.
Producer-Director .....Hugo Haas

CAPTAIN SCARFACE
(Lincoln Pictures for Astor Release)
Cast: Barton MacLane, Leif Erickson, Virginia Grey, Rudolph Anders.
Producers .....Hal Roach, Jr. and Carroll Case
Director .....Paul Guilfoyle

THE ODESSEY OF ULYSSES
(3-D) (Eastman Color)
(Lux Films) (Shooting in Rome)
(IFE Release)
Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn.
Producer .....Dino DiLaurentis

Cutting

HANNAH LEE
(Broder Prods.; Stereo-Cine, Pathe Col.)
Cast: MacDonald Carey, Joanne Dru, John Ireland.
Executive Producer .... Jerry Thomas
Director .. John Ireland, Lee Garmes

RAGE OF THE JUNGLE
(Alpine Productions)
Cast: Glenn Ford, Ann Sheridan, Zachary Scott, Jack Elam, Rodolfo Acosta.
Producer ..... Benedict Bogeaus
Director ..... Jacques Tourneur

RUN FOR THE MONEY
(Gateward Pictures; Cinecolor)
Cast: Jimmy Boyd, Bill Williams, Jean Porter, George Cleveland.
Producers .... Edward Alperson, Jr., and Wesley Barry
Director ..... Wesley Barry

SABRE JET
(SuperCinecolor)
(Carl Kreuger Prod.)
Cast: Robert Stack, Coleen Grey, Richard Arlen, Lynn Bari.
Producer .....Carl Kreuger
Director .....Lewis King

WORLD FOR RANSOM
(Endeavor Prod.)
Cast: Dan Duryea, Marion Carr.
Producer .....Bernard Tabakin
Director .....Robert Aldrich

COCOBOLO
(Kodachrome)
(Robert L. Peters Productions)
Cast: Bill Holmes.
Producer .....Robert L. Peters
Director .....Kenneth Herts

BEAT THE DEVIL
(Santana Production)
Cast: Humphrey Bogart, Jennifer Jones, Robert Morley, Gina Lollibridga.
Producer Director.....John Huston

CAPTAIN JOHN SMITH AND POCAHONTAS
(Pathecolor)
(Wisberg-Pollexfen Prod.)
Cast: Tony Dexter, Robert Shayne, Eric Colmar.
Producer .....Aubrey Wisberg and Jack Pollexfen
Director .....Lew Landers

STEEL LADY
(World Films, Inc. for Edward Small Corp.)
Cast: Rod Cameron, Tab Hunter, Richard Erdman, John Dehner, John Abbott.
Director .....E. A. Dupont

THE SWORD AND THE ROSE
(Shooting in England)
(Technicolor)
Cast: Richard Todd, Glynis Johns, James Robertson Justice, Michael Gough.
Producer .....Perce Pearce
Director .....Ken Annakin

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc
PRACTICAL PROFITABLE PROGRESSIVE

Cutting

THE GREAT JESSE JAMES RAID
(Ansco Color)
(Robert L. Lippert, Jr. Prod.)
(For Lippert Release)
Cast: Willard Parker, Barbara Payton, Tom Neal, Wallace Ford, James Anderson, Jim Bannon, Richard Cutting, Tom Walker.
Producer .....Robert L. Lippert, Jr.
Director .....Reginald Le Borg

CAIRO
(Eros Films for Lippert Release; Shooting in Italy)
Cast: George Raft, Maria Canale.
Producer .....Bernie Luber
Director .....Ray Enright

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

RHAPSODY
(Technicolor)
Cast: Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern, Jacqueline Duval.
Producer .....Lawrence Weingarten
Director .....Charles Vidor

THE LONG, LONG TRAILER
(Technicolor)
Cast: Lucille Ball, Desi Arnaz, Marjorie Main.
Producer .....Pandro S. Berman
Director .....Vincente Minnelli

THE FLAME AND THE FLESH
(Technicolor)
(Shooting in Naples, Italy)
Cast: Lana Turner, Pier Angeli, Carlos Thompson, Bonnar Colleano, Peter Illing.
Producer .....Joseph Pasternak
Director .....Richard Brooks

KNIGHTS OF THE ROUND TABLE
(Technicolor)
(Shooting in London)
Cast: Robert Taylor, Ava Garnder, Mel Ferrer, Maureen Swanson, Stanley Baker.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

CREST OF THE WAVE
(Shooting in England)
Cast: Gene Kelly, Jeff Richards.
Producers-Directors ... John and Roy Boulton

KISS ME KATE
(3-D, Wide Screen, Ansco)
Cast: Kathryn Grayson, Howard Keel, Ann Miller, Bobby Van, Bob Fosse, Tommy Ralls, Keenan Wynn, James Whitmore.
Producer ..... Jack Cummings
Director ..... George Sidney..

Cutting

TORCH SONG
Cast: Joan Crawford, Michael Wilding.
Producer .....Henry Berman
Director .....Charles Walters

"FORT BRAVO"
(Metrovision; Ansco Color)
Cast: William Holden, Eleanor Parker, Polly Bergen, John Forsythe, Keenan Wynn, Richard Anderson.
Producer .....Nicholas Nayfack
Director .....John Sturges

HALF A HERO
Cast: Red Skelton, Jean Hagen.
Producer .....Matthew Rapf
Director .....Don Weis

EASY TO LOVE
(Technicolor)
Cast: Esther Williams, Van Johnson, Tony Martin, John Bromfield, King Donovan.
Producer ..... Joe Pasternak
Director ..... Charles Walters

SAADIA
(Technicolor)
Cast: Cornel Wilde, Mel Ferrer, Rita Gam.
Producer ..... Albert Lewin
Director ..... Albert Lewin

LATIN LOVERS
(Technicolor)
Cast: Lana Turner, Ricardo Montalban, John Lund, Louis Calhern, Jean Hagen, Beulah Bondi, Eduard Franz, Rita Moreno, The Modernaires.
Producer .....Joseph Pasternak
Director .....Mervyn LeRoy

: Hollywood Production :

Paramount Pictures

Shooting

KNOCK ON WOOD
(Frank-Panama Production)
(Technicolor) (Wide Screen)
Cast: Danny Kaye, Mai Zetterling, Torin Thatcher, David Burns, Leon Askin, Abner Biberman.
Producers .....Panama and Frank
Directors .....Panama and Frank

RED GARTERS
(Wide Screen, Technicolor)
Cast: Rosemary Clooney, Jack Carson, Gene Barry, Guy Mitchell, Pat Crowley, Joanne Gilbert, Buddy Ebsen, Frank Faylen, Hilo Hattie.
Producer ..... Pat Duggan
Director ..... George Marshall

FLIGHT TO TANGIER
(3-D, Wide Screen, Technicolor)
Cast: Joan Fontaine, Jack Palance, Corinne Calvet, Robert Douglas, Jeff Morrow, Richard Shannon, Marcel Dalio.
Producer ..... Nat Holt
Director .... Charles Marquis Warren

LOST TREASURE OF THE AMAZON
(3-D, Wide Screen, Color)
Cast: Fernando Lamas, Rhonda Fleming, Brian Keith.
Producer ..... William H. Pine and William C. Thomas
Director ..... Edward Ludwig

Cutting

ELEPHANT WALK
(Technicolor)
(Shooting in Ceylon)
Cast: Vivien Leigh, Dana Andrews, Peter Finch.
Producer .....Irving Asher
Director .....William Dieterle

THOSE SISTERS FROM SEATTLE
(Paravision; Technicolor)
(Pine-Thomas Productions)
Cast: Rhonda Fleming, Gene Barry, Guy Mitchell, Teresa Brewer, The Bell Sisters, Agnes Moorhead, Jean Parker, Roscoe Ates.
Producers .....William Pine and William Thomas
Director .....Lewis R. Foster

MONEY FROM HOME
(Technicolor; 3-D)
(Hal Wallis Productions)
Cast: Dean Martin, Jerry Lewis, Pat Crowley, Robert Strauss, Richard Haydn, Mara Corday, B. S. Pully, Romo Vincent.
Producer .....Hal Wallis
Director .....George Marshall

HERE COME THE GIRLS
(Technicolor)
Cast: Bob Hope, Tony Martin, Arlene Dahl, Rosemary Clooney, Robert Strauss, Millard Mitchell, Fred Clark, Johnny Downs.
Producer .....Paul Jones
Director .....Norman Taurog

RKO RADIO PICTURES

Shooting

CARNIVAL
(Color)
(King Brothers Production; Shooting Munich)
Cast: Anne Baxter, Steve Cochran, Lyle Bettger, J. C. Flippen, Helene Stanley, George Nader, Sol Solomon.
Producer .....King Brothers
Director .....Kurt Neumann

MARRY ME AGAIN
(Alex Gottlieb Production)
(Shooting at Motion Picture Center)
Cast: Marie Wilson, Robert Cummings, Mary Costa, Ray Walker, Jess Barker, Moroni Olsen, Lloyd Corrigan, Richard Gains, June Vincent.
Producer .....Alex Gottlieb
Director .....Frank Tashlin

THE FRENCH LINE
(Edmund Grainger Prod.)
Cast: Jane Russell, Gilbert Roland, Arthur Hunnicutt, Mary McCarty, Joyce Mackenzie, Craig Stevens, Steve Flagg, Laura Elliott.
Producer .....Edmund Grainger
Director .....Lloyd Bacon

SON OF SINBAD
(3-D, Color)
Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Edwina Hazard.
Producer ..... Robert Sparks
Director ..... Ted Tezlaff

Cutting

SECOND CHANCE
(3-D Eastman Color)
Cast: Linda Darnell, Robert Mitchum.
Executive Producer. Edmund Grainger
Producer ..... Sam Wiesenthal
Director ..... Rudy Mate

ARIZONA OUTPOST
(3-D Eastman Color)
Cast: Dale Robertson, Arthur Hunnicutt.
Producer .....Edmund Grainger
Director .....Alfred Werker

BEAUTIFUL BUT DANGEROUS
Cast: Jean Simmons, Robert Mitchum, Arthur Hunnicutt, Jimmy Hunt, Edgar Buchanan, Hope Landin, Pinky Tomlin.
Producer .....Robert Sparks
Director .....Lloyd Bacon

Republic

Shooting

THE PROFESSOR AND THE COED
Cast: John Carroll.
Associate Producer.....Sidney Picker
Director .....R. G. Springsteen

SHADOW OF TOMBSTONE
Cast: Rex Allen.
Producer .....Rudy Ralston
Director .....William Witney

FLIGHT NURSE
Cast: John Leslie, Forrest Tucker, Tod Andrews, Jeff Donnell.
Associate
Producer-director .....Allan Dwan

Cutting

LAUGHING ANN
(Technicolor)
(Wilcox-Neagle Production)
Cast: Wendell Corey, Forrest Tucker, Margaret Lockwood.
Producer-Director ....Herbert Wilcox

THE CHAMP FROM BROOKLYN
Cast: Alex Nicol, Audrey Totter, Charles Winninger, Hope Emerson, Eddy Waller.
Associate
Producer-Director ...William A. Seiter

20th CENTURY FOX

Shooting

THE STORY OF DEMETRIUS
(CinemaScope, Technicolor)
Cast: Victor Mature, Susan Hayward, Michael Rennie, Anne Bancroft, Jay Robinson, Barry Jones, William Marshall.
Producer ..... Frank Ross
Director ..... Delmar Daves

Cutting

THE ROBE
(Technicolor)
(CinemaScope)
Cast: Victor Mature, Michael Rennie, Richard Burton.
Producer .....Frank Ross
Director .....Henry Koster

HOW TO MARRY A MILLIONAIRE
(Technicolor)
(CinemaScope)
Cast: Betty Grable, Marilyn Monroe, William Powell, Lauren Bacall, Rory Calhoun, David Wayne, Cameron Mitchell.
Producer .....Nunnally Johnson
Director .....Jean Negulesco

"THE SCOUTMASTER"
Cast: Clifton Webb, George Winslow.
Producer .....Leonard Goldstein
Director .....Henry Levin

TWELVE MILE REEF
(CinemaScope-Technicolor)
(Shooting in Florida)
Cast: Terry Moore, Robert Wagner, Gilbert Roland, J. Carrol Naish, Harry Carey, Jr., Jacques Aubuchon, Angela Clarke, Peter Graves.
Producer .....Robert Bassler
Director .....Robert D. Webb

THE PRESIDENT'S LADY
Cast: Susan Hayward, Charlton Heston
Producer ..... Sol C. Siegel
Director ..... Henry Levin

THE DESERT RATS
Cast: James Mason, Richard Burton, Chips Rafferty.
Producer .....Robert L. Jacks
Director .....Robert Wise

SAILOR OF THE KING
(Filming in England)
Cast: Jeffrey Hunter, Michael Rennie
Producer ..... Frank McCarthy
Director ..... Roy Boulting

BLUEPRINT FOR MURDER
Cast: Jean Peters, Joseph Cotten.
Producer .....Michael Abel
Director .....Andrew Stone

UNITED ARTISTS

Shooting

RIDERS TO THE STARS
(Eastman Color)
(Ivan Tors Prod.)
Cast: William Lundigan, Richard Carlson, Martha Hyer, Herbert Marshall.
Producer .....Ivan Tors
Director .....Richard Carlson

CAMELS WEST
(Edward Small Prod.)
(Natural Vision 3-D, Eastman Color, Wide Screen)
(Shooting at Kanab, Utah)
Cast: Rod Cameron.
Producer .....Edward Small
Director .....Ray Nazarro

RING AROUND SATURN
(Regiscope Process, 3-D, Wide Screen)
Producers ..... William and Edward Nassour
Director ..... Edward Nassour

Cutting

CROSSTOWN
(Edward Small Productions)
Cast: John Payne, Evelyn Keyes, Peggie Castle, Brad Dexter.
Producer .....Edward Small
Director .....Phil Karlson

I, THE JURY
(Parklane Prod.)
Cast: Biff Elliott, Peggie Castle, Margaret Sheridan.
Producer .....Victor Saville
Director .....Harry Essex

Universal International

Shooting

BORDER RIVER
(Technicolor)
Cast: Joel McCrea, Yvonne DeCarlo, Pedro Armendariz, Howard Petrie, Erika Nordin, Ivan Triesault, Alfonso Bedoya.
Producer .....Albert J. Cohen
Director .....George Sherman

THE GLENN MILLER STORY
(Technicolor)
Cast: James Stewart, June Allyson, George Tobias, Henry Morgan, Louis Armstrong, Gene Krupa, Ben Pollack, Barton MacLane.
Producer .....Aaron Rosenberg
Director .....Anthony Mann

THE GLASS WEBB
(3-D)
Cast: Edward G. Robinson, John Forsythe, Barbara Rush, Kathleen Hughes.
Producer .....Albert J. Cohen
Director .....Jack Arnold

SON OF COCHISE
(Technicolor)
Cast: Rock Hudson, Barbara Rush.
Producer .....Ross Hunter

Cutting

MA AND PA KETTLE HIT THE ROAD HOME
Cast: Marjorie Main, Percy Kilbride, Alice Kelley, Alan Mowbray, Emery Parnell, Brett Halsey.
Producer .....Richard Wilson
Director .....Charles Lamont

WINGS OF THE HAWK
(3-D) (Technicolor)
Cast: Van Heflin, Julia Adams, Abbe Lane, George Dolenz.
Producer .....Aaron Rosenberg
Director .....Budd Boetticher

ALL AMERICAN
Cast: Tony Curtis, Lori Nelson, Richard Long, Palmer Lee, Mamie Van Doren.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

BRADY'S BUNCH
(Technicolor)
Cast: Jeff Chandler, Maureen O'Hara.
Producer ..... John Rogers
Director ..... George Sherman

WALKIN' MY BABY BACK HOME
(Technicolor)
Cast: Donald O'Connor, Janet Leigh.
Producer .....Ted Richmond
Director .....Lloyd Bacon

BACK TO GOD'S COUNTRY
(Technicolor)
Cast: Rock Hudson, Steve Cochran.
Producer .....Howard Christie
Director .....Douglas Sirk

THE STAND AT APACHE RIVER
(Technicolor)
Cast: Stephen McNally, Julia Adams, Hugh Marlowe, Hugh O'Brien, Russell Johnson, Jaclynne Green, Edgar Barrier, Forrest Lewis.
Producer .....William Alland
Director .....Lee Sholem

WARNER BROS.

Shooting

HONDO
(3-D) (WarnerColor) (All-Media)
(Wayne-Fellows Prods.)
Cast: John Wayne, Geraldine Page, Ward Bond, Michael Pate, Rudolfo Acosta, Paul Fix, Lee Aaker.
Producer .....Robert Fellows
Director .....John Farrow

Cutting

BLOWING WILD
(Shooting in Vera Cruz)
Cast: Gary Cooper, Barbara Stanwyck, Ruth Roman, Anthony Quinn.
Producer .....Milton Sperling
Director .....Hugo Fregonese

SO BIG
Cast: Jane Wyman, Sterling Hayden, Elizabeth Fraser, Ruth Swanson, Richard Beymer.
Producer .....Henry Blanke
Director .....Robert Wise

THREE SAILORS AND A GIRL
(Technicolor)
Cast: Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene, Jack Leonard.
Producer .....Sammy Cahn
Director .....Roy Del Ruth

THE CHARGE AT FEATHER RIVER
(Natural Vision 3D, WarnerColor)
Cast: Guy Madison, Frank Lovejoy, Vera Miles, Dick Wesson, Ron Hagerthy.
Producer .....David Weisbart
Director .....Gordon Douglas



1. MARILYN MONROE

M-m-marvelous in her fir musical! Out-of-this-world wh she sings "Bye Bye Baby" a "Diamonds Are A Girl's Best Friend

2. JANE RUSSELL!

Russell and The Monroe togethe —Wow!—The screen's two bigge money-getters in the year's bigge Technicolor attraction!

4 GOOD REASONS WHY
Gentlemen Prefer Blondes
WILL MAKE BOXOFFICE HISTORY!



3. PRE-SOLD TITLE!

The best-selling book, smash Broa way musical legit hit and natio wide newspaper and magazi serializations have made "Gentlem Prefer Blondes" a household phra throughout the country!

4. THE YEAR'S MOST PUBLICIZED PICTUR

Covers on LIFE and COSMOPOLITA big stories-and-picture layouts COLLIER'S, ESQUIRE, PICTORIA REVIEW are only the beginning the publicity barrage keeps rolli up to pre-sell tickets for yo



JANE RUSSELL · MARILYN MONROE in HOWARD HAWKS'

Gentlemen Prefer Blondes

co-starring **CHARLES COBURN** · Color by TECHNICOLOR · Produced by SOL C. SIEGEL · Directed by HOWARD HAWKS · Screen play by CHARLES LEDERER

THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

ILEY-WARNER TAKES OVER
CINERAMA OPERATION

FIGHT ACCELERATED TO
ADJOURNMENT DEADLINE

ADOPT MULTI-PRONGED
PROGRAM FOR MEDIA
CHANGES—HYMAN

COND SINGLE FILM 3-D
STEM, OZONER STEREO
GIMMICK REVEALED

AJOR CIRCUITS PLAY
"MOON IS BLUE"

DISNEY PLANS THREE
INEMASCOPE FEATURES

FOX RUSHES ROBE

REVIEWS
pages 14, 15, 18

. No. 13 July 11, 1953

d as second class matter October 25, 1946, at the
ffice at New York, N. Y., under the act of March
. Published Biweekly by The ITOA Independent,
515 Broadway, New York 36, New York. Sub-
on price $2.00 a Year, Single copy 10 cents.

OFF THE GROUND

EARLIER this week, provisional agreements were signed under which the Stanley-Warner circuit will take over Cinerama operations.

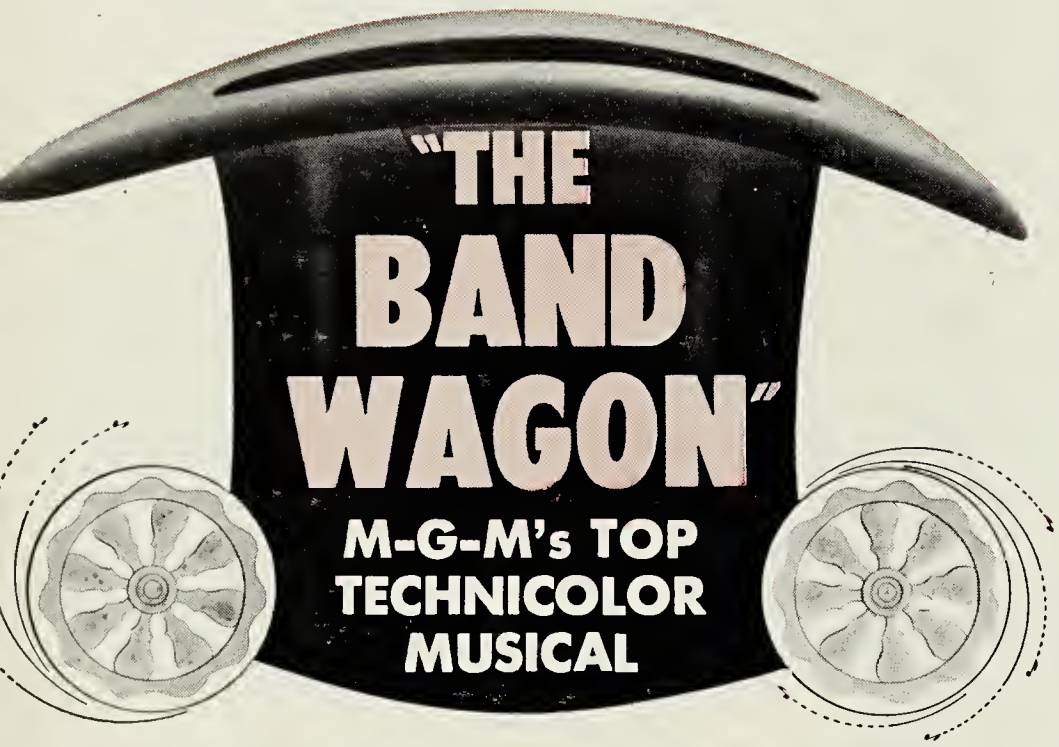
This is good news for the industry since Stanley-Warner, under the progressive leadership of Si Fabian and Sam Rosen, will assure Cinerama not only of good management in the opening, equipping and operation of additional theatres for exhibition of films made in this process but of adequate production capital as well.

During the past year, Cinerama has proven an industry paradox. Here is a process which has been a box office hit wherever it has opened, yet has been unable to get off the ground, production-wise.

Of course, we know that Cinerama was begun

(See Page 5)

GET ABOARD THE EXPLOITATION PICTURE OF THE YEAR!



MOST PUBLICIZED!

Just the beginning, coming and current publicity: Cover on Life. Full pages in Life. Cover on Newsweek, big story inside. N. Y. Times Magazine (*nationally circulated*), publicity spread. Collier's, song layout. Sunday Mirror (*nationally circulated*), Movie of Week layout. Screenland, cover. Ladies' Home Journal, photograph and copy. Associated Press, publicity layout. Look, cover, inside story. Photoplay, photo layout. American Magazine, colored photo. Coronet, full page Movie of Month. Tempo Magazine, 2-page layout. King Features Syndicate, feature and art. Motion Picture Magazine, Modern Screen, Movie Spotlight, Screen Stars, Movie Play, all carry stories and art. Space does not permit more details of what will be the greatest publicity barrage of recent years!



BIG AD CAMPAIGN!

Sensational newspaper display ads. Exciting teaser ads. Fan Magazine full pages in all leading publications. Picture of the Month column in 9 top national magazines. Full page in Look. Other advertising, including ads in connection with Song Contest.



SONG CONTEST!

A big National Contest tied in to local level Blankets America with 80 top radio stations *(with some TV promotion)*. One week of playing records from "Band Wagon" album. Contest with listeners writing in their favorite song and in 25 words or less why they want to see the picture. Prizes for disc jockeys, station managers, public. One of the most complete contests ever staged by films, with special promotional platters, star and songwriter interviews.



"BAND WAGON" ALBUM!

Available for tie ups. 10,000 dummy covers of M-G-M Records Album. 3-col. co-op ads and mats. Dealer-exhibitor window contests. Full page trade ad in Record Review. 250 Albums for disc jockeys.



FRED ASTAIRE STUDIOS!

Posting special photos in all studios nationwide. New York headquarters has sent contest ideas to its affiliates, has purchased hundreds of stills and is using "Band Wagon" mention in ads.

OTHER MUSIC TIE UPS!

Dummy sheet music covers for window display. Other record companies will assist with their own recordings.

NBC BROADCAST!

NBC on Saturday, July 11th from 3 to 3:30 on "What's The Score" will broadcast full half hour of songs from the M-G-M Records Album of "The Band Wagon". Carried on more than 100 stations. Tie in with this locally. Many more stunts and promotions on Radio and TV, such as Stork Club, Winchell, Ed Sullivan. Also, girls in costume visit disc jockeys.

WINDOW DISPLAYS!

For Music Hall Premiere in New York many exciting window tie ups arranged, which can be duplicated everywhere.

DIETZ-SCHWARTZ TOUR!

"The Band Wagon" song-writers will make tour of cities for publicity, appear on radio, TV, etc. They have recorded special interview platters for use everywhere otherwise.

SONG WRITERS' SALUTE!

More than 25 of America's top song writers have given permission to use their names as in following example: "Irving Berlin gets aboard THE BAND WAGON saluting the 25th Anniversary of Howard Dietz and Arthur Schwartz."

TEASER, REGULAR TRAILERS!

Sensational Technicolor teaser and full-length trailers. Use them as far in advance as possible.

NEW SEASON IDEA!

Many theatres plan to use the phrase: "Get Aboard The Band Wagon" as a slogan for their whole line-up of new season shows, even though they may not play "Band Wagon" first. The phrase is a refreshing change from the usual "New Season Film Festivals, etc." Those who play it as a lead-off of their new Fall Movie Season will not only sell "Band Wagon" but it's a perfect springboard for the whole program.

PRESS SERVICES!

Special service of Art and stories to Key City papers through M-G-M press representatives. Special direct-mail of color art and features to list of editors.

ACCESSORIES! PRESS BOOK!

Special accessories, including set of color stills, lobby hanger, window display pieces in two sizes. The 24-sheet provides two exceptional cut-outs. For the complete ticket-selling plan on "The Band Wagon" see the showmanship press-book, containing a wealth of material to assure a well-promoted engagement.



TARGET OF CRITICAL ACCLAIM!

"Taut, well-made spy thriller! A maximum of suspense! Good b.o.!" —*Variety*

"An honest-to-goodness entertainment! Plenty of action . . . suspenseful! Thrills and laughs combined!" —*Showmen's T. R.*

"Thrills! Rapid pace . . . exciting chase climax!" —*Exhibitor*

"Packing a punch for suspense fans!" —*M. P. Daily*

"Well-knit suspense film! Taut!" —*M. P. Herald*

"Exciting . . . suspenseful!" —*Hollywood Reporter*



SHOOT FIRST!

Raymond Stross presents

"SHOOT FIRST!" starring JOEL McCREA · EVELYN KEYES

HERBERT LOM · MARIUS GORING · ROLAND CULVER

Screenplay by ERIC AMBLER · Produced by RAYMOND STROSS

Directed by ROBERT PARRISH

thru UA

THE ACTION-SUSPENSE THRILLER OF THE YEAR

July 11, 1953
Vol 31, No. 13

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

with limited capital. With the tremendous public acceptance, its scientific experts have become acutely aware of the manner in which it can be improved — and under Stanley-Warner guidance, many new innovations can be expected.

While the installation and operating costs of Cinerama are prohibitive for the average theatre, it nevertheless represents a great step forward by the motion picture industry and a most positive plus factor in the overall picture. It is bringing people back to the theatre.

By virtue of Stanley-Warner's position as a defendant in the industry anti-trust suit and the operation of the Consent Decree, the agreement is conditioned upon the approval of the Department of Justice within 30 days. We can see no reason why the Attorney General should not give the deal a green light. When this happens, we believe the entire industry will be on the winning end.

Fingers Crossed

According to present indications, Congress will adjourn at the end of this month.

Unfortunately, the Mason Bill (H.R. 157) has been bottled up in the House Ways and Means Committee up until now because of the parliamentary situation resulting from the deadlock between chairman Daniel Reed and the Eisenhower administration over the continuance of the excess profits tax. No revenue bills had been reported out for some time because Reed feared amendment on the House floor or in the Senate.

The impasse was broken this week and it can now be hoped that the Mason Bill will be rushed along its Congressional path. Sentiment in both Houses is favorable. The Treasury's attitude, reflecting the administration's policy not to cut any taxes until the budget is balanced, remains the chief stumbling block.

One year ago, not many industryites would have given a nickel for our chances at relief — but a great campaign has been waged. We are no longer worrying about the possibility of tax relief. It now is a matter of *how soon* — and we are still keeping our fingers crossed.

Music Is an Attraction

On many occasions, exhibitors query us on the necessity of paying ASCAP a music license fee.

Today, it is a very simple thing for an exhibitor to avoid paying the Society a fee by playing music in the public domain for entrance, intermission and closing music.

We were ASCAP's foe at a time when we believed that the Society's rates were exorbitant and included charges to exhibitors for the right of public performance of ASCAP music integrated on the sound track of films for which the producers paid reproduction fees. Subsequent court action vindicated our position that the exhibitor bought a package with his film rental which included performance rights.

ASCAP now has new license fees for the public performance of its music, representing a charge for its music other than that synchronized on film. Their fees are reasonable and the music available in the Society's repertoire is undoubtedly the finest and provides the exhibitor with an extensive selection from which to choose.

If a coming attraction is a musical, it is penny-wise and pound-foolish for an exhibitor to put himself in the position where he may be estopped from playing recordings in his lobby and theatre. We doubt very much that the savings to any exhibitor is worth eliminating this music from the theatre, particularly when it has attraction value to patrons and can be exploited to promote movie-going.

THE INDEPENDENT FILM JOURNAL. Published every other week on Saturday by ITOA Independent, Inc. Editorial Offices: 1515 Broadway, New York 36, N. Y. Telephone CIrcle 6-6460. Editor, Morton Sunshine; Business Manager, Herman Schleier; Associate Editor, Aaron Sloan; Circulation Manager, Charlotte Gross. Coast Bureau: Richard Bernstein, 4225½ Lockwood Ave., Hollywood 29, Calif., Normandie 26494. Chicago Bureau: R. L. Farnsworth, 307 N. Michigan Ave., Financial 6-2786. Washington, D. C. Bureau: Al Goldsmith, 1365 National Press Bldg., MEtropolitan 8-0001.

Stanley Warner Takes Over Cinerama Operation

Provisional consummation of the Stanley Warner-Cinerama agreements, which now requires approval of the Department of Justice within the next month to make the pact final, was announced jointly by Si Fabian, Stanley Warner president, Louis B. Mayer, chairman of the board of Cinerama Productions Corp., and Hazard Reeves, president of Cinerama, Inc.

The Department of Justice must approve the contracts within 30 days from the date of the signing. If it does not sanction the plan or fails to take any action whatsoever, the agreements will be cancelled, it was explained. Thus far, the Department has made no announcement as to its decision on the matter. It has been advised of the time limit imposed upon the arrangements.

Paid $1,600,000 Advance

Under the agreement, Stanley Warner will undertake the operation of present theatres showing "This Is Cinerama" in New York, Detroit and Los Angeles. It will also take over the opening, equipping and operating of additional theatres for the exhibition of pictures made in the Cinerama process. The next theatre slated to be added to the Cinerama chain is the Palace, Chicago which opens July 29.

Stanley Warner will pay Cinerama Productions Corp. $1,600,000 as advances on its production and theatre equipment. As for the 700,000 shares of Cinerama, Inc., which S.-W. will purchase, Fabian said that his group will pay "slightly more" than the original price.

In addition to the above-mentioned 700,000 shares of stock, S.-W. has an option to purchase 300,000 more shares of stock. This would give the Warner group about 30 per cent of Cinerama, Inc., which would not be a controlling power, Reeves explained. There is no plan for S.-W. to obtain any stock of Productions, Fabian added.

The arrangement calls for the agreement to run for the next five years on an exclusive basis. Productions will get the same royalties as originally agreed, it was stated, and the stockholders trust will continue. Stanley-Warner gets the right to choose four of the seven members of the Cinerama, Inc., board.

To Produce Five

According to the pact, Stanley Warner must produce five pictures in the Cinerama process within the next five years. The profits will be shared by S.-W. and Productions. Cinerama, Inc., will continue in its role of manufacturer of theatre and production equipment.

Fabian announced that production plans of the group are still in an unsettled state. His company gets "Seven Wonders of the World" which is about 50 per cent completed, with Meriam C. Cooper, co-producer and director of "This Is Cinerama," producing. Fabian said that it was not yet decided whether the new film would be the second Cinerama release. Thus far, the shooting has been restricted to background footage, with no story for the film as yet.

The Stanley Warner group also gets options to purchase three stories owned by Mayer, it was revealed. They are "Paint Your Wagon," the musical comedy that ran on Broadway two years ago; "Blossom Time," the Schubert operetta; and "Joseph and His Brethern," Biblical stage play that was produced many years ago.

With the new group in on the Cinerama activities, there would probably be some rearranging of personnel. Lowell Thomas, Productions board vice chairman and co-producer of "This Is Cinerama," definitely will remain with the group, according to Thomas L. Perkins, who represented Productions in the negotiations. Perkins did not know whether Dudley Roberts, Jr., president of Productions would remain head of his group.

Fabian stated that Lester Isaac, assistant general manager of theatre operations in charge of technical services, will remain with Cinerama. As for Mayer, his status is undetermined, Perkins stated. Fabian added that Mayer has been serving as advisor to the group.

Into 8-10 SW Houses

With the Stanley Warner group bringing new resources to the undertaking, it was stated that there are plans afoot for the opening of 20 American theatres and others on a world-wide basis. The schedule calls for Cinerama houses in London, Paris and Berlin, with the British city slated to get the first opening outside the U. S. Fabian said he believed "This Is Cinerama" could play there for two years easily.

He added that contracts will be negotiated this week for the opening of the Cinerama film in Rio de Janeiro and Sao Paulo early next year. The Brazilian group has already signed the contract that Cinerama is studying, according to Fabian.

It was estimated that from eight to 10 of the 20 American houses showing films in the Cinerama process within the near future would be S.-W. theatres. His group would lease houses in the other cities, Fabian explained. He would not reveal which theatres he planned to use at the present time.

The financial aspects of equipping and operating Cinerama houses were discussed by Reeves, who judged that the cost of equipment and installation could be brought down from the present figure of $150,000 to a low of $110,000 in the next few months. He estimated that equipment then would cost $60,000 and installation $50,000.

Gross Exceeds $2,000,000

Reeves also announced that a reservoir of Cinerama equipment was being assembled. Three cameras are now already available, and two more will be ready within 60 days, he stated. Also, Technicolor is preparing an improved method for working with Cinerama film.

"This Is Cinerama," which cost $1,000,000 to produce, has grossed more than $2,000,000 in its current three runs, according to Fabian. The New York gross is $1,600,000, he stated. It has played to more than $400,000 in Detroit, and has an advance sale of $40,000 in Chicago. The Los Angeles engagement grosses about $40,000 a week, he added.

On the technical aspects of the Cinerama operation, Herbert Barnett, executive vice president of Cinerama, Inc., and president of the SMPTE, announced that plans were con-

(*Continued on page* 19)

Speed Tax Fight To Beat Deadline Of Adjournment

Sparking the fight that has been waged to keep the tax bill alive, COMPO organized a series of meetings over the past two weeks to let exhibitors know that "the tax campaign leaders are confident that the Mason Bill, H.R. No. 157, will be adopted at this session of Congress."

These meetings were held in cities all over the country. The 16mm. film shown at the April 26 hearing on the bill by the Tax Committee to members of the House Ways and Means Committee was shown at each of the recent meetings.

Congressional activity included the statement by Chairman Reed (R., N. Y.) who expressed his intention of getting out the "mass of bills" that has been stuck in committee for some time. However, even though the Mason Bill does get out, it still faces the problem of overcoming the opposition of the administration and the time limit facing it. Congress has revealed its desire to close the present session by July 31, and it has many other bills which it must consider before the Mason one.

Kerr Adds Rider

Earlier in the week there was another attempt at getting tax elimination through Congress via an amendment tacked on to a reciprocal trade bill by Sen. Robert S. Kerr (D., Okla.). However, Finance Committee chairman Millikin (R., Colo.) objected to the measure, and Kerr was persuaded to withdraw it.

Kerr promised to keep fighting for the measure and stated that he "feels that this is one of the most burdensome of the excise taxes now in the law. The situation has become so critical for the motion picture theatres that it should certainly be corrected during this session of Congress." He received support from Sen. Homer Ferguson (R., Mich.).

Millikin also agreed with him, but he objected to Kerr's amendment because he said the House was already dealing with the bill, and it might resent this action on the part of the Senate. He promised that the Senate would give the bill careful attention if it got through the House, and that he understood that there was considerable sentiment for the Mason bill in the House.

Kersten in Fight

Back in the lower body, Rep. Charles J. Kersten (R., Wisc.) inserted in the Congressional Record the statement that the admission tax "is too high a burden on the entertainment business and tends in great measure to kill the golden goose." He also inserted a resolution by the Wisconsin State Federation of Labor asking for repeal of the tax on film theatres.

Theatres would be freed of the Federal 20 percent admission tax under terms of a measure introduced in the Senate by Sen. Guy M. Gillette, D., Ia. A member of the subcommittee investigating exhibitor complaints on trade practices, Gillette said that he was convinced the industry's situation is "perilous" due to video's inroads and other factors, "including the restrictions" within the trade.

(*Continued on page* 19)

Major Circuits Play "Moon Is Blue"

Third major circuit to book the United Artists release, "The Moon Is Blue," despite the fact that the film lacks a PCA seal and has been condemned by the Legion of Decency, is National Theatres. Other two chains already booking the film are Stanley Warner and United Paramount Theatres. The film has also been taken by the Wometco group.

The engagement set by National Theatres is a July 15 opening at the Aladdin, Denver. The film has been set for three S-W houses, the Stanley, Atlantic City; the Strand, Hartford; and the Roger Sherman, New Haven. UPT's Center Theatre, Buffalo, will play the picture in August. Runs have already started for the controversial film in Chicago, San Francisco, Los Angeles and New York.

While booking the film into Lopert's Dupont and Playhouse theatres, Washington, Sidney Deneau, company vice president, stated that his circuit would show films "which we feel are of entertainment value." He said that his group would not book some films which had received approval, such as "Niagara" and "Salome." He made his statement to the Catholic Standard, Washington's Archdiocesan newspaper.

(*Continued on page* 19)

Adopt Multi-Pronged Program For Media Changes: Hyman

Advocating the adoption of an eight-point program designed to solve many of the problems facing the industry today, Edward L. Hyman, vice-president of American Broadcasting—Paramount Theatres, compared this week the current confusion in the movie industry to the one that faced the record industry when different record companies recommended different speeds for long-playing records.

The record people eventually came up with a three-speed turntable, Hyman said, and the movie industry has found an all-purpose screen, which functions in the same capacity. However, the film industry is still in a transition period, he warned, and he advised the following steps be taken to make the changeover as smooth as possible.

Producers should make their films in any ratio that best suits the picture, he stated, but they should be certain to put into each picture "the proper ingredients, plus color, if possible." He warned them to stay away from 2-D black and white quickies, for which there is no longer any market. As for 3-D films, he asked that producers improve the quality and broaden the subject matter.

Also on the subject of 3-D, he asked that the industry do its best to find a way to improve 3-D viewers. The cardboard ones now used are a constant source of complaint, he declared, and the public demands improved glasses if it is to maintain its interest.

He advised the industry not to withhold production any longer, but to go right ahead making films. If producers wait now and then rush into production at the last moment, then quickies will be the result, and the public will be antagonized.

For producers who continue to make regular 2-D films on the 1.33 to 1 ratio, he asked them to leave sufficient space at the top and bottom of the picture so that exhibitors who have wide screens can enlarge them to the best adaptable size for their theatres.

"Stumbling Block" Cited

Stereophonic sound he called the "real stumbling block" at the present time. The new sound should be included in the production of the films rather than dubbed in at a later date, merely for the sake of advertising stereophonic sound, he argued. Dubbing of sound he called "meaningless, without value and at an exorbitant price to the exhibitor."

Also, he advised the smaller exhibitors to wait before installing the new sound equipment. He said that there is a strong possibility that the technique being developed to carry the four necessary sound tracks on a single strip of film will soon be so improved that it will be in general use. At that time, the magnetic reproducer, which is so expensive, will no longer be needed, and the equipment will be much cheaper.

His eighth point concerned a "new look" in advertising methods. He recommended that the industry heed Leonard Goldenson's advice that a film should start being exploited as soon as it goes into production. This exploitation should be kept alive "in an increasing crescendo until the picture arrives in the theatre, with the release campaign acting as the climax."

Discusses Equipment Costs

In a discussion of the cost of the new equipment, Hyman stated that he realized that some equipment was priced so high that many exhibitors could not afford it. This was a serious problem which must be solved somehow, he stated. The price of anamorphic lenses came up in the discussion, and Hyman said that he had been advised by qualified equipment people that they should cost no more than "from $400 to $500" per pair.

Hyman argued that 20th Century-Fox should be reimbursed for the $600,000 it advanced to Bausch and Lomb when that optical company retooled for the manufacture of the new lenses.

That AB-PT goes along with these views on new equipment is shown by the fact that the chain has installed stereophonic sound in approximately 100 of its houses. Goldenson, company president, said that the installation cost around $15,000 per theatre.

Second Single Film 3-D System, Ozoner Stereo Gimmick Revealed

Experimentation and development continue in the industry, with two more announcements being made about new inventions in the 3-D field. The first is by John A. Norling, who claims he has invented a single film 3-D projection system that requires about one-third of the light necessary in other single film systems. Also, a report from Paramount asserts that the company has found a way for drive-ins to play 3-D films with the same effectiveness as conventional theatres.

The announcement from Norling comes as the second single film 3-D system declared available to the industry. Earlier in the month, the Nord Process Co. announced it had found a way to combine both images in 3-D projection on one strip of film.

Uses Two Lenses

The Norling method supposedly saves light because of the arrangement of the left and right eye images on the single filmstrip to obtain equal illumination for corresponding areas. It utilizes two separate lenses, permitting the full aperture of each to be used and thus differs from the beam-splitting method which uses a single lens, according to Norling, president of Loucks & Norling Studios, Inc.

The illusion of 3-D is achieved by the use of optical devices, including mirrors within the projector and the placing of the two images on their sides at a 90 degree angle. This angle was chosen because it utilizes the greatest light intensity which occurs at the center of the film. Norling explained that the major advantage of a one film 3-D system is that it would eliminate the problem of synchronization and the second projector.

He also stated that his system could be interchanged in a matter of seconds with a conventional 2-D projection system. A model should be available within very few months because Norling claims that "basic research has been completed, and no further invention is required to build a prototype of the new system."

The Paramount announcement came as a result of successful completion of experiments by the Paramount studio engineering department at the Van Nuys Drive-In, Van Nuys, California. Loren L. Ryder, head of the department, stated that the problem of screen illumination had been solved by eliminating or reducing the size of the flicker blade that is found on shutters in drive-in projectors.

Reduce Blade Size

The flicker blade is used in conventional theatres where screens have a high intensity and auditoriums a low light level. However, the reverse condition is true in drive-ins, Ryder explained, since the overhead light is high and screen illumination is low. Therefore, by reducing the size of the blade to where it eclipses only a quarter of the light previously lost by the device on both projectors, the light output increases as much as 50 per cent.

This development, according to Ryder, not only improves 3-D showings but also improves the brilliance of standard pictures. He said it would lead to drive-ins opening earlier and serving the public beter. The tests were also witnessed by the Pacific Drive-In Corp., which greeted them enthusiastically, according to the Paramount report.

Disney Plans 3 CinemaScope Features; Fox Rushes 'Robe'

While 20th Century-Fox rushed full steam ahead this week to ready its first CinemaScope production, "The Robe," for pre-release dates prior to Sept. 1, the company unveiled a series of significant developments regarding the new wide-screen process. Film premieres Aug. 26 at the New York Roxy.

High among these was the disclosure that Walt Disney Productions has been granted the right to film in CinemaScope. Disney will make three features in the process plus a number of shorts and one "People and Places" featurette. His firm was given the right to shoot an unlimited number of shorts in the process.

Contract between the Disney unit and 20th-Fox was negotiated by Roy O. Disney and Al Lichtman, respectively. Disney's first feature will be "Lady and the Tramp," all-cartoon, for late 1954 release.

Second feature will be live-action and based on Jules Verne's "20,000 Leagues Under the Sea." Production will start late this year. Name of the third feature is being withheld.

First Shorts Listed

Initial shorts venture will be one of his "Adventures in Music" series called "Toot, Whistles, Plunk and Boom." Several Donald Duck subjects are on the agenda also. Disney's first "People and Places" CinemaScope featurette will be filmed in Switzerland.

The cartoon master is further contemplating the projection of "Fantasia" in the new process. The picture is reportedly readily adaptable, with only minor changes necessary, to CinemaScope production. Both wide screen and stereophonic sound will be used.

A record promotional budget will be accorded "The Robe" and CinemaScope by 20th-Fox, according to Charles Einfeld, vice-president. The merchandising blueprint calls for expenditures in every advertising media on a scale unprecedented by the company, he said.

From England, where a three-day series of CinemaScope demonstrations was just concluded, it was reported by Spyros P. Skouras, company president, that deals for the production in that nation of lenses and screens for the new process are momentarily expected to be completed.

It was learned additionally that Sir Alexander Korda has arranged to produce a feature in the new process.

Import U.S. Lenses

Even without the equipment deals, it was the opinion of Skouras that sufficient lenses would be imported from the U. S. for the initial British runs of "The Robe" prior to the end of September.

Latest reports revealed that 900 installation inquiries on CinemaScope have been received by the 20th-Fox office in London since the first of the three-day series of demonstrations.

CinemaScope demonstrations in the U. S. continued with showings at the Hippodrome Theatre, Cleveland; the Denver Theatre, Denver, and the Albee Theatre, Cincinnati. Others are set for July 14 and 17 at houses in San Francisco and Seattle, respectively.

At the studio in Los Angeles, the music department, re-recording, special effects and other technical groups were placed on a 24-hour "crash" operational basis in order to expedite the early arrival of "The Robe" prints.

Editing has already been completed on the film and the Technicolor laboratories have pledged top co-operation in tinting.

Envisioned by the studio is a world premiere just prior to Labor Day in New York. Key city openings are set to follow almost immediately. To date, over 150 U. S. theatres have been equipped for CinemaScope.

Oil Drilling Slated On Fox Studio Land

Drilling for oil will soon begin on the studio property owned by 20th Century-Fox in Los Angeles. According to a company announcement, the proposed drilling program will not interfere with customary studio use of the property.

Civic authority was granted the project June 30, and drilling will be undertaken by Universal Consolidated Oil Co. Lease between the Universal firm and a wholly-owned 20th-Fox subsidiary was entered into about 15 months ago on a royalty basis for the latter.

Urge Coast Film Federal Subjects

WASHINGTON.—Production of overseas information films for the government by the leading Hollywood companies has been recommended to Congress by J. Cheever Cowdin, newly appointed film chief of the International Information Administration. He also proposed distribution of these films through regular industry channels.

Cowdin recommended close co-operation with the Hollywood producers in an effort to insert healthy propaganda material into entertainment films produced by the industry. He also argued for the screening of story material to eliminate content which migh prove harmful if shown in foreign countries.

Sets Up Committee

His program was stated in testimony given late last month to a closed session of a House appropriations subcommittee considering the IIA budget for fiscal 1954. Transcript of the hearings was released this week by the committee. Cowdin has already set up a volunteer committee of key leaders, representing all phases of production and distribution, who have agreed to work without pay.

Frank Capra has been named chairman of this group, Cowdin disclosed. Other members include Frank Freeman, Edgar Mannix, Milton Pickman, Gunther Lessing and Roy Brewer.

Hospital Schedules $500,000 Drive



Directors of the Will Rogers Memorial Hospital gather for their annual meeting at Schroon Lake, N. Y. They are (l. to r.), Neil Agnew, Wilbur Snaper, J. Robert Hoff, Bob O'Donnell, Abe Montague, Jack Cohn, Sam Switow, Sam Dembow and James Mulvey.

The Will Rogers Memorial Hospital will wage a drive to raise an annual fund of $500,000 that will include renewed efforts on behalf of the Christmas Salute and coin box collections and possibly some special benefit shows in several test cities. This was revealed after the directors finished their inspection of the hospital at Saranac Lake, N. Y., and held their meeting at nearby Schroon Lake.

They made their decision upon being told that it cost $250,000 a year for the operation of the tuberculosis sanatorium for the industry, and the minimum amount needed to cover this and build a reserve fund is $500,000 yearly. These figures were announced in a report of the Fund Raising and Finance Committee, which was read by Sam Rosen who took over for the absent chairman, Fred J. Schwartz.

The hospital could survive on a minimum of $400,000 a year, it was explained, but the extra $100,000 would allow for the building of an endowment fund, which would be of great benefit to the establishment. The hospital received a total of $279,289.96 during the past year, according to the report. By far the largest portion of that amount came from the Christmas Salute, which earned $124,529.24.

Rosen added that the hospital expects to repeat the WABD "What's Your Bid Show?" as part of the Christmas Salute again this year. It brought in $6,500 last year. The Christmas Salute drive will start in November and run through January, he said.

"I had a great summer!

and you can have one too!"





It's a pleasure to take such pictures – from 20th!

It's 20th Century-Fox for profits this Summer!





PICKUP ON SOUTH STREET

starring RICHARD WIDMARK
JEAN PETERS · THELMA RITTER

Special TV and radio spots and sell-packed large-space newspaper ads are backing this one to record grosses everywhere. Smash opening, Roxy, New York. You too will clean up with 'Pickup'.



WHITE WITCH DOCTOR

starring SUSAN HAYWARD
ROBERT MITCHUM
Color by TECHNICOLOR

This one will be launched in New England, Upper New York State and San Francisco with a special round-the-clock TV campaign backed by page-dominating ads selling this great cast and action-packed African adventure story.



GENTLEMEN PREFER BLONDES

starring JANE RUSSELL
MARILYN MONROE
co-starring CHARLES COBURN
Color by TECHNICOLOR

Most publicized picture of the year! Featured on covers of LIFE and COSMOPOLITAN, multi-page stories in COLLIER'S and ESQUIRE! And these are just the beginning! Watch the tremendous advance publicity that's making the whole nation "Blondes"-conscious.



DANGEROUS CROSSING

starring JEANNE CRAIN
MICHAEL RENNIE

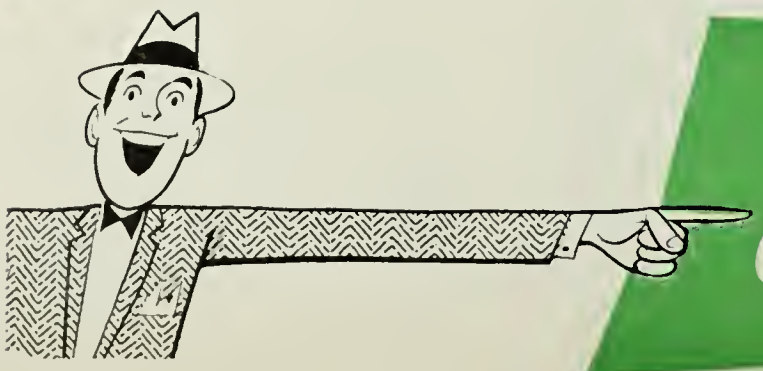
Backed by TV-radio-newspaper saturation in the "Pickup on South Street" manner, and especially prepared 2,000-line newspaper ads.



THE GLORY BRIGADE

starring VICTOR MATURE

Glory for your screen, fireworks for your box office on the Fourth of July! New York Premiere for Herald Tribune Fresh Air Fund, with CBS stars in a special radio show will make national news and spark the four-area opening in Cincinnati, Cleveland, Pittsburgh, and Detroit areas.



Date 'em now . . . and take ad campaigns that pinpoint and rea



MAN ON A TIGHTROPE

starring FREDRIC MARCH
TERRY MOORE · GLORIA GRAHAME · CAMERON MITCHELL

LIFE Magazine hails this top suspense thriller as MOVIE OF THE WEEK! Two full page breaks in "This Week" magazine! New York Premiere sponsored by International Rescue Committee and covered by ABC-TV, radio and newsreels. s big boxoffice news!



MISTER SCOUTMASTER

starring CLIFTON WEBB
co-starring EDMUND GWENN
and GEORGE "FOGHORN" WINSLOW

Pre-sold by a $250,000 national television campaign reaching into millions of homes across the nation. Fifteen different T.V. trailers, featuring Clifton Webb and George (Foghorn) Winslow. Date it now for August and get in on this great 20th showmanship campaign!



C. S. Forester's

SAILOR OF THE KING

starring JEFFREY HUNTER
MICHAEL RENNIE · WENDY HILLER
Based on the novel "Brown On Resolution"

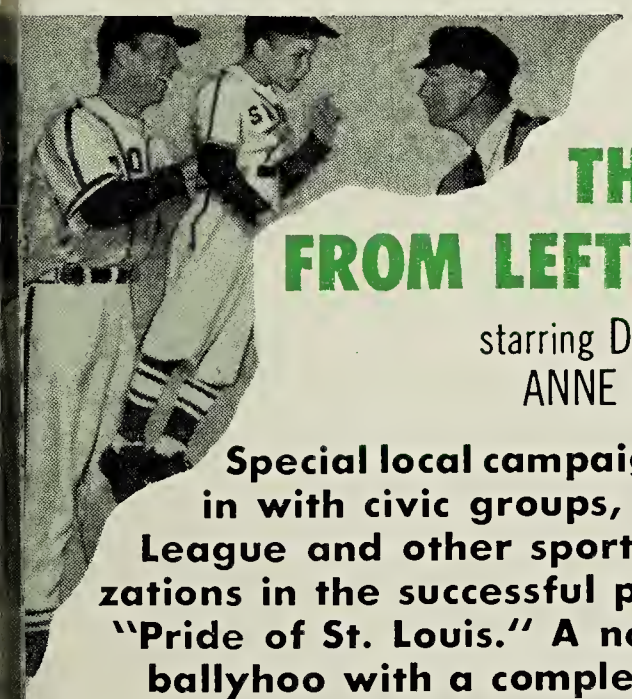
20th's Coronation Picture! Premiered in festive London before gala royal audience. World-wide press coverage by on-the-spot correspondents is now doing a powerful pre-selling job in your city!



INFERNO

in CLEAR VISION **3-D**
with STEREOPHONIC SOUND
starring ROBERT RYAN
RHONDA FLEMING
WILLIAM LUNDIGAN
Color by TECHNICOLOR

Big 3-Dimension adventure, suspense, action! Specially written, specially produced for 3-D! An attraction as boxoffice-hot as its title!



THE KID FROM LEFT FIELD

starring DAN DAILEY
ANNE BANCROFT

Special local campaigns tieing in with civic groups, the Little League and other sports organizations in the successful pattern of "Pride of St. Louis." A natural for ballyhoo with a complete line of novelty accessories that make every youngster your press agent!



POWDER RIVER

starring RORY CALHOUN
CORINNE CALVET
CAMERON MITCHELL
Color by TECHNICOLOR

Sweeping TV-radio-newspaper barrage is blanketing the Midwest for the 600-date saturation booking now getting top grosses throughout Iowa, Missouri, Wisconsin, Minnesota, Nebraska and Utah!

e of the powerful point-of-sale showmanship every single home to pre-sell these sock hits!

DISTRI-BITS

Consolidated net earnings of $1,346,632 for the 26 weeks ended May 2, 1953 were announced by Universal Pictures Co., Inc. This was figured after provision of $2,310,000 for estimated federal income and excess profits taxes. It is an increase over the $1,220,440 that was netted in the same period last year, when $1,550,000 was put aside for taxes.

This year's earnings are equivalent to $1.27 per share on the common stock outstanding May 2, 1953, as compared with the $1.14 per share that was declared on common stock outstanding May 3, 1952.

The company's board of directors elected to its membership Samuel H. Vallance and Harold I. Thorp, both of whom are members of the board of Decca Records, Inc. It also declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock payable Sept. 1, 1953 to stockholders of record Aug. 15, 1953.

* * *

Almost 100 members of the foreign distribution staff gathered from 17 countries in Europe, the Near East, India and Australia will assemble at the European sales convention to be held in London on July 20 by United Artists. Arnold M. Picker, vice-president in charge of foreign distrubution, will plan the five day schedule with Robert Benjamin, UA's chairman of the board, and Max Youngstein, vice-president.

* * *

A new long-term contract has been signed by E. J. Mannix, M-G-M vice-president and general manager, according to Nicholas M. Schenck, president of Loew's Inc., and Dore Schary, studio head. Mannix has been a top executive at M-G-M for the past 28 years, and before that held numerous executive positions with Loew's Inc. He is a noted authority on studio management and operation.

* * *

Darryl F. Zanuck, for the past quarter century a leader in the motion picture industry, was named recipient of the Screen Producers Guild Annual Milestone Award for historic contributions to the American Motion Picture, Carey Wilson, Guild president announced. Zanuck will be presented the honor at the Screen Producers Guild third annual Milestone Dinner, scheduled to take place in early November. Zanuck was informed of the Guild's selection by a committee composed of Wilson, Arthur Freed and Samuel G. Engel.

* * *

A $7,500,000 gross was predicted for RKO's first 3-D film, "Second Chance," by J. R. Grainger, president of the company. Grainger stated that he thinks this film "will be the medium of establishing once and for all that 3-D can be a great asset—not just a gimmick—which will enhance the value of a proper story." He also stated that he was "more enthusiastic about this film" than he has been "about any film in a long time."

Theatre TV Rule Provokes Interest

WASHINGTON.—The industry is focusing keen interest on the FCC ruling that permits special theatre television network common carriers to use radio frequencies assigned to common carrier services.

The decision practically followed the film industry's compromise recommendations, although the Commission refused to issue a policy declaration calling on regular common carriers to permit intereonnection of their facilities with those of any specialized theatre TV carrier, and to supply facilities technically equal to those of the theatre TV carrier.

The Commission pointedly said it "expects" there will be co-operation between regular carriers and those offering only a theatre TV service, but that any "problems" would best be settled on a case-by- case basis on "specific petitions."

Hennock Dissents

There was one dissent, by Commissioner Hennock, and Commissioner Doerfer did not participate in view of the fact that his appointment came after the theatre TV hearing were reeessed.

Miss Hennock said that "unless a frequency conflict develops, the Commission has, in fact made a determination that the use of radio for theatre television is in the public interest." She said such a finding without hearings carried to a conclusion is without precedent.

The film industry had originally asked for specific channel allocations, but after hearings last October and in February, abruptly offered their compromise.

The Commission, in its decision, said they found no need for exclusive frequencies and the proceedings are accordingly being terminated.

The majority said: "Recognizing that theatre television has in the past, with our concurrence, operated through the use of (common carrier) facilities . . . and, presumably, will continue to do so, "the Commission does not consider it necessary to again pass upon the merits or desirability of theatre TV in general. We recognize it as an existing service which will continue to expand or not depending upon public acceptance. . . ."

Hearings To Be Held

When any specialized common carrier makes application for authority to use common carrier frequencies for theatre TV, the Commission will hold hearings.

Public interest, convenience and necessity will be considered, as will competing applications for the same frequencies. Where there is competition, the FCC will consider which of the competing services is most needed by the public, and whether existing common carriers can provide the service in the required quantity and quality.

The FCC would also undertake to determine whether such a limited service could be supplied to users adequately, efficiently and at reasonable cost.

BO Tax Collections Drop

May admissions tax collections, reflecting the April box office, were $23,410,788, according to the Treasury Department. During the same month last year, $25,221,047 was collected in admissions taxes.

EXHI-BITS

ST. LOUIS.—Motion Picture Operators' Local 143 must stand trial on the issue of featherbedding in picketing the LaCosa Theatre, St. Ann, Missouri, according to a ruling of Judge Amandus Brackman of the St. Louis County Circuit Court. Hugh Graham, owner of the theatre, had filed a suit for an injunction against the picketing which the union had undertaken to get the theatre to employ two motion picture operators in the projection booth rather than one. Judge Brackman agreed to listen to Graham's case sometime in September. The union had tried to get Brackman to dismiss the suit.

DALLAS.—A request that distributors design lighter containers and reels for shipping film so that exhibitors could save $10 million each year in shipping costs was sent by Claude Ezell, organizer of the International Drive-In Theatre Owners Association, to Eric Johnston, MPAA president. Ezell proposed that lighter materials be gradually substituted for worn out containers. He also stated that he had made arrangements with the General Paint Co., to conduct tests to find an all-purpose paint which would allow drive-ins to show 3-D as well as conventional films by supplying the proper amount of light for the screen.

HOUSTON.—A denial that the Interstate circuit sets box office prices in Texas was issued by Bob O'Donnell, the chain's general manager, in answer to the charge made by Col. H. A. Cole, Dallas, before the Senate Small Business Committee. O'Donnell did agree that the circuit usually shows most pictures first and therefore sets an example for the rest of the state, but he also asserted that Texas box office prices are below those in other parts of the country. Cole replied that Interstate agrees to pay higher rentals, and other theatre operators are forced to do the same.

ATLANTA.—The summer closing of the Delray Theatre, Delray Beach, Fla., brought a storm of protest from businessmen and residents who complained that it will now be necessary to drive 15 or 20 miles to neighboring towns to see a show. The business people objected because parents will take their children to other towns to go to the movies and then will do their shopping in these other cities. Also, they declared that a town without a motion picture theatre in this modern day is in the class of a hamlet.

Although formal agreement has not been concluded with the American Federation of **Musicians, work is continuing on the pilot** film for the proposed "Hollywood Parade" television show promoting the movie industry. Reels are now being selected from feature films by officials of the American Broadcasting Co. for the show. It is thought unlikely that any AFM pact could be signed until the union's president, James Petrillo, returns from Europe in two or three weeks.

The union is being asked to relent on its regular terms for the televising of feature films because the proceeds of this series would go to a charity, the Motion Picture Relief Fund, in which the AFM is a participating member.

(*Continued on page* 19)

Washington Briefs

Donations Subject to Tax

WASHINGTON.—A theatre owner who substitutes a "donation" for a fixed admission charge still is subject to the federal admissions tax, according to a decree published by the Bureau of Internal Revenue. The ruling stated that a donation which pays for the privilege of admission "is in fact an admission charge even though the amount thereof is left to the discretion of the admittee."

The Revenue Act of 1951 amended the admissions tax law so that the levy is computed on the basis of the amount actually paid rather than on the basis of an established price, the ruling pointed out. "Therefore," the decree read, "where an alleged 'donation' is a condition to admission, any amount so paid constitutes an amount paid for admission and is subject to the tax."

D of J Testimony Asked

The Senate Small Business subcommittee will ask the Justice Department anti-trust division to testify about film industry distribution practices probably on July 10. The D. of J. report was called "vague" and "unsatisfactory" in its treatment of industry trade practices.

The subcommittee, which held investigations and hearings on exhibitor complaints, at first scheduled the Justice Department to testify during the regular hearings. The anti-trust division was to describe the complaints received from exhibitors and actions taken on the complaints, as well as the general policing of the consent decrees and the general distribution situation with reference to the anti-trust laws.

Solon Commends Industry

The film industry is moving forward to meet competition and to improve itself, Rep. Gordon L. McDonough (R., Calif.) told the House in a Congressional insertion last week. Placing the entire text of President Eric Johnston's report to MPAA in the record, McDonough commended the film industry for making progress in the face of "the restrictions of Federal excise taxes on theatre admissions, which I have been active in repealing."

He said, "according to . . . Eric Johnston, 2½ billion admissions to theatres during the past year, and a weekly average attendance of 50 million people is conclusive evidence that motion pictures are the best form of entertainment.

Copper Program Ends

WASHINGTON.—The copper drippings program, conservation measure adopted in the fall of 1951 by the National Production Authority with the aid and cooperation of the film industry, is being dropped after it reached a successful conclusion, it was announced by Nathan D. Golden, director of the NPA motion picture, scientific and photographic products division.

Golden thanked the whole industry, including the theatre projectionists, film carriers, supply dealer, theatre managers, trade associations, trade journals and Variety Club members.

NEW POSTS

WILLIAM C. HAMES, United Artists branch manager in Indianapolis, was promoted to branch manager of the Dallas office, replacing T. E. Laird, resigned. Ed Bigley, former city salesman in Detroit, replaced Hames in the Indianapolis office. The Detroit post has been taken over by Mannie Brown of UA's Buffalo exchange.

ARCHIE COHEN was promoted from salesman to branch manager of Warner Brothers' Montreal office. He replaced Grattan Kiely, resigned.

RICARDO CANALS was appointed supervisor of RKO Radio's Far Eastern Division, and he will also act as manager for Japan, replacing William Schwartz, who was given a new assignment by the company. Canals, who managed the Philippine office of RKO since 1949, will make his headquarters in Tokyo. Previously, he worked in the company's offices in Peru and Colombia.

LEON ROTH, assistant publicity manager of United Artists for the past two years, was named publicity coordinator for the company in Hollywood. He is slated to move to the coast this fall, where he will work under the direct supervision of Francis M. Winikus, national director of advertising, publicity and exploitation. In his new position Roth will attempt to speed and improve liaison between Hollywood and the home office national publicity staff, according to a company announcement. Roth has been pressbook editor, promotion manager and assistant publicity manager since he joined UA in 1943.

ROBERT CONN replaced William Keith as branch manager of 20th Century-Fox's Indianapolis office. Keith returned to the company's Dallas office as a salesman. Dave Gold was made branch manager of Fox's Des Moines office. He was promoted from his post as sales assistant in the Kansas City exchange.

ROBERT MCELWAINE joined Dena Productions at Paramount Studios as director of publicity and advertising on the current Danny Kaye starrer, "Knock On Wood." Dena is an independent firm owned by Kaye, Norman Panama and Melvin Frank. McElwaine was studio publicity-advertising director for Samuel Goldwyn productions for the past year.

DuPont's Polyester Film Plant In Works

Parlin, N. J.--Construction of a unit to manufacture polyester film base, that is reportedly several times stronger and possessing a much greater dimensional stability than present types of safety film base, will begin here in the near future by DuPont. Unit is slated for completion and in production by mid-1955.

The polyester film base, a synthetic development, is said to have an added advantage for motion picture use in that it has a thinner base than present stock. It is also claimed to give higher clarity than film currently in use and to last longer.

3-D HIGHLIGHTS

NT Installs Equipment

The belief held by National Theatres that eventually all major films will be exhibited in some wide-screen process, including CinemaScope, is being backed up by a move to equip its theatres for the new projection techniques, according to Charles P. Skouras, president. In a letter sent to stockholders, he advised them that NT plans to install equipment allowing for the showing of films using 3-D, wide-screen, CinemaScope and stereophonic sound in its most important theatre in each city.

He stated that the circuit has already spent $1,000,000 on new equipment and that it estimated it would have to spend several million more in the next three years.

"Oklahoma" Film Planned

Verbal approval from the playwriting team of Rodgers and Hammerstein has been given for the filmization of their musical success, "Oklahoma," on the Magna wide-screen process, according to Joseph M. Schenck, chairman of the board of Magna Theatre Corp. The team will get over $1,000,000 for the rights, Schenck added, and he estimated that the cost of production of the first Magna film would be another $3,000,000. Shooting is scheduled to start in about two months on the film, and current plans call for a New York opening some time next spring.

Tinted Windshields No Problem

Tinted windshields cause no problem for viewing films in drive-in theatres, according to a report made by the Automobile Manufacturers Association. The head of the AMA's engineering department, William F. Sherman, stated "we find that the heat-absorbing glass has absolutely no effect on viewing colored or black and white movies." He added that 3-D films should not provide any problems as far as tinted windshields are concerned either. The amount of tint in the glass is very slight and has just about no effect on viewing images on the screen, he explained.

Hemispherical Lens Developed

Development of a hemispherical lens which is supposedly capable of showing a picture to fill a full one-half sphere was announced by the Office of Naval Research, which worked with the Jam Handy Organization on the project. The lens has a focal length of 4/10 of an inch and is said to project an image from edge to edge with a steady degree of brightness and no vignetting. It is used at the Special Devices Center, Port Washington, N. Y., where the viewer sits at the center of the diameter of a sphere and receives an 180 degree image that seems to surround him. The lens is alleged to have the greatest combination of aperture and angle than that of any other known design.

Asks Glass Costs Shared

A warning was sounded by Wilbur Snaper, National Allied prexy, for exhibitors when making deals on 3-D pictures to make sure the distributor shares equally in the cost of the glasses. "A new gimmick is trying to be pulled whereby they will only share in part of the cost of glasses," Snaper stated.

Staff Reviews

"The Bandwagon"

(M-G-M) Technicolor 112 Min.

Cast: Fred Astaire, Cyd Charisse, Oscar Levant, Nanette Fabray, Jack Buchanan, James Mitchell, Robert Gist.

Credits: Produced by Arthur Freed; Associate producer, Roger Edens; Directed by Vincente Minnelli; Story and screen play by Betty Comden and Adolph Green; Songs by Howard Dietz and Arthur Schwartz.

A bright and sparkling film musical can do no wrong at the box office, especially if it's loaded with top talent that delivers solid entertainment, and "The Bandwagon" is just that. Some of the biggest names in the industry have been called in to write the script, design the sets, create the choreography and put the whole thing together. As for the cast, its an excellent one, with Fred Astaire, Cyd Charisse, Oscar Levant and Nanette Fabray heading the list. The score is a collection of tried and true hits taken from several Howard Dietz-Arthur Schwartz shows. Such a galaxy would have a hard time in turning out anything but the best, and "The Bandwagon" comes through as one of the most enjoyable musicals in a long time.

The script present a typical back-stage theatre story, providing ample opportunity for the many production numbers. Fred Astaire fans will see him dance to their heart's delight, and in Cyd Charisse he has a beautiful and talented partner. There is a lavish use of color, which is particularly effective in the designs Oliver Smith created for the musical numbers. One comic ballet number is a knockout. Audiences should react most favorably to the all-round expert job, the good music and the many laughs. "The Bandwagon" is a cinch to attract high grosses everywhere.

STORY: Fred Astaire is an aging musical comedy star who has lost his following with the public. After selling his things in Hollywood, he comes to New York where Oscar Levant and Nanette Fabray, musical comedy writers, tell him about a new show they have written for him. It is to be produced by Jack Buchanan, a domineering producer who has been phenomenally successful with the classics on Broadway. Buchanan has big plans for turning the show into a modern version of "Faust," and Astaire agrees to do it against his will. Cyd Charisse, a leading ballerina, is called in to play the female lead, but both she and Astaire are afraid of each other and begin rehearsals uneasily. The show finally opens out of town, where it is a big flop. However, rather than abandon it, Astaire decides to keep it alive and do it his own way as an entertaining musical comedy. He puts up his own money, and after many trials, the show opens successfully in New York. By this time, Astaire and Cyd have patched up their quarrel and have fallen in love with each other. Cyd agrees to marry him after the curtain falls on opening night.

"Roman Holiday"

(Paramount) 119 Min.

Cast: Gregory Peck, Audrey Hepburn, Eddie Albert, Hartley Power, Harcourt Williams, Margaret Rawlings, Tullio Carminati, Paolo Carlini, Claudio Ermeli.

Credits: Produced and directed by William Wyler; Screen play by Ian McLellan Hunter and John Dighton; Story by Hunter.

Quality should pay off and make this William Wyler comedy prove a joy to both audiences and exhibitors. "Roman Holiday" would be welcome if for no other reason than that it introduces a delightfully fresh new personality to screen audiences, but add to that an ingratiating script and a tasteful production, and it all adds up to one of the most charming pictures to come along in quite some time. A vast amount of talent has been expended on this film, and Audrey Hepburn should win the audience's heart as the unhappy princess who goes on a spree. Drafted from the Broadway stage where she was wowing legit theatre-goers in "Gigi," she has made the successful transition from the stage to the screen and should become an important box office name. Furthermore, this delightful romp places her smack in the arms of popular Gregory Peck, and it results in acting of a high order.

With its take-off on current British royalty, the film also enjoys a timely theme that could provide several ideas for exploitation material. Moreover, the present interest in things Italian makes the setting of the film, with its wonderful location shots of the city of Rome, another asset. The film is strictly "A" product, containing many of the fine small touches that give a production distinction. Lots of people deserve deep bows for it, and the public should show its appreciation by buying tickets.

STORY: Audrey Hepburn, a European princess on a good will tour, slips away from her embassy after having been given a needle to quiet her nerves. Newspaper man Gregory Peck finds her asleep in the streets of Rome and believing her to be drunk, he takes her home to his place where she spends the night. News that she is missing is withheld from the public while the embassy officials try to locate her. Peck discovers her real identity, and he plans to do an article on the dreams of a princess, without her knowledge. He convinces her to spend the day with him as a holiday, and he gets Eddie Albert to take pictures of her in highly exploitable poses. However, by the end of the day Peck and Audrey are in love, and Peck decides to forget the whole story. However, Audrey decides to go back to her duties, as Albert presents her with the pictures. The holiday is over, and Audrey becomes a princess once more.

"The Charge At Feather River"

(Warner Bros.) 3-D WarnerColor 96 Min.

Cast: Guy Madison, Frank Lovejoy, Helen Westcott, Vera Miles, Dick Wesson, Onslow Stevens, Steve Brodie, Ron Hagerthy, Fay Roope, Neville Brand, Henry Kulky, Lane Chandler, Fred Carson, James Brown.

Credits: Produced by David Weisbart; Directed by Gordon Douglas; Assistant director, Russell Llewellyn; Written by James R. Webb.

With everyone in the industry carefully studying public reaction to 3-D movies, Warner's second feature in the extra-dimension process assumes major importance. If audiences are still intrigued by the novelty of the 3-D fad, then "The Charge At Feather River" ought to enjoy the same swollen grosses that greeted "House Of Wax." The new film, a big outdoors western, will provide a field day for those who think up exploitation stunts. Having the technique just about down pat by now, the Warner people have shrewdly taken advantage of the possibilities offered by a big Indian picture. Thrillingly scared audiences will find themselves the targets for arrows, knives, tomahawks and even a venomous snake that just about comes off the screen into the viewer's lap. Adventure-hungry patrons should love it.

To attempt to judge this film without the gimmicks is to miss the point completely, but it should be noted that the script is a very good one of its type. It contains many suspenseful moments and an especially good touch in that one of the damsels to be rescued has turned Cheyenne herself and doesn't want to join her white family. This motivates the rest of the film and allows for some very capable acting by a good cast. The WarnerColor is used effectively, and an obviously professional job has been done throughout. However, it's the 3-D with all the accompanying stunts that could make this one the sensation of the box office. It's a smart exhibitor who will do it up right.

STORY: Following the Civil War, Guy Madison, Colorado rancher, leads a rescue party to bring back Ron Hagerthy's two sisters, who have been captured by the Cheyenne Indians. Next in command is Frank Lovejoy, and the rest of the group are guard house prisoners who have been released for the venture. After several encounters the men get to the girls, but the younger sister, Vera Miles, has to be dragged along because she has turned Cheyenne and wants to marry the chief. Finally they return to the fort only to find that it has been sacked by the Indians, so they decide to head for the next closest fort. Many of them get killed along the way, including Vera, who has shot her own brother and sabotaged the group as much as possible. The Indians attack the party at Feather River, but the Cavalry comes to the rescue at the crucial moment. Madison and Helen Westcott, the older sister, walk off arm-in-arm as they make their plans for a civilian wedding.

"Little Boy Lost"

(Paramount) 95 Min.

Cast: Bing Crosby, Claude Dauphin, Christian Fourcade, Gabrielle Dorziat, Nicole Maurey, Collette Dereal, Georgette Anys, Henri Letondal, Michael Moore, Peter Baldwin.

Credits: Produced by William Perlberg; Directed and written by George Seaton; Based upon the story by Marghanita Laski; Songs by Johnny Burke and James Van Heusen.

A solid response at the box office is predicted for this Bing Crosby starrer that plays heavily with the emotions of the audience. Although the touching story is likely to appeal most to women, the production is so fine and there is so much human-interest in the film, that it should prove a big hit with everyone. As the American father who tries to find his half-French son who was lost during the war when the Nazis invaded Paris, Crosby again demonstrates all his familiar charm. Moreover, to this characterization he brings a greater depth and maturity that should win him an even larger set of fans, if that's possible. Giving him some stiff competition is Christian Fourcade, the film's pathetic little boy, who does an heroic job with his role.

Along with the fine script and cast, the picture offers some excellent location shots of Paris and a neighboring town that give authenticity to the production. Also, Crosby sings some pleasant Johnny Burke-James Van Heusen tunes that should help out in the exploitation of the film. But it is the public's heart that should be the target for all campaigns selling this film, and the very title provides the theme for the exploitation ideas. It should be relatively easy to fill houses with this one.

STORY: Bing Crosby is an American correspondent who marries a French singer, Nicole Maurey. She remains in Paris with her child when the Nazis invade Paris, and eventually she gets killed for working with the underground. Crosby searches for the child for years and finally gets sent to an orphanage where there is a little boy who is presumed to be his son. The child, Christian Fourcade, is sickly and undernourished and Crosby doubts that it could be his child. He tries all sorts of stunts to get the boy to remember certain things about his former home, but he meets with no success. However, Christian learns that if he does pretend to remember certain things, Crosby will adopt him and give him a good home. Therefore, he does feign memory, but soon Crosby learns of the deception and returns him to the orphanage. As a final gesture, Crosby sends the child a replica of an old toy the family used to have. Christian actually does remember the toy, and Crosby finally has his own true son.

"The Sword And The Rose"

(RKO) Technicolor 92 Min.

Cast: Richard Todd, Glynis Johns, James Robertson Justice, Jane Barrett, Michael Gough, Jean Mercure, Gerard Cury, Fernand Fabre, Robert Le Beal, Thomas Heathcote.

Credits: A Walt Disney Production; Produced by Perce Pearce; Directed by Kenneth Annakin; Screen play by Lawrence E. Watkin.

This new Walt Disney live action film, based upon chivalry and intrigue in the court of Henry VIII, boasts a beautiful production that measures pictorially up to previous Disney standards. Audiences should be dazzled by the almost tapestry quality of the sets and costumes, which are in full keeping with the spirit of the historical film. The screen play was inspired by the classic "When Knightbood Was In Flower," and if it sometimes seems longer on dialogue than on action, that is because it is a picture-book kind of story, telling of the romance between a royal princess and a commoner.

The leads are very capably acted by Richard Todd and Glynis Johns, and James Robertson Justice makes an amusing Henry VIII. But it is the shots of the castles, the courts of England and France, the magnificent wedding scene and the Tower of London sequences that will serve best to bring in the patrons. The film is a natural for attracting children, but a big play can also be expected from their parents and anyone else seeking some pleasant diversiou. The Disney name is an important factor in selling this type of entertainment, and he has provided the product with which to work in this one.

STORY: Glynis Johns, sister of Henry VIII, James Robertson Justice, wants to marry commoner Richard Todd but is forced instead to marry the King of France. To escape from this fate, she tries to run away with Todd, but both are caught, and Todd is put in the Tower of London. Glynis is promised that she can marry Todd once the ancient French king dies, but Michael Gough, who loves Glynis himself, treacherously arranges a false escape for Todd, having hired assassins to kill him in the attempt. Todd manages to escape, but everyone believes him dead, including Glynis who is abducted by Gough after the death of the French king. Todd arrives just in time to save her, and the two of them get married, with Justice granting Todd a dukedom and enough money to live as royalty should.

"Vice Squad"

(United Artists) 87 Min.

Cast: Edward G. Robinson, Paulette Goddard, K. T. Stevens, Porter Hall, Adam Williams, Edward Binns, Jav Adler, Joan Vohs, Lee Van Cleef, Dan Riss, Mary Ellen Kay.

Credits: A Sol Lesser Production; Produced by Jules V. Levy and Arthur Gardner; Directed by Arnold Laven; Screen play by Lawrence Roman; Based on a novel by Leslie T. White.

Sex and violence provide the keys for provoking interest in this well-constructed melodrama about the workings of a detective squad as it solves a murder. It's a good production and should rate in its class with the better fare of the season. The picture maintains its interest throughout by the use of a technique bordering on the documentary. As the captain of the police force, Edward G. Robinson does a fine job, and added box office support comes from Paulette Goddard in a small part as a sexy vice queen. The pace is fast and direct, as the audience goes along for a cop-killing, bank-hold-up, action packed ride.

STORY: Edward G. Robinson is the captain of the detective squad trying to solve the murder of a policeman. The only witness is Porter Hall, who refuses to testify for fear that his wife will find out that he wasn't away on business as he had told her. The crime was actually committed by Edward Binns and Lee Van Cleef, who are planning a bank hold-up. Robinson gets a tip about the robbery and prepares for it. He also learns about another member of the gang, Adam Williams, through a tip from Paulette Goddard, who runs an unsavory escort bureau. The robbery is held on schedule, but Binns and Van Cleef escape, taking Mary Ellen Kay with them as hostage. From Williams, Robinson learns of their hideout, and he succeeds in rescuing Mary Ellen and catching the criminals.

"The Man From The Alamo"

(Univ.-Int'l.) Technicolor 79 Min.

Cast: Glenn Ford, Julia Adams, Chill Wills, Victor Jory, Hugh O'Brian, Jeanne Cooper, Butch Cavell, John Day, Dan Poore, Myra Marsh, George Eldridge, Howard Negley.

Credits: Produced by Aaron Rosenberg; Directed by Budd Boetticher; Screen play by Steve Fisher and D. D. Beauchamp; Based on a story by Niven Busch and Oliver Crawford.

This Technicolor production about the struggle between the Republic of Texas and the Mexicau armies should get a better than average play in its field because of the exploitation possibilities that accompany the historical aspects of the script. Also, this Glenn Ford starrer has been given a somewhat glossier production than that accorded the average western, and it all should add up to a healthy box office response. There's plenty of action in it for the fans, as the film gets off to an exciting start with scenes of the battle of the Alamo itself. Ford does a good job as the man out to seek his revenge on some traitorous Americans, and Julia Adams makes a pretty co-star. But it's the interest in the fight that Texas waged for its independence that should be the major selling point in this one. It may not always be history the way it happened, but it does make for a fairly interesting film.

STORY: Glenn Ford is branded a coward when he leaves the battle of the Alamo to try to save his family from Victor Jory and his band of outlaw Americans who are fighting on the Mexican side. Only Butch Cavell, the little Mexican boy who lived with Ford's family, knows the truth, but no one will believe him. Ford is about to be lynched when Jory and his band ride into town, and in the ensuing battle Ford escapes and joins Jory's gang. The townspeople have left in a wagon train to seek safety from the Mexicans, and Jory decides to attack them. Ford goes along and succeeds in warning the train in time, but the Texans still don't believe in his innocence. Only Julia Adams and the little boy will help him when he is wounded. However, when the soldiers are called away to join Houston's army, Ford is left to lead the wagon train. He kills Jory and his gang in a big battle and then leaves to rejoin the army. Some day he will returu for Julia and the boy.

"The Maze"

(Allied Artists) 3-D 80 Min.

Cast: Richard Carlson, Veronica Hurst, Katherine Emery, Michael Pate, John Dodsworth, Hillary Brooke, Stanley Fraser, Lillian Bond, Owen McGiveney, Robin Hughes.

Credits: Executive producer, Walter Mirisch; Produced by Richard Heermance; Directed by William Cameron Menzies; Screen play by Dan Ullman; Story by Maurice Sandoz.

"The Maze" is a neat suspense chiller in 3-D that is strongly reminiscent of the horror films of some years back. Like these opuses, it should do good business in the general market with 3-D being an added incentive. The story of this mystery film builds slowly, with suspense beiug built by some unexplained happenings, and is climaxed by a thrilling surprise, which drew screams from the audience at the Hollywood Paramount where the film was shown. Director William Cameron Menzies is responsible for the excellent production design on the feature as well as the direction that keeps the film running smoothly. Film is a natural for expoitation and Allied Artists has already started its job of tub-thumping for this film, its initial 3-D production.

STORY: Richard Carlson, nephew of a Scottish baronet, is summoned to his uncle's castle a scant two weeks before his marriage to Veronica Hurst. After weeks of not hearing from him, Veronica gets a strange letter telling her that their engagement is off. Despite advice from her auut, Katherine Emery, to forget Carlson, Veronica decides to find out what's what. She and Katherine go to the Scottish castle where Carlson treats them like unwanted bill collectors. Carlson also has aged about 20 years since they had last seen him. Carlson tries vainly to get the women to leave the castle, but Veronica wants to find out what ails him. After quite a few nightmarish experiences, it is revealed that Carlson is keeping the secret of an old monstrosity, who has been the real baronet of the castle for 200 years. The weird creature, shocked by contact with Veronica and Katherine, leaps to its death, and Carlson becomes the real baronet of the castle and the future looks bright for him and Veronica.

"Terror On A Train"

(M-G-M) 72 Min.

Cast: Glenn Ford, Anne Vernon, Maurice Denham, Harcourt Williams, Victor Maddern, Harold Warrender, John Horsley.

Credits: Produced by Richard Goldstone; Directed by Ted Tetzlaff; Story and screen play by Kem Bennett.

As a programmer, "Terror on a Train" shapes up as suspense fare that takes on a box office boast with the name of Glenn Ford. Picture was filmed in England and utilizes a semi-documentary approach to generate the most suspense possible. Story is angled to an attempt to defuse a trainload of sabotaged explosives before the boom-boom can take place. But the plot is marred by the romantic portions, featuring Anne Vernon, that never seem to have a connection with the main situation.

STORY: Saboteur Victor Maddern sets a time bomb in a train full of explosives and Glenn Ford, a bomb disposal expert, is called into the case by the police. Ford, however, has been having trouble with Anne Vernon, his wife, and does not feel up to the emergency. But when the train is safely sidetracked he musters up the stamina to tackle the job. Working against a deadline, he manages to defuse the bomb. Then police catch Maddern, who discloses under stress that still another time bomb is due to explode. Ford defuses the second bomb in the nick of time, then reunites with Anne, who now views him as a hero.

"Flame Of Calcutta"

(Columbia) Technicolor 72 Min.

Cast: Denise Darcel, Patric Knowles, Paul Cavanagh, George Keymas, Joseph Mell, Ted Thorpe, Leonard Penn, Gregory Gay, Edward Clark, Robin Hughes, Eddie Foster, Sujata & Asoka.

Credits: Produced by Sam Katzman; Directed by Seymour Friedman; Screen play by Robert E. Kent; Story by Sol Shor.

"Flame of Calcutta" is a neat program entry, which should do okay in the general market. A melodrama about India in 1760, Sam Katzman has mounted the production well and the whole film has a good atmospheric quality

(*Continued on page* 18)

RKO is ready now with BIG STARS in 3-D!

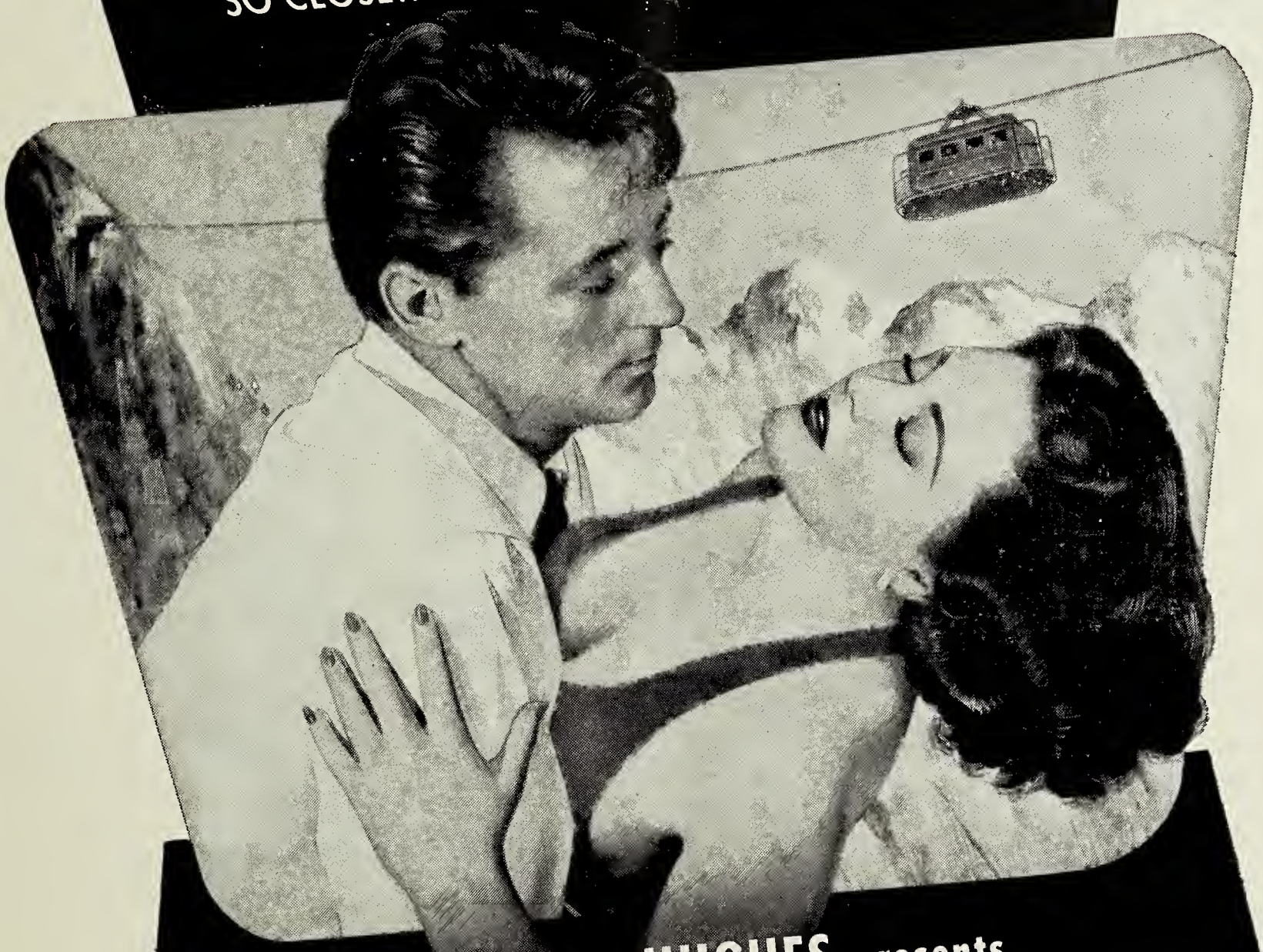
Opening July 15 in key spots across the nation

FOR THE FIRST TIME!

3-DIMENSION

WITH IMPORTANT STARS

SEE YOUR FAVORITE STARS...SO REAL...
SO CLOSE...YOU FEEL YOU CAN TOUCH THEM!



HOWARD HUGHES presents

ROBERT MITCHUM
LINDA DARNELL
JACK PALANCE

SECOND CHANCE

Color by TECHNICOLOR

RKO RADIO PICTURES

AN EDMUND GRAINGER PRODUCTION

Directed by RUDOLPH MATÉ • Screenplay by OSCAR MILLARD & SYDNEY BOEHM • Produced by SAM WIESENTHAL • Executive Producer EDMUND GRAINGER

AVAILABLE WITH STEREOPHONIC SOUND

Staff Reviews

(Continued from page 15)

of the period in which its story takes place. Technicolor is a strong asset to the film, as is lovely Denise Darcel, who handles her lines well and is a striking figure in Technicolor, decked out in costumes that show off her beauty. The film has a tongue-in-cheek quality at times to heighten the interest of the viewer. There are some rousing action sequences, which will go over well with adventure lovers. Sujata and Asoka offer a well-performed oriental dance specialty.

STORY: Denise Darcel, who is attempting to avenge the death of her father, poses as the Flame, an outlaw, who is battling the tyrant, Prince George Keymas. A neutral in this battle is Patric Knowles, who represents the East India Company and who is also in love with Denise Darcel. In order to get the British to help him with his fight against the Flame, Denise, Keymas has his men pose as her henchmen and pillage and set fire to the East India Company's outpost. Keymas' luck runs out when his troops are ambushed in a battle at a pass. Knowles gets Denise and all's well.

"Johnny The Giant Killer"

(Lippert) Technicolor 60 Min.

Credits: A Jean Image Production; Produced by Image; Directed by Image and Charles Frank; Screen play by Paul Colline, Charles Frank and Nesta MacDonald; Based on an idea by Eraine.

This is the first full-length French-made cartoon. It has some brilliant animation and its backgrounds are excellent. Feature has an artistic touch and shows great imagination in many sequences. Technicolor is used to great advantage. Technically, the film is a masterful piece of work; however, it falls down in the story department. Its tale of Johnny's adventures is repetitious and at times causes the spectator to lose interest. As the lower half of a double bill, the cartoon is a good bet for houses that cater to juvenile trade, who will probably find the film entertaining and won't be too critical of the story line.

STORY: Johnny is captured with his pals by a giant that eats little children after they invade his castle. The giant has a machine that reduces the children to a smaller size so that they can fit between two slices of bread. Johnny escapes and helps a tribe of bees defend their hive against their enemies. The queen bee then gives Johnny all her forces to help rescue Johnny's friends from the giant.

"Gun Belt"

(United Artists) Technicolor 77 Min.

Cast: George Montgomery, Tab Hunter, Helen Westcott, John Dehner, William Bishop, Jack Elam, Douglas Kennedy, James Millican, Hugh Sanders.

Credits: A Global Production; Directed by Ray Nazarro; Screen play by Richard Schayer and Jack DeWitt; Story by Arthur Orloff.

Blazing guns and the art of the multiple double-cross are highlighted in this Technicolor production geared to the taste of the action fans. It should prove a success in its market, because it contains more than an ample share of fancy gun play and fast riding. The fans will be especially pleased with the climax which pits practically each member of the cast against one another in a do-or-die gunfight that results in victory for the forces of justice and the death of almost all the bandits. The two male leads are assets to the production. George Montgomery again proves his competence in this sort of film, and Tab Hunter, who scored so heavily with the ladies of the land in his first film, does a good job also. All in all, it's a pretty good western.

STORY: George Montgomery is a reformed bandit, living with his nephew, Tab Hunter, on a ranch. His marriage plans with Helen Westcott are postponed when Hunter's father escapes from jail and frames Montgomery in a holdup. Montgomery accidentally kills him and then has to prove his innocence. To do so, he joins up with the bandits and plans to double-cross them. However, Hunter, angry with Montgomery for having killed his father, causes trouble and joins an opposing band of robbers. All groups meet in order to rob the Wells Fargo shipment of money, and in a big battle all the bandits get killed or captured. Montgomery explains his innocence and Hunter returns to the side of the law. The former finally gets to marry Helen, as he hangs up his guns forever.

"Second Chance"

(RKO) 3-D Technicolor 82 Min.

Cast: Robert Mitchum, Linda Darnell, Jack Palance, Sandro Giglio, Rodolfo Hoyos, Jr., Reginald Sheffield, Margaret Brewster, Roy Roberts, Salvador Baguez, Murice Jara, Judy Walsh, Dan Seymour.

Credits: A Howard Hughes presentation; An Edmund Grainger Production; Produced by Samuel Wiesenthal; Directed by Rudy Mate; Screen play by Oscar Millard and Sydney Boehm; Story and adaptation by D. M. Marshman, Jr.

This romantic action drama, arriving at the peak of the current 3-D popularity craze, packs a strong punch of excitement that should help in racking up grosses at multitudes of situations. Picture is primarily a chase, taking place South of the Border, where the Technicolor cameras make the most of the outdoor settings and native celebrations. Story speeds along at an intriguing pace in detailing scenes of violence and action, only slowing up at the romantic portions. Latter situations, however, are ably handled by Linda Darnell and Rober Mitchum, whose names will mean much at the box office. They receive strong support from the violence department, where Jack Palance is the heavy.

As a 3-D venture, "Second Chance" shows that much thought and subtle camera work can go far in creating dramatic effects in the field of stereoscopy. Especially in sequences that depict a prize fight and a perilous escapade on a stranded mountain cable car do the 3-D cameras achieve valid and suspenseful illusions of depth. The picture was shown on a wide screen at a special press preview. For commercial datings, stereophonic sound is also available.

STORY: In South America, Linda Darnell, ex-sweetheart of a gangster, is eluding Jack Palance, the gunman who has orders to rub her out but is in love with her at the same time. Linda meets Robert Mitchum, a prizefighter, and rides with him to a mountain resort via cable car, where they fall in love. Palance discovers them and threatens Linda with Mitchum's death if they marry. Linda, to save Mitchum, tries to leave the mountain but Mitchum catches up with her. They are joined by Palance. While on the cable car going down, a cable breaks and all are stranded. Mitchum goes for help; returns and battles Palance to the death. Linda and Mitchum reach safety together and clinch.

Need Kiddies' 3-D Specs: Ezell

Specially designed polaroid glasses to fit children are urgently needed by the industry, according to Claude Ezell. In a letter he sent to all distributing company presidents and general sales managers, he said that present polaroid glasses "will not and cannot be possibly made to fit children." He argued that the drive-ins showing 3-D films are losing business because parents won't allow their children to watch the extra-dimensional films without the proper glasses.

"War Paint"

(United Artists) Pathe Color 89 Min.

Cast: Robert Stack, Joan Taylor, Charles McGraw, Peter Graves, Keith Larsen, William Pullen, Richard Cutting, Douglas Kennedy, Walter Reed, Charles Nolte.

Credits: A K-B Production; Produced by Howard W. Koch; Directed by Lesley Selander; Screen play by Richard Alan Simmons and Martin Berkeley; Song by Johnny Lehman and Emil Newman.

This entry in the Cavalry and Indians field should serve as program fare with a script that manages to kill off enough people, but more through thirst and intrigue rather than through big battle scenes. In fact, except for the Indian chief's son and daughter, who figure prominently in the plot, the Indians never appear at all in this one. The rather belabored script describes in detail the suffering of a band of Cavalrymen who are on their way through the desert country to deliver a peace treaty to the Indians. Only Robert Stack manages to get through, and the audience is shown how the others perish, one by one. It's all pretty gory, but there are probably the required number of fans who will go for it. One bright note is the excellent use of color, which provides some handsome scenes.

STORY: Cavalry Lieutenant Robert Stack leads a group of soldiers through the western desert to deliver a peace treaty for the Indians to Commissioner Richard Cutting. He gets the Indian's chief's son, Keith Larsen, to show him the way. Larsen and his sister, Joan Taylor, have previously killed Cutting and his party and are now out to prevent Stack from getting through. When Stack finds the bodies of the earlier force, he decides he and his men will have to deliver the treaty to the Indians. The men object, but Stack forces them on. Larsen leads them away from water, and soon they begin to suffer from thirst. Eventually they kill Larsen, but Joan continues to trouble them. When some of the men find a deserted gold mine, they mutiny against Stack. It is then that Joan decides to help him, but in the quelling of the uprising all the other Cavalrymen get killed. Only Stack and Joan are left, and they deliver the treaty in time.

"Pack Train"

(Columbia) Sepiatone 56 Min.

Cast: Gene Autry, Smiley Burnette, Gail Davis, Kenne Duncan, Sheila Ryan, Tom London, Harry Lauter, Melinda Plowman, B. G. Norman.

Credits: Produced by Armand Schaefer; Directed by George Archainbaud; Screen play and story by Norman S. Hall.

"Pack Train" is a run-of-the-mill Autry western, which will get by with his followers and other sagebrush addicts. It is not up to the usual standard of the oater star's top vehicles. Autry comes across well singing two songs, "God's Little Candles" and "Wagon Train," while Smiley Burnette pleases with a song called "Hominy Grits." Burnette also garners some laughs. Sepiatone is an asset to the film with its pictorial quality at times extremely eye-catching, especially the lensing of the outdoor scenery. Autry does his best in the action department, but the thin story line battles him all the way.

STORY: Gene Autry orders some supplies for settlers from Sheila Ryan and her partner, Kenne Duncan. However, after they have accepted the money for the goods and Autry has returned to the settlers with a partial delivery, Sheila and Duncan inflate their prices after a gold strike takes place and don't send along the rest of the goods. Autry returns to town and demands the supplies. When he doesn't get them, he takes them, with Duncan and his hirelings in pursuit. Medicine in the supplies arrives too late to save a little girl and Autry, broken up by the youngster's death, goes after Duncan. Autry settles with Duncan aboard a speeding train.

EXHI-BITS

(*Continued from page* 12)

The validity of the Robinson-Patman Act in motion picture suits will be one of the main points under consideration in the appeal to be filed later this month or early next month by the Hillside Amusement Co. Judge Sidney Sugarman dismissed the original case which had charged discrimination of film rentals towards Jacob Unger's Mayfair Theatre, Hillside, N. J.

Sugarman had ruled that the Robinson-Patman Act, which deals with discrimination of prices, did not apply to the motion picture industry because films are licensed rather than sold as pieces of tangible merchandise. Unger's counsel, Arthur C. Fink, said he will argue that the Act does apply to the licensing and distribution of films.

Unger claimed that he had to pay higher prices for films than the competing Warner Bros. theatres. He named Paramount, RKO Radio, Warner Bros., Universal, United Artists and Loew's as defendants.

An extension of the Schine Theatres deadline for selling 25 theatres and other properties from the previous June 24 date has been asked of the Federal District Court in Buffalo by the circuit, according to the Justice Department. The circuit has also requested modification of the earlier anti-trust decree judgment in other respects.

Feeling in the trade that the D. of J. had refused to consent to the Schine requests, thus causing the circuit to go to court, was not commented on by Justice. But Department officials said that as far as they know, about 25 theatres and other properties have not yet been sold as required by the decree.

CLEVELAND. — Three suits concerning clearance attacks were filed by Seymour Simon on behalf of the Galion Theatre, Galion, Ohio; State Theatre, Uhrichsville, Ohio; and the Capitol Theatre, Delphos, Ohio. The Galion suit claims that the seven day clearance which is granted the Mansfield theatres by all the distributors except Fox and Columbia is unfair. It also seeks reasonable film rentals and asks for the elimination of all clearance.

The case for the State Theatre asks for clearance elimination over Shea's New Philadelphia Theatre by all the major distributors. It also seeks $396,000 for damages.

---

104 Italian Films Assigned To Video

A two-year television distribution agreement for release of 104 Italian films, all to be dubbed in English, to video stations has been concluded by Jules Weill, president of Specialty Television Films, Inc., and a group of Italian producers. Included in the deal are important Italian motion pictures produced from 1949-1953, Weill announced.

Dubbing is slated to begin immediately on the first package of films for release by September, according to Weill. The films will be merchandised to TV outlets in groups of 13 and 26 per package, he stated. Working with him on the project is Ralph Serpe, head of the Italian Films Export TV department.

Speedy Equipment Conversions Urged By Hoff; Starr Cautious



Guests gathered at a luncheon held during the convention of the Mississippi Theatre Owners Association at Edgewater Park, Miss. are (l. to r.) Teddy Solomon, McComb; Don "Red" Barry, star and producer for Panorama Pictures, a Mississippi Producing Co.; Lloyd Royal, Pres. MTOA, Meridian; Alfred Starr, Pres. TOA, Nashville; Col. Cole of Texas; W. A. Prewitt, Temple, Texas; Leon Roundtree, Pres. Tri States, Memphis; T. E. "Potts" Williams, Clarksdale; B. C. Cox, Batesville; B. V. Sheffield, Poplarville.

EDGEWATER PARK, MISS.—Conflicting advice on how exhibitors should react to the new inventions was given by two leading industry figures at convention of the Mississippi Theatre Owners Association late last week. J. Robert Hoff, executive vice-president of the Ballantyne Co., urged theatre owners to convert immediately to the new equipment, but Alfred Starr, president of TOA, argued for more caution.

Starr's theory was that changes are coming too fast at the present time, and that if an exhibitor spent money on new eqnipment today, the installation might be outmoded in a very short time. In another vein was Hoff's speech, in which he described the Ballantyne package that is available at about $6,000 to exhibitors.

The convention re-elected A. L. Royal, Meridian, president, and Teddy Solomon, secretary-treasurer. It also elected three vice-presidents: R. B. Cox, Batesville; John Williams, Jackson, and W. J. Ilsley, Columbia.

Stanley Warner Assumes Cinerama Firm Operation

(*Continued from page* 6)

stantly being formulated for the improvement of the process. He promised an announcement very shortly but would not commit himself on any definite statement. He said that he had not authorized the statement that a single projector could take the place of the three now necessary for the showing of Cinerama film.

In another phase of activity, Stanley Warner was awarded a six months extension until Jan. 4, 1954 to complete divestitures under the consent decree by the Department of Justice. The chain has already sold approximately 30 houses and must dispose of 24 more.

Pact With Norway Signed

A new contract has been signed with Norway to replace the one that expired last week, according to Eric Johnston, president of the Motion Picture Export Association. The new pact, an "indefinite agreement," runs initially to Aug. 31, 1954, and contains a raise in the basic film rental from 30 to 40 per cent.

Push Tax Fight To Beat Deadline Of Adjournment For National Legislators

(*Continued from page* 6)

Meanwhile other support for the bill came from Gov. George N. Craig of Indiana, who wrote to President Eisenhower that "the tax is unjust, discriminatory and confiscatory." He said that theatres could not sustain the 20 per cent tax and are being compelled to close. His letter came after a visit by a group of Allied Theatre Owners of Indiana members.

In addition to its statements on the tax situation, COMPO also made another announcement this week. It asked exhibitors to study the possibility of making collections among theatre audiences on behalf of the civilians of Korea. Dr. Milton Eisenhower, president of the American Korean Foundation, had made the request to the theatre industry.

Major Theatre Circuits Play UA's "Moon Is Blue"

(*Continued from page* 7)

The Victoria and Sutton Theatres, N. Y., which are being threatened with a secondary boycott by Cardinal Francis Spellman because they booked the film without the necessary approval, received support from Elmer Rice, playwright, chairman of the National Council on Freedom from Censorship.

Rice said that Spellman was exercising his civil liberties in urging members of his faith not to view the film, but "a request for a general or secondary boycott, designed to close the theatre entirely after the exhibition of this film, is clearly contrary to the spirit of the First Amendment."

Goldfarb Opens Agency

NEW YORK.—Formal opening of the Robert Goldfarb Agency, a personnel placement service that will specialize exclusively in amusement industry accounts, is scheduled to take place July 13, according to a company announcement.

Gala "Nero" Float



This float toured the streets of New York ballyhooing run of IFE's American language release, "O.K. Nero," at the Globe Theatre.

Pretty Gals Pose Roman Style For "Nero" Ballyhoos

Emphasis was placed heavily on sex, action and comedy in the two campaigns that accompanied the opening of IFE's American language "O.K. Nero" at the Globe Theatre, N. Y., and the Monroe Theatre, Chicago. Starting with the American premiere in Chicago, which was run as a benefit for the local Cerebral Palsy drive, pretty girls in cheesecake versions of Roman garb, dominated the scene throughout.

In New York they appeared on the special float that was constructed and toured the important populated streets of the city for three days, starting the day before the opening. They distributed more than 50,000 heralds from the float and also appeared atop the two 24-sheet trucks that went along as part of the ballyhoo.

Gladiators Drive Chariots

Accompanying the girls were men dressed as Roman gladiators, who drove the two chariots that were promoted from a local used-car dealer. As well as plugging the engagement of the film, the dealer got his message across that old chariots could be traded in for his used cars. He took large ads in two newspapers to plug the tie-up and the picture.

The Chicago campaign utilized similar elements of exploitation, playing up the pretty girls in modern-day versions of Roman togas and men dressed as Roman gladiators. At the benefit opening, the theatre played host to one hundred veterans of the Great Lakes Naval Hospital, who were greeted by the girls.

An elaborate float also toured the Loop area the day before the opening with a costumed Nero, three girls and a gladiator passing out heralds. A Packard convertible was promoted from a local dealer and circulated throughout other sections of the city with huge banners attached and more heralds to be distributed.

Television was brought into the campaign when one of the girls chosen as a typical Roman beauty made several appearances on TV shows, and film clips from the picture were also brought before the video cameras.

In both the Chicago and New York situations large posting campaigns were utilized covering stations and outdoor posters.

"Farmer" Tours Made By Actors

A 16 city tour of New York was undertaken on behalf of 20th Century-Fox's "The Farmer Takes A Wife," by three of the young players in the film. Casey Adams, Charlotte Austin and Merry Anders, all featured in the Betty Grable musical, visited such cities as Syracuse, Rochester and Buffalo, where they met the press, appeared at the theatres playing the film, and attended exhibitor luncheons.

Also boosting runs of the film is the tie-up arranged with Quality Bakers of America to use Dale Robertson, who also stars in the production, in a series of newspaper advertisements, store posters and other display material, with full credit given to the musical. Thirty thousand posterettes, twenty thousand market basket cards, thirty thousand buttons and millions of end labels have been distributed to dealers. Over 100 key markets throughout the country have been hit, with local playdates being given prominent display in the campaign.

UA Aids "Moon Is Blue" With Nation-Wide Contest Backed By TV Outfit

A nation-wide Motorola contest, offering $6,000 in radio and television prizes, has been arranged on behalf of the United Artists release "The Moon Is Blue." Contestants are asked to write to film's star, Maggie McNamara, and tell her, in 100 words or less, why they would like to own a Motorola TV receiver. Entries, which should be sent to United Artists, 729 Seventh Ave., N. Y., before Dec. 1, 1953, will be judged by a panel of film industry leaders.

The film company is making available to theatres from coast to coast one hundred thousand lobby posters and other display material to publicize the contest. The grand prize is a Motorola 21" TV-radio-phonograph combination; five second prizes of 21" Motorola TV consoles will also be awarded. Other prizes are 17" Motorola TV table model sets, Motorola clock-portable radios and Motorola clock radios.

Tie-Ups Carry 'Gun-Belt'

Major tie-ups have been set with Van Heusen shirts, Norelco electric shavers, Topps gum and the Esquire Novelty Co. to publicize the United Artists release "Gun Belt," George Montgomery-Tab Hunter starrer. Van Heusen features the stars in a two page advertisement in Esquire Magazine, and Montgomery appears in Norelco ads found in Life Magazine and newspapers from coast to coast. Topps gum is putting 250,000 pictures of Hunter inside its packages.

'Juggler' Admitted Free

BOSTON.—A stunt designed to arouse the interest of the younger set was devised for the engagement of Columbia's "The Juggler," starring Kirk Douglas, at Boston's Loew's State Theatre. The theatre asked the youngsters to juggle their way into the theatre by admitting free any one who could juggle three balls for one minute without dropping any of the balls.

Thespians Asked To Push "Main Street"

Stage actors are being called upon to help in the publicizing of M-G-M's "Main Street To Broadway" via a letter sent by Arthur Schwartz, president of the Council of the Living Theatre, to thousands of actors and producers in summer theatres all over the country. The leter asks the stage groups to create interest in local runs of the film by a word-of-mouth drive and also by arranging for the placing of window displays.

It is hoped that the support of these theatrical groups will serve as a stimulus to the local townspeople to make sure they see the all-star film which is about the theatre. The timing should be just right because it is estimated that the film will be released in the end of July, which is the height of the summer stock season.

Video Saturation Won For "Witch"

As part of the saturation television campaign for 20th Century-Fox's "White Witch Doctor," 12 different messages, consisting of eight one-minute trailers and four 20-second announcements, are being beamed to millions of viewers on an around-the-clock schedule. Included in the schedule are television stations in upper New York state, New England and the west coast.

The spots will be staggered so that different audiences can be reached both night and day. They will be tailored to suit the mood of the programs they bracket, and local level promotions are slated to follow them giving playdate credits and other exploitation material. The campaign was planned by Rodney Bush, Fox exploitation manager, who worked with Terry Turner and Don Thompson of General Teleradio, Inc.

Many Devices Available

Other devices available for the plugging of runs of the Susan Hayward-Robert Mitchum starrer are colorful toy balloons, children's masks, sectional valences, ushers' lapel badges, auto bumper banners and a complete campaign mat. The company also has prepared a 3-part radio spot announcement recording and a lobby sound effects transcription.

For the Gotham engagement of the film at the Roxy Theatre, a three-way window display was promoted at Pepsi Cola's Duffy Square Center. The exhibit, prepared via a tie-up with local sculpture gallery, showed stills from the film and featured the African theme of the picture. The local playdate received full credit in the display.

"Maze" Merits TV Spots

A special television campaign augmented by radio spot announcements in key cities has been sparking the premieres throughout the country of Allied Artists' 3-D feature, "The Maze." Richard Carlson, star of the film, appears in the TV trailers that have already heralded the film's opening in the Los Angeles area at the Downtown Paramount and Hollywood Paramount theatres. Other cities included in the schedule are St. Louis, Minneapolis, Toledo and Salt Lake City.

REGIONEWS

ALBANY

Seven Fabian and Stanley-Warner theatres advanced week night prices from 70 to 74¢, Sat. and Sun. from 80 to 85¢, representing the first general hike since 1950. They are the Palace and Strand, Albany; Proctor's and Troy, Troy; Proctor's, Plaza and State, Schenectady. . . . Reported that the Colony and Palace, Schenectady, are for sale. . . . Robt. W. Coyne, special counsel to COMPO, at a meeting in the Variety clubrooms, brought area exhibitors up to date on the tax repeal campaign. Coyne and a delegation of leading N. Y. C. exhibitors, accompanied by S.-W. zone mgr. Charles A. Smakwitz, met with Gov. Dewey at the Capitol in an effort to enlist his support. . . . The Strand was plugged over more than 200 NBC stations when entrants in "New Talent U.S.A." appeared on the theatre stage. House mgr. Al LaFlamme and zone mgr. Smakwitz made the arangements.

Fabian div. mgr. Saul J. Ullman introduced the permanent type, plastic, reclaimable 3-D glasses at the Palace, Albany; Plaza, Schenectady, and Proctor's, Troy. . . . The new Border Drive-In at Chazy has been added to the list serviced by local exchanges. It is a 350-car affair. . . Ben Smith, salesman here for 27 years, was tendered a farewell dinner before moving to St. John, N. B. Ray Smith, Warner branch mgr., and Joe Miller of Menands Drive-In served as co-chairmen. . . . The Evangelist, weekly of the Albany Catholic Diocese, warned neighborhood theatres to exercise caution in booking "The Moon Is Blue" lest they encounter a boycott from Legion of Decency members.

ATLANTA

Two distributors have filed suits against the estate of Edward McClosky, alleging that as controlling officers of the Dania Drive-In at Dania, Fla., McCloskey misrepresented the theatre receipts. Loew's filed for $1,800 and Warner's for $1,200. . . . University of Ala. bureau of business research reports that receipts in state theatres for March 1953 were 4.1% greater than in Feb., but 6.8% below March of last year. . . . New equipment, including projectors and wide screen, has been installed in the Polk Theatre, Lakeland, Fla. . . . Cecil Brown, mgr. of the Charles Theatre, Montgomery, Ala., was married to Melba Griswold. . . . William "Snake" Richardson, pres. of Astor Pictures, back on the row after a spell of illness.



Herb Shriner (left), one of the stars of M-G-M's "Main Street to Broadway," has just been presented the Fort Wayne, Ind. "Main St. and Broadway" street sign by Mayor Harry Baals. This was Herb's key to the city.

Plans for construction of a new 400-car, 3-D equipped drive-in were announced by John Harrison, city mgr. for Georgia Theas. in Waycross, Ga. The circuit recently purchased the Waycross Drive-In, which they will operate until the new one is ready. Harrison also announced promotion of Freddie Crosby to mgr. of the Ritz, and Harold Linton to mgr. of the Waycross D-I. . . . F. T. Allig, formerly with Stein Theas. in Ga. and Fla., became part owner of the Daytona at Daytona Beach, Fla. . . . Billy Wilson named mgr. of the Pine Hill Drive-In, unit of the Carl Floyd circuit. . . . Mgr. Emory Johnson opened the 250-car 411 Drive-In at Centre, Ala. . . . Summer closing of the Delray Theatre, Delray Beach, Fla., brought a storm of protest from local businessmen because of resultant loss of patronage and residents, who will have to drive 15 or 20 miles to nearby towns to see a show. . . . The Umatilla Theatre, Eustis, Fla., closed for the summer.

J. E. Adams appointed mgr. of the Turner Theatre at Ashburn, Ga., to replace D. A. Luke, who resigned after 17 years with Stein Theas. because of ill health. . . . McMinn County grand jury declined to indict John Smith, mgr. of the Martin Theatre in Athens, Tenn. on charges of violating a state law by showing motion pictures on Sunday. . . . Floyd circuit's Largo Theatre, Largo, Fla., was air-conditioned and is now being entirely redecorated. . . . Strand Theatre, Tuscumbia, Ala., which has been open only one day a week, now has 3-D equipment and will run daily. . . . George S. Owens, owner of the Opp Drive-In, Opp, Ala., celebrated the ozoner's first anniversary with gifts and refreshments to patrons.

Allan Smith appointed mgr. of the Strand, Hartselle, Ala. . . . Under measures introduced in the Florida Legislature, future drive-ins would be required to keep access roads 500 or more feet from a major highway intersection and place screens out of view from a major highway. Measures also call for sufficient space between ramps and highways to hold waiting vehicles.

BOSTON

Coca Cola Co. will play host the evening of Oct. 6 to members attending the National Allied convention with a shore dinner, cocktail party, Morton Downey on stage and general dancing. This affair is a highlight of the convention, which is to be held at the Hotel Sheraton Plaza Oct. 5-7. . . . Nate Hochberg sold the lease and equipment of the Jasan Theatre, E. Weymouth, to Mario Cicchese, his former projectionist and mgr. . . . Rein Rabakukk was appointed asst. to pub. dir. Karl Fasick at Loew's Boston theatres, replacing Stephanie Wagner, who resigned to join the staff of WCOP. . . . Edward Michaelove, serving as apprentice under 20th-Fox branch mgr. James Connolly, is now accompanying the salesmen on their rounds to complete his training. . . . Stan Davis, RKO salesman, will be married to Phyllis Brown of Newton Center, on Aug. 2 at Temple Emeth, Brookline, with Melvin Davis, Republic head booker, in the wedding party.


Arthur Krim, United Artists prexy (center), signs a contract with Hecht-Lancaster Productions Co. for two films, starring Burt Lancaster, in presence of Harold Hecht (left) and Robert Benjamin, chairman of the UA board.

Tom Dowd, who resigned a month ago as mgr. of the Beacon Hill to assume managerial duties at the Avon Cinema, Providence, has returned to the Beacon Hill spot, where he hired Bob Holland as his asst. Bob has had managerial experience with Redstone Drive-In Theas. . . . "A Day At The Races," the annual Variety get together at Narragansett race track, will be held July 23 with Judge Dooley again hosting the affair. Tickets are available through Bill Koster, Variety Club, Hotel Statler. . . . Dianne Isaacs, daughter of Irving A. Isaacs, pres. of Ind. Exhibitors, Inc., was married to Thomas A. Weil of N. Y. . . . Charles E. Kurtzman, northeastern div. mgr. of Loew's Theas., was appointed a member of the Centennial Commission of the Boston Public Library along with Samuel Pinanski

Frank Lydon, exec. secy. of Allied; Ray Feeley, exec. secy. of Ind. Exhibitors; Edward Canter and Paul Levi of American Theas. are part of an all-industry committee pledging support of a trailer asking for public contributions to a relief fund for victims of the recent tornado in the Worcester area. . . . A resolve in the City Council, submitted more than three years ago, which calls upon the city corporation counsel to "immediately render" an opinion on the right of the street commission to issue permits for open air theatres, was finally passed. Resolve was inspired by issuance of two drive-in permits given out in the closing days of the Curley administration.

BUFFALO

Stanley Kositsky is the new local branch mgr. for United Artists, succeeding Manny Brown, who transferred to the Detroit sales

BUFFALO (cont'd.)

force. Kositsky was formerly city sales mgr. for UA in Philadelphia. . . . Copies of Esther Williams' "Do's and Don'ts" for swimming are being distributed by Shea's Buffalo Theatre, where her film "Dangerous When Wet" is currently playing. A placque, awarded by Miss Williams, will be presented by Ed Meade, pub chief for Shea Theatres, to the Buffalo swimming pool or park which has the most youngsters completing the course in the current "Learn to Swim Campaign" sponsored by the YMCA and Buffalo Courier Express. . . . The downtown Century is showing its first 3-D feature length film, "The Maze." . . . R. Stanley Weber, former mgr. of Shea community houses, is the new mgr. of the Ft. Erie Race Track.

Publicity announcing the forthcoming "The Beast From 20,000 Fathoms" at the Center Theatre includes play dates of 41 other theatres within a 200 mile radius. . . . Paul H. Graf, 57, projectionist with Shea theatres for 25 years, died suddenly. . . . Ardis Smith succeeded Mary Nash as drama critic and film editor of the Buffalo Evening News. . . . Florence (Bunny) McNeil, booking clerk for M-G-M, was married to Harold Roberts, son of a prominent physician. . . . Glowmeter Corp. is in process of installing the city's largest screen in Shea's Buffalo Theatre. It measures 66x35 feet and can be raised to permit live shows. Stereophonic sound will be used. . . . Emanuel Frisch, pres. of Metropolitan MPTA was in town to address a meeting of the local COMPO on progress of the tax repeal campaign. Elmer Lux, gen. mgr. of Elmart, and John Chinell, RKO branch mgr., were co-chairman of a luncheon tendered to Frisch. . . . Members of the International Brotherhood of Magicians will do tricks in the lobby of the Paramount during run of "Houdini."

CHICAGO

World premiere of "Return to Paradise," starring Gary Cooper, will be held July 23 at the State-Lake Theatre, and has been awarded an 8-week run. . . Winston Theatre Co. is having its loop Grand equipped for 3-D thru Gardner Theatre Supply. Hanns Teichert Co. is painting the screen. . . . Irving Mack in Columbus Memorial Hospital for checkup. . . . Sam Lamansky, business agent, Locals B-45 and F-45, in N. Y. C. for conferences towards settling film row employees' wage controversy. Old contract expired last Dec. 1. . . . Closed for the summer: Roscoe, Bell and Essex, Chicago; Kendall, Farmer City; Colonial, Astoria. . . . Earl Theatre, Knoxville, closed for repairs. . . . Judge Sam Perry ruled that RKO and Paramount be eliminated from Sun, Lasker, Devon and Pioneer theatre anti-trust suits filed by attorney Seymour Simon.

Judge John Barnes ruled that defendant film companies in Rockne Theatre anti-trust case, filed by attorney Richard Orlikopf, be allowed access to theatre records from 1947 to date. . . . Dean Jones is retiring as mgr. of B&K's Will Rogers Theatre to join Cedar Rapids, Ia., offices of State Bond Mortgage Co. . . . TV film buyers report offerings of 60 films from Unity Co. and 35 from Argyle Pictures. . . . Harry H. Berger joined B&K's Nortown Theatre managerial staff. . . . More than 13,000 TV sets were installed in Chicago metropolitan area during May, bringing area total to more than 1,400,000 sets. . . . Carl Ross was named asst. gen. mgr. of the newly formed Ideal Pictures Corp., headed by Paul Fought. . . . Arnold Maremont and Vic Nemeroff, Chicago industrialists, are supplying funds to producer Alex Gottlieb for the production of "Marry Me Again," starring Marie Wilson and Robert Cummings. They also supplied funds for "Sudden Fear."

Mickey Rooney signed for personal appearances at Chicago Theatre, starting July 24. . . . Jack Kirsch, Allied of Ill. prexy, got out of Michael Reese Hospital in time to celebrate the arrival of a granddaughter. Mrs. Dean Wolfson is the mother. . . . L. B. Sittler, asst. to James Coston of Coston Circuit, is in Wesley Memorial Hospital following a heart attack. . . . Film company attorneys and Zimmerman getting together for an out-of-court settlement of Eagle Theatre anti-trust case.

CINCINNATI

Greater Cincinnati Independent Exhibitors won its fight to have admission charges of 50¢ or less exempted from the city's 3% admissions tax. F. W. Huss, Jr., pres. of GCIE, and Louis Wiethe, representing local theatre owners, pointed out to the City Council that it would mean the difference between closing of several neighborhood houses or continuing in business, and that 27 such theatres had been forced to close during the last 18 months. . . . Art Adams, M-G-M Columbus salesman, is receiving congratulations on the arrival of a son. . . . RKO's 3-D film, "Devils Canyon" will be previewed at the Ambassador Theatre, on Aug. 4.

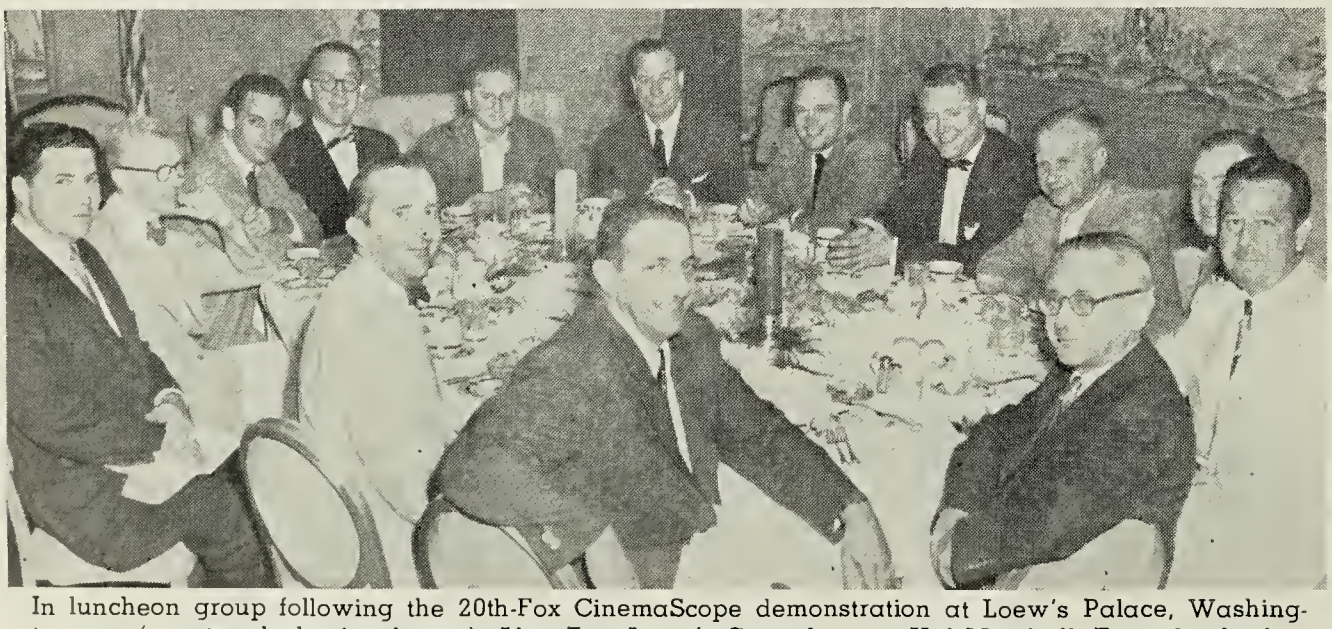
Mgr. James McDonald of Theatre Owners Corp. reports the addition of Mullens Drive-In at Hearndon, W. Va., owned by D. C. Miller, to their buying and booking service. . . . Mrs. Selma Blachschleger of Realart, Cincinnati, attended the Chicago meeting of Ida Lupino and Collier Young's new Filmakers Releasing Org., of which Realart is a part. Distribution plans for "Bigamist" were discussed. . . . The 3,000-seat RKO Albee was filled for the 20th-Fox CinemaScope demonstration on June 30, followed by extremely favorable comments. . . . Recent Variety Club meeting, conducted by chief barker Herman Hunt, gave top billing to the approaching annual golf tournament, which will be held Aug. 24 at the Kenwood Country Club. Hoyes McGowan is chairman of the event, with Ricky Rosenfeld as co-chairman. . . . Leonard Katz, RKO booker, is receiving congratulations on the arrival of a second daughter, named Janice Lynn.

John F. Harris has joined Manley, Inc. as salesman in the Ky. and southern Ind. territory. . . . The 750-car Family Drive-In at Lexington, Ky., first in Fayette County, was formally opened July 1 by owners Dick Johnson and Sheriff Walter Roade. It is completely RCA equipped, installed by Mid-West Thea. Supply. . . . Ralph Banghart, RKO publicity representative, was in town working with local publicist Barry Bernard on the July 15 territorial premiere of "Mighty Joe Young." Some 150 theatres in the Cincinnati and Indianapolis territories will show the film on or near that date.

DALLAS

The executive board of Texas COMPO is slated to report on the arbitration plan of Phil Isley, pres. of Isley Theas. and head of ATO of Tex. Under Isley's plan, three members would serve for 90-day periods—one each from distribution, exhibition and an impartial member with general knowledge of the industry in Texas. . . . Seven suburban Interstate Circuit theatres and one downtown house, the Palace, are holding summer Saturday morning fun shows in Dallas. Theatres open at 11:30 with a three hour show which includes the feature; the Palace begins its fun show at 9 a.m. . . . "House of Wax" set a new record at the Majestic, Houston, with an opening day gross of $4674. Extended for a second week, it forced rescheduling at Galveston and throughout E. Texas theatres. . . . The controversial film, "Martin Luther," extended twice for an 11-day run at the Kirby, Houston, set a house record for recent years despite 3-D competition.

Dallas Variety Club awarded its third annual R. J. O'Donnell showmanship award to Al Reynolds, v.p. and g.m. of the Ezell drive-in chain, for his outstanding service to the club. . . . Texans drew several honors from the International Variety convention in Mexico City. John H. Rowley of the Rowley chain was elected 2nd asst. chief barker, and Interstate veep Bob O'Donnell, ringmaster, is one of three top officials elected for life. Dallas was selected the 1954 convention city and the Houston tent was one of two honored for outstanding public service. . . . Blood donors received free passes to the Trail Drive-In, Houston, in the recent drive sponsored by Foster School PTA. . . . A new 250-cup vendor for Dr. Pepper drinks is beginning to appear in Texas theatres, which, according to Leonard M. Green, company prexy, takes up less space and covers costs by sales of only 263 monthly drinks.



In luncheon group following the 20th-Fox CinemaScope demonstration at Loew's Palace, Washington, are (counter clock-wise, l. to r.): Alan Zee, Loew's Capitol, mgr.; Hal Marshall, Fox ad-pub. dir.; C. Glenn Norris, Fox sales mgr.; Jack Foxe, Loew's publicity; E. O. Wilschke, Altec Service; John Murphy, Loew's gen. mgr.; Ira Sichelman, Fox sales mgr.; Morris Mechanic, New Theatre, Baltimore; Joseph B. Rosen, Fox branch mgr.; Richard Coe, Washington Post; Alex Harrison, Fox h.o.; Jay Carmody, Evening Star; Ernie Schier, Times-Herald.

DENVER

The Centennial Turf Club, operating the race track at Littleton, Colo., was granted a permit to construct an 1,100-car twin drive-in on the track property. Construction has started and the ozoner will be leased to Television Theas., headed by Tom Bailey, owner of Lippert Picts. and other franchises here and Salt Lake City. On Aug. 1, Bailey will also start operating the Webber, Denver, sold to him by Fox Inter-Mountain in compliance with the divorcement decree. . . . Harvey E. Gollogher, city mgr. for Fox I-M, moved to Denver to manage the company's Bluebird after the Canon City theatres were turned back to M&M Theas. in compliance with the decree. . . . Forrest Litzey, asst. mgr. at the Chief, Greeley, Colo., kicked a would-be robber in the groin, who fled after clubbing Litzey with his gun.

Robert Patrick, owner of several Preferred Picts. exchanges, bought the Denver and Salt Lake City Realart franchises from Earl Jameson. B. J. McCarthy, recently Realart branch mgr., will be sales mgr. of the new exchanges. . . . Gus Amata, 20th-Fox booker, is father to a second child, named Virginia Lynn. . . . Charles P. Weber, projectionist at the Paramount screening room, and Addie Cooper, recently of the office force, were married in Raton, N. M. . . . Atlas Theatres sold their interest in the Kar-Vue Drive-In, Brighton, Colo., to their partner, Elden Menagh, who also runs the nearby Star at Ft. Lupton. . . . Joe Kaitz, Preferred Picts. booker, is doing a two-week stint at nearby Buckley Field with the Naval Reserve. . . . The Boy Scouts at LaJunta, Colo. took advantage of $1 a car night, advertised by drive-in mgr. Basil Smith, and drove up in a bus, 40 strong.

DETROIT

Dave Gold, former sales asst. in the 20th-Fox Kansas City exchange, is new branch mgr. for the company here. . . . No replacement has yet been chosen to fill the supervisory duties at Midwest Theatres vacated by Boris Bernardi, who left to go into another type of business. . . . A supervisory change is being made by Jack Sullivan, who goes from the Coronet and Palmer Art Cinema to the staff of Radio City Theatre, Ferndale. . . . The newly opened Palmer Art Cinema has as its official owners Nathan and Raymond Schreiber and Ann O'Donnell. . . . Plus his roadshow business, former Butterfield operator J. Oliver Brooks has established an independent talent booking office.

Besides his managerial tasks at the Jewel in Mt. Clemens, Wilson Eliot is working on individualized promotion for "House of Wax" and "Peter Pan." . . . The Book Building is the new home for offices of J. Robert Conroy of the firm doing promotion for the Studio, Coronet and Centre theatres. . . . A string of curtailed operations upstate is reported by Bert Tighe of Republic. Resort area exhibitors in the upper north, according to UA's Bud Sampson, are experiencing fine business. . . . "Bwana Devil" will be the first 3-D feature shown at the Cub Theatre in Bear Lake, reports Stanley Dilley. It will be invading White Pidgeon soon after installation at the Sun by G. E. Howard.



Jeff Chandler, star of Universal-International's "The Great Sioux Uprising," aided by a group of Sioux Indians and a cowboy aggregation, was on hand for the world premiere at B&K's Chicago Theatre, Chicago. Chandler is shown here with Dave Wallerstein (right), B&K gen. mgr., and Charles Simonelli (left), Universal's eastern ad-pub. mgr.

Watch These Dates!

Sept. 28-30: Dallas — Texas COMPO Conference and International Drive-In Theatre Owners Assn. annual meeting — Adolphus and Baker Hotels.

Oct. 3-7: Boston—National Allied Convention—Hotel Sheraton Plaza.

Oct. 5-6: Kansas City — Kansas-Missouri Theatre Assn. convention — President Hotel.

Oct. 31-Nov. 4: Chicago — TOA-TESMA-TEDA joint trade show—Conrad Hilton Hotel.

Nov. 1-5: Chicago — Theatre Owners of America national convention and trade show — Conrad Hilton Hotel.

Nov. 12: New York—Motion Picture Pioneers dinner.

Nov. 22-24: Charlotte—Theatre Owners of North and South Carolina convention.

Dec. 14-15: St. Louis—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual convention —Sheraton Hotel.

INDIANAPOLIS

Robert Conn, formerly Des Moines branch mgr. for 20th-Fox, is the new Indianapolis head, replacing William Keith, who returned to Dallas as a salesman. . . . 3-D equipment has been installed in the Twin Air Drive-In. . . . William C. Haines, mgr. of the UA exchange, was transferred to the Dallas office in the same capacity. He is succeeded here by Edward Bigley of Detroit. . . . Joe W. Aspley joined the National Theatre Supply sales group and will cover southern Indiana and parts of Kentucky. . . . The Community House, Morgantown, Ind., operated by Taylor and Woods, has closed. . . . William Venerable, RKO exchange custodian, passed away at 85. . . . Kenneth Collins has resigned from Republic. . . . The Princess at Cayuga has installed 3-D equipment. . . . Mary Jane Larson resigned her post at Allied Artists to join Affiliated Theatres. . . . Charles Weiner is the new student booker at U-I. . . . Tilden N. Luckett, who operated the Dream Theatre, French Lick, passed away after being in poor health for many years. . . . Mrs. Hollis Bass of the Ritz Theatre is recuperating in a St. Louis hospital after an attack of colitis.

KANSAS CITY

Kansas-Mo. Theatre Owners and Kansas-Mo. Allied ITO, held a meeting here on the 20% tax, sponsored by COMPO in its national campaign to have it eliminated. . . . Stanley H. Durwood, gen. mgr. of Durwood Theas., announced that KEDD-TV in Wichita has secured affiliations with NBC-TV and ABC-TV and will begin programming about Aug. 1. Durwood is pres. of the TV outlet. . . . Sales of these Fox theatres in Kansas have been made under divestiture requirements: Orpheum, Atchison; Palace, Wichita; Empress, Fort Scott; Cozy and Crown, Dodge City. Others sold include the Warwick and Waldo in K. C., Mo. . . . Recent windstorms damaged an ozoner owned by Merle Swank in Stockton and Ralph Winship's Mound Drive-In at Phillipsburg. . . . L. H. Kalis purchased the old Lyceum Theatre for conversion into a TV studio for Woodbrun White Prods.

Leawood Drive-In at 120th & State Line started screening June 24 and featured a fireworks display, souvenir gifts and an electric washer for the car containing the most adults. This ozoner has southern mansion type architecture and landscaping, a patio with tables and chairs, and 3-D equipment. . . . Floyd and Gail Harris, husband and daughter of Mrs. Mildred Harris, drive-in booker at Commonwealth, are both hospitalized for major surgery. . . . Jay Wooten of Hutchinson, Kans., plans to open a new ozoner soon and will hold a contest to select a name. . . . Ben Adams, operator of the Roxy Theatre and Star View Drive-In at Eldorado, Kans. has plans for an ozoner with CinemaScope near Eldorado, Kans.

The Kansas Board of Censorship has banned "The Moon Is Blue" from showings in the state. . . . Towne Theatre in Olathe, Kans., owned by Ward Spielman, recently held its 3-D opening. . . . Local ozoners are using road maps in newspaper ads to direct patrons to their locations. . . . Fox Theatres are co-operating with a local insurance agency, a car dealer and an appliance firm in a promotion offering $4,000 in gifts to patrons. Items include a car, a year's insurance on it, three home appliances and an air-conditioner.

LOUISVILLE

Elizabethtown Amuse. Co., headed by Robt. T. Enoch, opened the new 700-car Knox Drive-In at Vine Grove Jct. on July 8. Modern in every respect, the theatre has a cafeteria-style snack bar with glass front, permitting full screen visibility, and a concrete patio in front where patrons can sit and watch the show. The entrance contains extremely large holdover space for waiting cars. Projection and sound equipment were

LOUISVILLE (cont'd.)

furnished by Falls City Thea. Equip. Co. . . . Wm. Powers took over operation of the Lakeview Drive-In, Pendleton, from R. H. Totten. Powers has been a representative in this area for Alexander Film Co. . . . Some of the Louisville suburban nabes announced a mid-week summer price policy of 25¢ for adults and 9¢ for children.

A. B. McCoy, who resigned as mgr. of the East Drive-In, succeeds the late Jack Boswell as mgr. of Fourth Ave. Amuse. Co.'s Uptown Theatre. McCoy is replaced at the East by Moses I. Beeler. . . . The subsequent-run Rex, owned by Fourth Ave. Amuse. and a familiar landmark, has been torn down.. . . The Ritz, owned and managed by Allen Bradley, is first nabe in the city to offer Panoramic wide screen projection. . . . Isaac P. Bostwick III is mgr. of the Grand Theatre, Frankfort, a Chakeres house.

Tax revenue on combined amusements for May 1953 showed a decrease of $212 from the 1952 figure. July 1952 thru May 1953 figures are $24,360 less than same period previous year. . . . Roland Foster purchased the subsequent-run Downs Theatre here from Leo Ciacio, who controlled the house for over 18 years. . . . Fourth Ave. Amuse.'s Rialto, under direction of Johnson J. Mussellman, now has wide-screen and stereophonic sound installations. . . . The new Jenkins Drive-In at Jenkins, Ky. was formally opened June 25 by owners Al and Bill Thalheimer, Frank Allara and Roy Letsing.

MILWAUKEE

Riverside Theatre is preparing for 3-D films with installation of a radiant screen by Abbott Theatre Supply. Abbott is also supplying a similar screen to Pix Theatre, Wankesha. . . . Board of Directors of Wisconsin Allied and their wives were guests of the Trampe's at their summer home on Phantom Lake for their recent board meeting. . . . New drive-ins recently opened hereabouts are Harry Melcher's at Kaukauna, Walter Baier's Highway #18 in Jefferson, and John O'Connor's at Plattevile. . . . Carl Schmidt was upped from the shipping room to booker at Warner's.

Tony LaPorte closed his Park Theatre here. . . . Peter Doctor, a former projectionist, has taken over the Climax Theatre. . . . Wisconsin Allied will hold a picnic for exhibitors. Chariman for the southwestern group is Floyd Albert of Mount Horeb; north-western chairman is George Johnson of Stanley. . . . Bob Gross, mgr. of the Blue Mound Road Drive-In for Smith Mgmt. Co. won $100 in the first of a series of six managerial contests offered by the company to stimulate the drive in season.

MINNEAPOLIS

Sim Heller and associates opened the new 400-car Pine Tree Drive-In at Grand Rapids, Minn. on July 9. . . . Bert Johnson opened the new Sioux Drive-In at Rapid City, S. D. . . . Ralph Pielow, Jr. of Quad-States Thea. Service was married to Mildred Sears. . . . Paramount Week, Aug. 30-Sept. 12, will mark the 15th anniversary with the exchange of two bookers, Joe Rosen and George Engelking. . . . Burt Zats, formerly of Paramount, is the new booker at Independent Film Distributors. Marty Braverman, formerly of Independent, is now office mgr. and booker at Monogram. . . . Kenny Bergman, has been upped from student booker to booker at Universal, replacing Vern Yocum, resigned. . . . Al Bloom resigned as mgr. of the 7-Hi Drive-In and is



Interstate Circuit execs in San Antonio, Tex., played host to stars at press breakfast and reception on their arrival for Majestic Theatre opening of Warner's 3-D film, "The Charge at Feather River." L. to R. (behind table): Jack Chalman, pub. dir.; Lynn Kruger, Majestic mgr., and George Watson, city mgr.,

succeeded by Gene McCarthy, former salesman for National Theatre Supply. . . . Leo Peterson, 60, owner of theatres at Brookings, Pierre and Redfield, S. D., died after an extended illness.

B. A. Bengtson, operator of the Saturn, Pierpont, S. D., is opening the Neptune, a 100-seater at Roslyn, S. D. . . . Edmund Tucker sold the Pam, Alpena, S. D. to H. A. Hanson, owner of the Roxy at Mitchell, S. D. . . . Kenneth Buck took over management of the Scenic at Holdingford, Minn. . . . Milton Justad, former mgr. of the Ely at Ely, Minn., took over operation of the Sterling, Austin, Minn. for Home Theatres. Willard Knackendoffel is new mgr. of the Ely. . . . The drive-in under construction near Montrose, S. D. was leveled during the recent tornadoes, and flying timbers cracked holes in the wall and roof of the Mac theatre at McLaughlin, S. D. . . . A new air-conditioning system has been installed in the Hill Theatre at Hillsboro, Wis.

NEW HAVEN

A new Friday-Saturday vaudeville policy went into effect at Loew's Poli, Waterbury, for an indefinite period. Robert Carney is mgr. of the house. . . . George Hudak, formerly house mgr. at E. M. Loew's Hartford, is now assisting John Silverwatch, mgr. of the circuit's Hartford Drive-In, Newington. . . . Morris Jacobson, gen. mgr. of Strand Amuse. Co., started Wednesday afternoon children's shows at the State, Torrington. . . . Vincent Youmatz distributes free comic books to youngsters on Friday Cartoon Nights at the Torrington Drive-In. . . . Manny Cassanaras, former asst. mgr. at S.-W.'s Warner Theatre, Bridgeport, has been upped to acting mgr. of the company's Palace, Norwalk. . . . S.-W.'s Commodore Hill, Derby, managed by Nick Lanetti, went into a new summer policy, with matinees starting at 2 and evening performances at 7:15. Theatre has a new glassware giveaway. . . . Rivoli and Webster theatres of the Shulman circuit, Hartford, have resumed weekday matinees for ths summer months.

Bob Schwartz installed a giant panoramic screen at the Lake Drive-In, Waterbury-Meriden Road. . . . John L. Calvocoressci, partner in Community Amuse. Corp. and Manchester Drive-In Theatre Corp., was elected to the executive board of Quaker Lake Co-operative Nursery School, W. Hartford. . . . Nick Kounaris and Paul Tolis have disclosed plans for immediate construction of a $100,000 drive-in on the Meriden-Wallingford town line, to have capacity for 700 cars.

FILMS TELEVISED JUNE 27 to JULY 10

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	*Cast*	*Original Release Date*
Are We Civilized	William Farnum	Raspin Prod. 6-14-34
Bandit Queen	Barbara Britton	Lipp. 12-4-50
Blazing Gems	Jimmy Ellison	
Bowery At Midnight	Bela Lugosi	Monogram 10-5-42
California Gentleman	Ricardo Cortez	
Danger Zone	Tom Neal	Lippert Pic. 4-20-51
Death Goes To School	Barbara Murray	
Dishonored Lady	Hedy Lamarr	UA 4-25-47
Double Identity	Ray Middleton	
Everybody's Dancin'	Spade Cooley	Lippert Pic. 3-31 50
The Gang	Ralph Reader	A. Davis Assoc. 2-1-52
The Glass Alibi	Paul Kelly	Rep. 5-7-46
The Guilty	Bonita Granville	Mon. 3-18-47
Hit The Saddle	Bob Livingston	Rep. 3-1-37
House Broken	Mary Lawson	
Jacquilene Misbehaves	Martita Hunt	
Kipps	Phylis Calvert	
I'll Walk Beside You	Richard Bird	
Irish & Proud Of It	Dinah Sheridan	Guaranteed Pic. 11-7-38
Leatherheart	Irene Vernon	
Loaded Dice	Kathleen Gibson	
London Blackout Murders	John Abbott	Rep. 12-21-42
The Little Big Horn	John Ireland	Lipp. 6-18-51
Luck Of A Sailor	David Manners	
Mania For Melody		
Mysterious Mr. Valentine	William Henry	
Mystery Broadcast	Frank Albertson	Rep. 10-27-43
The Night Was Our Friend	Elizabeth Sellars	
No Strings Attached	Gertrude Michael	
Paroled—To Die	Bob Steele	Rep. 1 11-38
Pippin	Arthur Treacher	
Sarumba	Michael Whelan	E.L. 3-25-50
Savage Drums	Sabu	Lippert 6-22-51
Sky High	Sid Melton	Lippert Pic. 10-19-51
Strange Impersonation	Brenda Marshall	Rep. 2-1-46
Tales of Robin Hood	Robert Clarke	Lipp. 12-21-51
That's My Boy	Jimmy Durante	
They Came By Night	Phylis Calvert	Fox 4-12-40
Three Little Sisters	Ruth Terry	Rep. 8-28-44
The Trespasser	Adela Mara	Rep. 7-3-47
Two Dollar Bettor	John Litel	Realart Pic. 10-1-51
Wings of Danger	Zachary Scott	Lipp. 4-1-52
Wolf of New York	Edmund Lowe	Rep. 1-23-40
Word of Honor	Donald Cook	
X Marks the Spot	Helen Parrish	Rep. 11-19-42
Youth's Highway	Helen Foster	

NEW HAVEN (cont'd.)

They own and operate the Meriden Theatre, Meriden, and the Newington, Newington. . . . Patrick S. McMahon, 42, ex-mgr. of the State Theatre, New Britain, and son of the late veteran showman, P. S. McMahon, passed away. . . . John Sirica and Fred Quatrano, owners of the 639-seat Win and 422-seat Lido in Waterbury, have shuttered the Win. . . . Lou Cohen, mgr. of Loew's Poli, Hartford, has been named a director of the Hartford Chamber of Commerce.

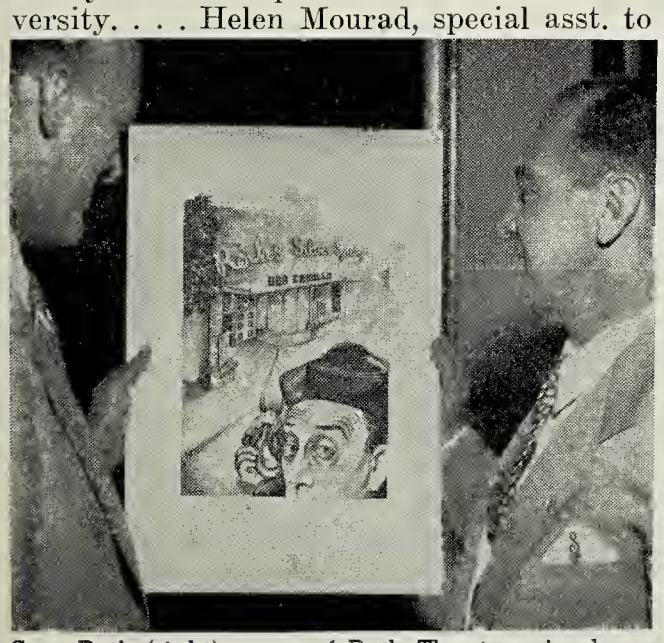
NEW ORLEANS

Paramount-Gulf officials and 20th-Fox were hosts to some 2800 invited guests at a demonstration of CinemaScope at the Saenger Theatre here. Screening was following by a luncheon at Arnaud's, where Col. Cole was guest speaker on the tax situation. . . . Newsletter of Theatre Owners of the Gulf States reports favorably on the CinemaScope demonstrations. It advises exhibitors that the sensational business done by 3-D in the early runs is not standing up and does not seem to justify the additional cost of an extra man in the booth, demanded by unions. . . . The 250-car Auto Drive-In at Lorman, Miss. was opened by new owner, Mrs. S. Ewing, who also owns the Fay Theatre, Fayette, Miss. . . . Name of the theatre at Dubach, La. was changed from Joy to the Gem.

Dixie Theatre, Gibsland, La., reopened under new mgr., C. D. Davis. . . . Recent drive-in openings include the 310-car Pine at Homer, La., and the Ritz at Forest, Miss. . . . 45 Drive-In at Macon, Miss., formerly handled by the Memphis exchange, has been placed in the New Orleans area. . . . Mrs. E. Capdeville, daughter of the late Edward M. Thomassie, has taken over management of his theatre in Marrero, La. . . . The Ashton Theatre in New Orleans was auctioned off by owner B. Fonsecca, and bought in by him. Sale was made to settle an estate. . . . The Ritz Theatre, Columbus, Miss., was closed. . . . Reopened are the Lincoln at Palmer's Crossing, Miss., by new owner Lawrence Anderson, and Copiah Drive-In, Hazelhurst, Miss. . . . L. C. Montgomery left for Washington to lend assistance on the tax matter.

NEW YORK

Russell V. Downing, pres. and managing dir. of Radio City Music Hall, has been appointed chairman of the Motion Picture Industry Scholarship Fund at Yeshiva University. . . . Helen Mourad, special asst. to



Sam Roth (right), pres. of Roth Theatres, is showing Governor Theodore R. McKeldin of Maryland the front cover of the Washington Post's special supplement, devoted entirely to the simultaneous premiere in English, French and Italian of IFE's "The Little World of Don Camillo" at his Plaza, Silver Spring and Little theatres.



Paramount producer William Perlberg (center) greets Sam Rinzler (left), head of Randforce Amusement Corp., and Jack Harris, Walter Reade Theatres exec., at the special press-exhibitors preview of Bing Crosby's "Little Boy Lost," held at the Astor Theatre, N.Y.C.

execs., was honored by the Walter Reade organization with a surprise luncheon at the Variety Club on her 25th anniversary with the company. . . . Sterling Sign, headed by Al Senft, which services the industry, has changed its name to Sterling Poster & Display Co. . . . Variety Club will present its first "Times Square Barbecue" for members and wives, July 21, atop the Hotel Piccadilly, through courtesy of B. Ballantine & Sons, Sabrett Food Products Corp., Coca-Cola Co., Kenmac Sarin, B. Manischewitz Co.. Hebrew National and Old Gold Cigarettes. Festivities will include first showing of a special film. Co-chairmen of the event are Cy Seymour and Max Wolff.

Jack Hills, mgr. of the Livingston, N. J. drive-in for Smith Mgmt. Co., won $100 in the first of a series of six managerial contests offered by the company to stimulate the drive-in season. . . . "Stalag 17" racked up the biggest single week gross at the Astor in four years with a take of $44,-300 in its first week. "Houdini" at the Holiday, with $21,000, gave that house its biggest single week since it changed to a first-run policy. "Scared Stiff," at the Mayfair on a new panoramic screen with stereophonic sound, grossed $51,000 the first week, and Sangaree, " in 3-D on the Victoria's giant panoramic screen, wound up its fifth week with $15,000.

RKO has five pictures scheduled for N.Y. openings, four of which are in Technicolor. "Second Chance," first 3-D for the company, premieres at the Criterion July 22; "The Sea Around Us," July 7 at the Trans Lux 60th St.; "Sea Devils" scheduled to follow "Trader Horn" at the Globe; "Sword and the Rose" will be a mid-August release at the Rivoli, and "Night Without Stars" at the Little Carnegie in mid-July. . . . Edmund C. Granger, Jr., son of E. C. Granger who heads the RKO booking dept., has been appointed an Attorney in the Tax Division office of the Attorney General of the U.S. in Washington.

OMAHA

A longtime eyesore and dumping ground east of Omaha has been cleared for a 750-car ozoner, which O. C. Johnson expects to open about the middle of July. It will be named Airport Drive-In and the big sign will be topped with a lighted wingspread of an airplane. Aerial moonlight lights will cover the 30 acres. . . . Joe Damon of the Center Theatre, known as the "children's friend," expects shortly to install wide screen and stereoscopic sound equipment. . . . Omaha Education Assn. Film Screening Committee recommended "Tonight We Sing" for family entertainment and approved for adults "The President's Lady."

The new ultra-modern, 700-car Center Street Drive-In boasts a "Picture in the Sky" screen with no border, extra wide ramps, modern refreshment buildings and rest rooms and a "Joyland" for children who are admitted free. Owners are Roman Hruska, Congressman, and Russell Brehm. . . . 3-D movies are now being shown regularly at the Omaha, State and Town Theatres in Omaha. . . . The Grandview Drive-In had a three-day added attraction with ten acts from Christy's Wild Animal Circus. Children were admitted free. . . . R. D. Goldberg circuit reports installation of 3-D equipment and wide screens completed in three of its theatres, with more to follow. . . . The Chief in South Omaha carries the Indian theme throughout. Usherettes wear cowboy and Indian costumes and the restrooms are marked "Squaws" and "Braves." . . . Only suburban house showing first-run films is the Admiral, which is also the only Omaha theatre which boasts a sound-proof cry room.

Edward MacFarland resigned as mgr. of the Rialto Theatre in Missouri Valley, Ia. because of ill health, and is succeeded by Mrs. Mary Warrick. . . . The West Dodge Drive-In advertises "Children always free and free train rides." . . . The Orpheum will have 3-D equipment shortly and plans further changes in the near future. . . . Southwest Civic Club announces that Schroeder Park will resume the Wed. night free movies, community singing and other activities.

PHILADELPHIA

Eric Johnston, pres. of MPAA, was principal speaker at the 106th commencement exercises at Hahnemann Medical College and received an honorary degree of Doctor of Humane Letters. . . . The Randolph Theatre reopened after installation of wide screen and stereophonic sound, with "Fort Ti" as its first 3-D feature. . . . Damages of $500 were assessed against Joseph Crowl, owner and mgr. of the Oxford Theatre, Oxford, Pa., and $50 each against two borough policemen who evicted three Negro students of Lincoln University for refusing to be confined to the segregation section of the theatre. . . . "King's X," new motion picture which tells the credit union story and was paid for by contributions from credit unions throughout the continent, is now ready for public exhibition, according to Wm. W. Pratt. exec. dir. of the Penn. Credit Union League. . . . Passed away—Michael Herman, 67, pioneer operator, most recently with the Savoy Theatre here, and Percy A. Bloch, 65, one-time pres. of the Philadelphia Film Board of Trade and with Paramount 20 years before retiring.

Name band vaudeville was inaugurated at the Uptown Theatre, opening with Sam Stiefel and his orchestra. . . . The former Dewey Theatre at 10th & Snyder will become an electrical appliance store after extensive alterations. . . . Melvin Fox plans to open his Bridgeton, N.J. drive-in for summer-winter operations soon. . . . Al Zimbalist, former Warner publicist, announces a new wide-screen aperture for standard projectors, designed to allow small movie theatres to create a wide screen illusion in ordinary pictures. . . . The Egyptian Theatre in Bala Cynwyd has been sold to Barnett Freeman, subject to a three-year lease

PHILADELPHIA (cont'd.)

held by Stanley-Warner. . . . Elmer Pickard, mgr. of the Aldine, which closed for the summer, takes over at the 69th St. Theatre.

Jack Beresin was reelected chief barker of Variety Clubs International by acclamation. . . . Jack Harris' package shop, Chief Geronimo and his Wild West Whiz Kids, has been booked into a string of drive-in theatres. . . . The Keystone Theatre is now operating week-ends only. . . . The Globe brought back burlesque to the shore for the next ten weeks.

PITTSBURGH

"Shane" opened last week at 21 Stanley-Warner theatres in Ambridge, Aliquippa, Carnegie, McKeesport, New Kensington, Braddock, Tarentum and Pittsburgh. . . . The Warner Theatre in Erie, Pa., has installed a giant size panoramic screen. . . . W. Va. Theatrical Ents. is ready for CinemaScope at the Capital Theatre, Wheeling, W. Va., and Dipson Circuit at the Capital in Steubenville, O. . . . The Rex Theatre in Wheeling, W. Va. has a new Simplex equipped projection booth. . . . Harry Goldberg, S-W publicity director, was in Pittsburgh to address the Allied MPTO of W. Pa. on American Korean War Relief. Exhibitors agreed to make collections in their theatres July 27.

Ernest Stern is celebrating the birth of his first son, Richard Mark. Proud papa is a partner in Associated Drive-In Theatres. . . . Associated Harmarville Drive-In showed its first 3-D last week with "It Came From Outer Space." . . . A double bill, multiple first-run, is slated for Aug. 26 in neighborhood theatres of Monogram's "Kansas-Pacific" and "Torpedo Alley." . . . The Variety Club fund for Roselia Foundling Home now amounts to $110,000 thanks to the recent telethon which brough in $52,000. The showmen are building a new hospital wing for the home which will cost about $75,000.

PORTLAND-SEATTLE

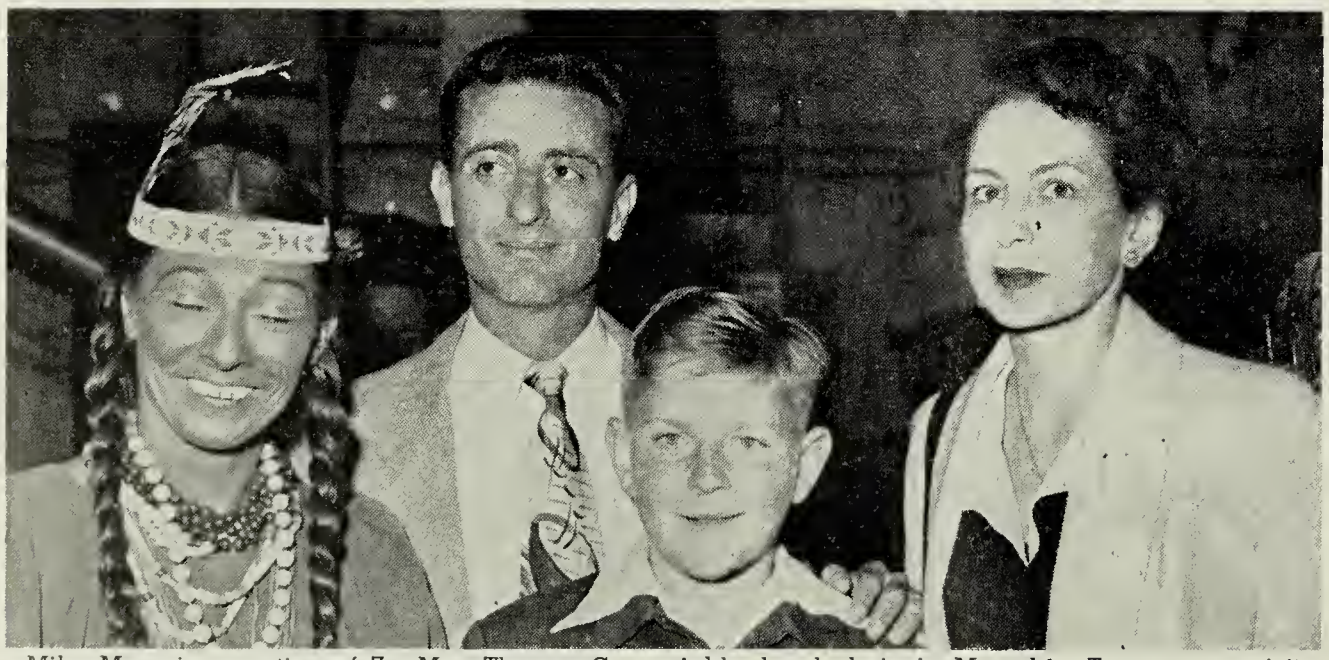
"The Wheel," a new 200-car ozoner, has been opened at Port Townsend, Wash., by Ernie Thompson. . . . The Madrona Theatre, Seattle, has been sold by Chester Weaver, who goes into another line of business there. . . . Miriam Dickie, well known Alaskan exhibitor, back from Bermuda honeymoon. . . . Walter Tebbetts, Irving Theatre, Portland, booked "Moulin Rouge" for long east-side run. . . . Expressions of sympathy were extended to J. R. Mercy, Yakima, Wash., exhibitor, on the drowning of his son, Stephen.

Marquee of the well-known Bandbox Theatre, Spokane, today reads "Closed—Equipment for Sale." Owner Irma Lindsey Lein attributes closing to the 20% federal and 5% city taxes, TV and the trend to 3-D and wide screen pictures, which require costly equipment. . . . Ted Gamble's Mt. Hood Radio & Television was awarded license for a Portland channel. The competing applicant withdrew under an arrangement to sell its own radio station, KGW, and buy a half interest in the combined new TV station and Mt. Hood's present radio station, KOIN.

ST. LOUIS

The 1953 annual meeting of MPTO of St. L., E. Mo. and S. Ill. will be held at the Sheraton Hotel, Dec. 14-15. . . . Construction is under way on an 800-car ozoner about three miles north of Granite City, Ill. for the Komm circuit from plans prepared by Hugo Graf, St. L. architect. . . . The Weeks family celebrated the 56th anniversary of their entry into the motion picture business with free admissions to the Weeks Theatre at Dexter, Mo. on July 9. The theatre features "Bargain Nights" on Tuesdays, charging 15¢ for adults and 10¢ for children and on Wed. and Thurs. admits children free when accompanied by parents. . . . F&M's 990-seat West End Theatre here has been purchased by Tommy James at reported price of $85,000 for the building. James also owns the New Comet, Douglass and Strand, which cater to Negro trade. . . . The 2-story brick building at 2949 Olive St., erected in 1940 for lease to Paramount, was purchased by that company for $75,000 from Mr. & Mrs. Charles M. Reagan of N. Y. C.

A new screen tower of concrete blocks replaces the original at the El Capitan Drive-In, Metropolis, Ill., which was blown down by a tornado. Grand reopening was scheduled for July 8. . . . Hardest hit by the series of violent windstorms was the Sunset Drive-In between McLeansboro and Benton, Ill., and some $15,000 damage was suffered by the Family Drive-In at Clinton, Ill., owned and operated by Frank Stewart. . . . Following a meeting called by COMPO, presided over by Edward B. Arthur and addressed by Julian Brylawski, chairman of the Legislative Committee of TOA, theatre owners of this area pledged full support to the Korean Relief drive when dates are finally set. . . . 80 theatres in this area, including several drive-ins, are currently equipped for 3-D showings. . . . Ben Barney, projectionist at Pritle's Valencia Theatre, Macon, Mo., succeeds mgr. Howard Myers, who resigned to enter another business.



Mike Maceri, executive of Zer-Mac Theatre Co., neighborhood chain in Memphis, Tenn., on a visit to the "Red Garters" set at Paramount with his wife and young friend, Henry Kveen, poses with Cass Daley, dressed as Minnie Redwing, Indian squaw.

Fred Wehrenberg Theas. had a float in the Shriners Circus Parade to create interest in the annual show at Public School Stadium to raise funds for the Shriners Hospital for Crippled Children and other local charities. . . . Three of Fox Mid-West's 16 theatres in this area, closed for the summer, are the Illinois in Belleville, Ill., Orpheum at Cape Girardeau, Mo., and Majestic in Jacksonville, Ill. . . . Hall & Hart's Rex at Waverly, Ill. also closed for the summer. . . . Raymond W. Wild, pres. of the Colosseum of M. P. Salesman of Am., was in town for meetings with local members. National bargaining sessions opened July 7 at White Sulphur Springs, W. Va. . . . Commonwealth raised admissions at its houses in Monett, Washington, Waynesville, Mo., and at Searcy and Harrison, Ark., from 50 to 60¢ for adults, children 10 to 20¢.

Roy Adrian, who recently purchased the 359-seat Ricky Theatre at Mattoon, Ill. at a bankruptcy auction, announces if he is unable to find a lessee for the theatre, structure will be remodeled for other commercial use. . . . The 300-seat Prairie Theatre, Prairie du Rocher, Ill., operated by Russell C. More, was closed for an indefinite period. . . . Bloomer Amuse. Co. acquired a 25-acre tract on the Carlyle Road near Belleville, Ill. for construction of a 750-car ozoner. . . . Tony Beninati, co-owner and mgr. of the Capitol, Pinckneyville, Ill., inaugurated a summer policy of closing Tues. and Wed., also Sunday afternoon.

SAN FRANCISCO

United Paramount dist. mgr. Earl Long's two week intensive campaign for "Shane," which opened Hollywood-style at the 2735-seat Paramount, paid off. Crowds formed a block long one hour before scheduled opening time. . . . Other top business was reported by North Coast dist. mgr. Graham Kislingbury, who said "The Moon Is Blue" topped his successful "High Noon" by $2,000 the first week at his 1466-seat United Artists. Unusual was the fact that the gross increased each day during the first week. . . . Republic now has the only 3-D equipped screening room on the row. The old room was revamped, 40 new seats installed, and the new sound system is Century. . . . 13 ozoners in the S.F. territory will be fully 3-D equipped by the end of this month, including all Lippert and Blumenfeld houses. On July 12, Blumenfeld theatres at Stockton and El Cerrito inaugurate the new system.

Fritz & Whitaker will have their new 300-car drive-in at Fallon, Nev. completed by the end of this month. . . . Golden State is installing a deluxe children's playground at the Moonlite Drive-In, Santa Clara. . . . Al Stanford has installed 3-D at his Porterville Drive-In, Porterville. . . . Barney Guernette took over the Crystal, Salinas from Peters and Borg. Si Gertz will now devote full time to P&B's El Rey, Salinas. . . . L. E. Blair acquired the Vacaville, Vacaville, from D. P. Isabella. . . . Johnnie Martinez resigned from RKO, replaced by Michael "Mickey" A. Carney, booker from the Pathe days.

Casper Kannell transferred as booker from Warner to Republic. . . . Mel Klein, Columbia sales mgr., set July 18 for his wedding to Joan Curtaz, a ballerina. . . . Byran "Buck" Stoner, 20th-Fox asst. western div. mgr., has fully recovered and is putting in full time at the exchange. . . . Hannah Oppie, exec. secy., Western Theatre Owners, is recuperating at French Hospital following surgery.

Indies Pitch In To Help Combat Future Shortage

As exhibitors look forward to a shortage of features with which to keep their theatre going, the independent producers of Hollywood are battling for ways and means to make pictures to help ease the expected shortage.

Independent producers are now in Europe working on co-production deals with overseas producers on properties that require too large a financial obligation for them to carry alone.

In Hollywood, independents are approaching studios for special deals where they will use studio facilities and provide partial capital and release through the studio's distribution channels.

Other indies are working out deferment deals with their stars on a percentage set-up with the star getting most of his reward from the profits. The independents are not too excited about 3-D; most of them are impressed with wide-screen and stereophonic sound.

Seek "Gimmick" Films

Independents are also looking for "gimmick" pictures such as sure-fire biographies and low cost adventure, science-fiction and western stories that will make interesting films.

Hollywood is currently in the throes of a strong wave of interest in science fiction. The independents find that the science fiction material offers them thrills for a reasonable price. Many of the thrills can be put over by the use of special effects or costuming.

Also today, many indies feel that with a good film they can make a good profit, because of the increased demand for fare for theatres. One indie producer said: "we know they have to be good pictures to draw today. The day of the so-so picture making a hefty profit is long gone."

Title Changes

Republic: "**Geraldine**" is the new title for "The Professor and the Coed." (Stars John Carroll and Mala Powers; R. G. Springsteen directs).

Ainsworth Corp.: "**Man of Conflict**" is the new title for "My Dad, J.R." (Stars Edward Arnold and John Agar; Hal Makelim produced).

United Artists: "**Personal Affair**" is the new name for "A Day's Mischief." (Stars Gene Tierney and Leo Genn; Anthony Darnborough produced).

RKO Pictures: "**Jungle Fury**" is the final title of "Rage in the Jungle." (Stars Ann Sheridan and Glenn Ford; Benedict Bogeaus produced).

HOLLYWOOD-ON-THE-WIRE

Hollywood Offices: 4225½ Lockwood Ave., Hollywood 29. Tel.: Normandie 2-6494

RICHARD BERNSTEIN, *Editor*

Establishment of a new publicity and public relations organization to serve motion picture, radio-television and industrial accounts was announced by Alex Evelove who resigned his post as studio publicity director for Warner Bros. Pictures Inc. several weeks ago. The new firm will be located in Beverly Hills. Evelove had been with the film company in various advertising and publicity capacities for 24 years, the last 12 as studio publicity director.

* * *

Richard Conte has been signed by Producer William F. Broidy to star in "House in the Sea," an original melodrama by Jerome Odlum adapted for the screen by Herbert Meadow. The star will portray a murder suspect who is the object of a five-state manhunt. Film will be photographed in 3-D and wide screen. Shooting will get underway the later part of July on the Mojave Desert and Salton Sea locations for a special Allied Artists release. . . . Paramount has taken over Charlton Heston's contract from Hal Wallis, the studio announced over the weekend. The non-exclusive, multiple-picture pact goes into effect with Heston's next Paramount film, "Legend of the Inca." . . . The dissolution of Wallis-Hazen, Inc., in which Hal Wallis and Joseph Hazen, were partners, was announced effective June 27. Company, which operated for five years, has been dissolved, it was stated, because it has completed its contract with Paramount. Wallis-Hazen has delivered all the product that was called for in its pact.

* * *

Irving Allen and A. R. "Cubby" Broccoli have signed Colonel H. G. Hasler, real life subject of their forthcoming film, "Cockleshell Heroes," as technical advisor for the production, the screen play of which is now being written by Alec Hastings. Warwick Productions, headed by the two, have slated "Cockleshell," taken from a Reader's Digest story by George Kent, for production late this fall, following "The Black Knight."

* * *

Sam Spiegel has opened Horizon Productions offices in New York and will start plans for a late August production start on "The Golden Warriors." This film will be directed by Elia Kazan from a script by Budd Schulberg and will be filmed entirely in New York. In two weeks, Spiegel will return to London to continue preparations for a November start on "The Witness." . . . Sherman Rose has ben signed as the director of the science-fiction film, "Target-Earth," which will be produced by Herman Cohen for Abteon Pictures, Inc. This is Rose's initial directing chore. Previously, he was a film editor at Universal-International, Republic, and for many independent companies.

* * *

"Captain Lightfoot," a novel by W. R. Burnett, which will be published in the fall by Alfred A. Knopf, was bought by Universal-International. The story, set in Ireland in the early 1800's, deals with the adventures of a rougish outlaw who has a price put on his head by the British because of his leadership in a movement to free Ireland. Ross Hunter has been assigned to produce the film and Burnett will write the screen treatment. . . . William Castle will direct another 3-D Technicolor film, "Jesse James vs. the Daltons," which Sam Katzman will produce. Castle directed the Technicolor 3-D production, "Drums of Tahiti" for Columbia. This film stars Dennis O'Keefe and Patricia Medina. . . . William H. Pine and William C. Thomas have signed Arlene Dahl to a new contract calling for the actress to star in three pictures in the next two years.

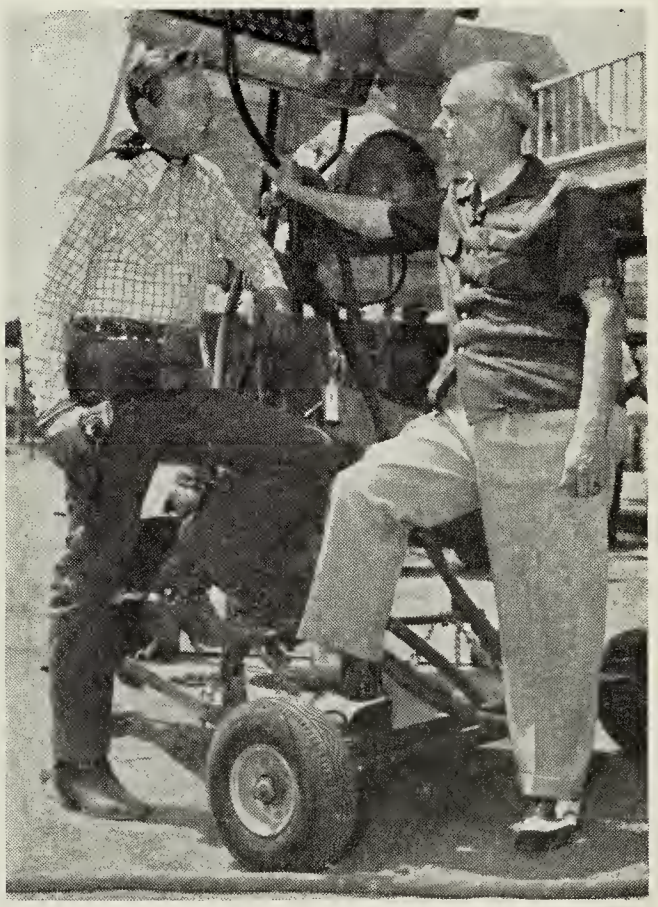
* * *

Shirley Paterson, on the strength of a standout stint with Robert Mitchum in RKO's "Second Chance," has been picked by Producer Edmund Grainger for a featured spot in "The French Line," Technicolor musical starring Jane Russell, Gilbert Roland and Arthur Hunnicutt. . . . Mickey Spillane, mystery writer, and Clyde Beatty, circus man, have been signed by Wayne-Fellows Productions to star as actors in "Man Killer," a circus background picture to be produced by Warner Brothers. The picture will be photographed with the new Warner Brothers all-media camera in three-dimensions and WarnerColor and with WarnerPhonic sound.

* * *

Dore Schary, M-G-M studio head, set Robert Taylor and Russ Tamblyn for the top starring roles in "U.S.S. Canopus," a dramatic Navy story of World War II. Taylor will play the commanding officer of a Navy submarine tender, which was consid-

(*Continued on next page*)



William Boston, general manager, Gibralter Theatres in Scottsbluff, Neb., visits Republic's western star, Rex Allen, during the production of Republic's "Shadows Of Tombstone."

More Tales Should Be Written Especially For Screen: Lang

By Richard Bernstein

"There should be more stories written especially for the screen," Director Fritz Lang said in a luncheon interview. Lang, one of the greatest directors that the motion picture industry has developed pointed out that a "screen story should be fluid." He also stated that a director could collaborate with a writer and see that a story is good screen material. The director stressed the fact that many good stories have parts that cannot be adapted to the screen without difficulty.

In answer to the current cry in Hollywood for something new, Lang said, "Anything that moves you is something new."

Director Lang, who has had a terrific influence upon the artistic development of the screen, explained further, "Motion pictures



FRITZ LANG

are my love. They are the art of our country. They are the art for the people."

Lang has just finished directing "The Big Heat," a Glenn Ford-Gloria Grahame starrer for Columbia. The film introduces to the screen Marlon Brando's sister, Jocelyn Brando. It is the story of corruption in a big city. A Jerry Wald production, the film also has in the cast an actor whom Lang thinks will go on to bigger things, Lee Marvin. Lang's next Columbia film will be "The Human Beast," the screen version of the famous Emile Zola story.

In regard to the current question, "What do you think of 3-D?" Lang said, "3-D is a safety valve; you also have a 2-D negative. Something good will come out of this transition period. Every invention, which comes out, is here to stay or something will be developed out of it."

"I have had no difficulties adapting to 3-D. We have to learn technique about 3-D so that we don't take some illusion away. We have to learn about something new."

Lang's last silent film, "The Woman In The Moon" was a forerunner of the scientific fiction tales of 25 years later. It visualized a rocket trip to the moon and in scientific respects was a miracle of authenticity. Technical advisors on the film included the Professor Oberth who was later instrumental in the development of the German V2 rocket weapon.

Transitions like the current one in Hollywood are nothing new to Fritz Lang. During the transitional period between silent and sound, Lang immersed himself in a study of the techniques and potentialities of the new medium, just like he is doing today with 3-D. "M," his first talking picture was internationally hailed as a masterpiece. It introduced Peter Lorre as a psychopathic murderer, victim of a habit he could not break. Later, Lang's first American film, "Fury," produced in 1936 with Spencer Tracy and Sylvia Sydney in the starring roles, had tremendous impact. A powerful indictment of lynching, it was hailed by critics and is listed in many motion picture reference books and histories as one of the great films of all time.

In regard to new ideas for motion pictures, Lang smiled, "The most simple ideas come to you suddenly."

Lang is an observer of people, who watches what is happening around him with an eye toward a story. He believes that the only way to be a director is to know about life and what makes people tick.

The director, a master of realism and mood, stated, "Motion pictures are very real. You can fluff over something unreal on the stage, but not in motion pictures."

Praises Song's Use

The title song, "The Blue Gardenia," from the film which Fritz Lang directed for Warner Brothers release and for Producer Alex Gottlieb became a big hit. Lang cited that using a song as a theme is great promotion and pointed out that it is being done quite a bit now.

A showman, Lang makes it a point to know his audience. Versatile, Lang injects his own touch in a wide variety of themes. Looking at his credits, we can find "You Only Live Once" and "You and Me," crime drama of social importance; "The Return of Frank James" and "Western Union," American westerns; and since he escaped from Germany, inescapably, several anti-Nazi films, "Man Hunt," "Hangmen Also Die," and "Ministry of Fear." Among his other hits were "Woman in the Window," "Scarlet Street," produced and directed by Lang and starring Edward G. Robinson, Joan Bennett and Dan Duryea. More recent was "Clash By Night," at RKO.

"Someday I would like to do a science fiction picture and do it the way I think that science fiction should be done on the screen," the director said. Lang, under contract to Columbia, signed his contract with the studio January, 1953.

Rossen, UA Ink Pix Pact

A two-picture contract has been signed between Robert Rossen and United Artists whereby Rossen will write, direct and produce two films independently for UA release, according to an announcement made by Arthur B. Krim, president of the company. The two pictures to be made are "Alexander the Great," historical drama about the Greek ruler, and "Fame," a modern suspense drama set in Manhattan.

HOLLYWOOD

(*Continued from preceding page*)

ered too old for active combat but became noted throughout the service for its heroic deeds under fire in the Pacific. Tamblyn will play a wise-cracking young sailor. "Canopus" is an original by Alan Brown, who served as an officer in the Navy during the war. It will be personally produced by Schary.

* * *

All Allied Artists films henceforth will be filmed for projection on wide as well as regular size screens, according to Richard Heermance, assistant to executive producer Walter Mirisch. The films now in production, "Slade," a Mark Stevens-Dorothy Malone starrer being produced by Linsley Parsons and his associate, John H. Burrows, and "Bowery Bloodhounds," a Ben Schwalb production starring Leo Gorcey with Huntz Hall and Joyce Holden, currently are being filmed for wide screen use, as was "The Royal African Rifles," a Heermance production in color starring Louis Hayward and Veronica Hurst.

* * *

A package deal has ben set up for Bruce Bennet to star in "Crosscut," his own original story of the Washington lumber industry. Curt Siodmak will direct with negotiations now underway for a feminine lead. The picture will be shot in Bryceland, California, where Bennet's brother operates extensive timber holdings. Latter is involved in a syndicate of lumbermen who will back the film. The story is based partially on Bennet's experiences as a lumberjack in Washington prior to his becoming an actor. The Lester Salkow Agency is handling the deal.

* * *

Out at Republic, author and playwright Philip Yordan has been signed and checked in to pen the screen play for the Joan Crawford starrer for the studio, "Johnny Guitar." The script will be adapted from the Roy Chanslor novel. The studio simultaneously announced that Nicholas Ray would serve as associate producer on the production as well as director. Studio also signed Warren Duff to do the screen play on "Make Haste To Live," which will be adapted from a published novel by the Gordons. The property will be the next vehicle for associate-producer-director William A. Seiter.

* * *

Bert Friedlob planed to New York for meetings with 20th-Fox home office executives on production plans for his "Untamed," to be produced in South Africa in Technicolor and CinemaScope. Friedlob will present a list of stars and directors to Spyros Skouras, along with a story outline completed by Talbot Jennings from a novel by Helga Moray. Friedlob will start production before the end of the year. . . . Norman Corwin was signed by Universal-International to write the screen play for "The Holy Grail." Signing of Corwin is the first step in U-I's plans to make the Biblical story one of their biggest productions. The story is set in Judea in the year 6 A.D. and deals with Maximus, who became the Procurator of Judea after Pontius Pilate. The picture will be filmed in Technicolor and is scheduled for production late this year. Jerome Weidman and Irving Wallace wrote the original story.

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 9th	5254	Wyoming Roundup	53	Whip Wilson, Phyllis Coates
Nov. 23rd	5214	No Holds Barred	65	Leo Gorcey, Bowery Boys
Nov. 30th	5201	Flat Top (Cinecolor)	85	Sterling Hayden, Richard Carlson
Dec. 7th	5208	Jungle Girl	70	Johnny Sheffield, Karen Sharpe
Dec. 14th	5322	Maverick	71	Wild Bill Elliott, Phyllis Coates
Dec. 28th	5202	Hiawatha (Cinecolor)	80	Vincent Edwards, Yvette Dugay
Jan. 11th	5332	The Star of Texas	68	Wayne Morris, Rick Vallin
Jan. 18th	5222	Fangs of the Arctic	62	Kirby Grant
Jan. 25th	5308	Torpedo Alley	84	Mark Stevens, Dorothy Malone
Feb. 8th	5316	Tangier Incident	77	George Brent, Mari Aldon
Feb. 15th	5318	Jalopy	62	Leo Gorcey, Huntz Hall, Bernard Gorcey
Feb. 22nd	5302	Kansas Pacific (Cinecolor)	73	Sterling Hayden, Eve Miller
Mar. 8th	5326	White Lighting	61	Stanley Clements, Barbara Bestar
Mar. 22nd	5323	The Homesteaders	62	Wild Bill Elliott, Robert Lowrey, J. Seay
Mar. 29th	5303	Fort Vengeance (Cinecolor)	75	James Craig, Rita Moreno
Apr. 12th	5233	The Markman	61	Wayne Morris, Elena Verdugo
Apr. 19th	5329	Trail Blazers	64	Alan Hale, Jr.
Apr. 26th	5310	Cow Country	82	Edmond O'Brien, Helen Westcott
May 10th	5324	Rebel City	63	Wild Bill Elliott, Marjorie Lord
May 24th	5319	Loose In London	62	Leo Gorcey, Huntz Hall
May 31st	5311	Roar of the Crowd (Cinecolor)	71	Howard Duff, Helene Stanley
June 21st	5314	Safari Drums	.....	Johnny Sheffield, Barbara Bestar
June 28th	5309	Son of Belle Star (Cinecolor)	70	Keith Larson, Peggie Castle
July 19th	5307	Affair in Monte Carlo (Technicolor)	90	Merle Oberon, Richard Todd
July 26th	.....	The Maze (3D, Natural Vision)	81	Richard Carlson, Veronica Hurst

COLUMBIA

Nov.	518	Voodo Tiger	67	Johnny Weismuller, Jean Burkhardt
Nov.	512	Hangmen's Knot (Tech.)	81	Randolph Scott, Claude Jarman, Jr.
Dec.	505	Strange Fascination	80	Hugo Haas, Mona Barrie
Dec.	515	Eight Iron Men	80	Bonar Colleano, Arthur Franz
Dec.	513	Invasion U.S.A.	74	Gerald Mohr, Peggie Castle
Dec.	506	The Happy Time	94	Charles Boyer, Louis Jourdan, Marsha Hunt
Jan.	519	The Four Poster	103	Rex Harrison, Lilli Palmer
Jan.	516	The Pathfinder (Technicolor)	78	George Montgomery, Helena Carter
Feb.	511	Last of the Comanches (Technicolor)	85	Broderick Crawford, Barbara Hale
Feb.	517	Target Hong Kong	66	Richard Denning, Nancy Gates
Mar.	521	The Member of the Wedding	91	Ethel Waters, Julie Harris, Brandon DeWilde
Mar.	524	Prince of Pirates (Tech.)	80	John Derek, Barbara Rush
Mar.	534	All Ashore (Tech.)	80	Mickey Rooney, Peggy Ryan
Mar.	539	Savage Mutiny	73	Johnny Weismuller, Angela Stevens
Mar.	543	Five Angles on Murder	88	Jean Kent, Dick Bogarde
Apr.	541	The Glass Wall	80	Vittorio Gassman, Gloria Grahame
Apr.	537	Jack McCall, Desperado Tech.)	76	George Montgomery, Angela Stevens
Apr.	528	One Girl's Confession	74	Cleo Moore, Hugo Haas, Glenn Langan
Apr.	525	Problem Girls	70	Helen Walker, Ross Elliott, Susan Morrow
Apr.	547	Man in the Dark (3D)	70	Edmond O'Brien, Audrey Totter
May		Fort Ti (3D Technicolor)	78	George Montgomery, Joan Vohs
May	522	Ambush at Tomahawk Gap (Technicolor)	73	John Hodiak, John Derek
May	583	Serpent of the Nile (Technicolor)	81	Rhonda Fleming, William Lundigan
June	520	The Juggler	86	Kirk Douglas, Milly Vitale
June	544	Siren of Bagdad (Technicolor)	72	Paul Heinreid, Patricia Medina, Hans Conreid
June	529	The 49th Man	73	Richard Denning, Suzanne, Dalbert
July	553	Let's Do It Again	95	Jane Wyman, Ray Milland, Aldo Ray
July	535	The Last Posse	73	Broderick Crawford, John Derek, Wanda Hendrix
July	549	Flame of Calcutta	70	Denise Darcel, Patric Knowles

Westerns

Jan.	571	Winning of the West	57	Gene Autry, Gail Davis, Smiley Burnette
Mar.	572	On Top of Old Smoky	59	Gene Autry, Gail Davis
May	574	Goldtown Ghost Riders	59	Gene Autry, Smiley Burn-
July	575	Pack Train	.....	Gene Autry, Smiley Burnette, Gail Davis

I. F. E.

American Dialogue

1952

Les Miserables	110	Valentina Cortese, Gino Cervi
Behind Closed Shutters	82	Eleanora Rossi-Drago, Massimo Girotti
Bitter Rice	93	Silvana Mangano, Vittorio Gassman, Raf Vallone

1953

January	Anna	96	Silvana Mangano, Vittorio Gassman, Raf Vallone
May	O. K. Nero	88	Silvana Pampanini, Gino Cervi, Walter Chiari
May	The Secret Conclave	85	Henry Vidon
June	The Young Caruso	85	Gina Lollobrigida, Voice of Mario Del Monaco
June	Three Girls From Rome	85	Lucia Bose, Cosetta Greco, Liliana Bonfatti

Subtitled (English)—Italian Dialogue

1952

Mill On The Po	96	Carla Del Poggio, Jacques Sernas
Under The Olive Tree	104	Lucia Bose, Folco Lulli, Raf Vallone
Miss Italia	90	Constance Dowling, Gina Lollobrigida, Richard Ney
Path Of Hope	101	Raf Vallone, Elena Varzi

1953

January	The White Line	75	Gina Lollobrigida, Raf Vallone
January	Man With Grey Gloves	102	Mario Del Monaco, Annette Bach
May (Pre-release)	Little World of Don Camillo	96	Fernandel, Gino Cervi
May (Pre-release)	Bellissima	108	Anna Magnani, Walter Chiari

LIPPERT PRODUCTIONS

Nov. 14th	5201	Tromba, The Tiger Man	63	Krone Circus
Nov. 28th	5203	Mr. Walkie Talkie	65	William Tracy, Joe Sawyer
Dec. 26th	5204	Gambler and the Lady	71	Dane Clark, Naomi Chance
Jan. 16th	5206	I'll Get You	79	George Raft, Sally Gray
Feb. 13th	5207	The Tall Texan	84	Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler
Mar. 13th	5220	A Day in the Country	15	3-Dimension Featurette
Mar. 20th	5214	Perils of the Jungle	63	Clyde Beatty
Mar. 27th	5224	White Goddess	73	Jon Hall
Apr. 10th	5211	Bad Blonde	80	Barbara Payton, Tony Wright
Apr. 17th	5213	Bachelor in Paris	83	Dennis Price, Anne Vernon, Mischa Auer
May 1st	5227	College Capers	15	3-Dimension Featurette
May 15th	5217	Twilight Women	89	Freda Jackson, Rene Ray, Lois Maxwell
May 22nd	5215	Ali Baba Nights (Re-Release)	76	Anna May Wong
May 29th	5218	The Slasher	75	James Kenney, Joan Collins
June 5th	5205	Johnny, the Giant Killer (Technicolor)	70	Animated Cartoon Feature
June 12th	5228	Ghost Ship	69	Hazel Court, Dermot Walsh
July 1st	5229	Eyes of the Jungle	79	Jon Hall
July 17th	5225	Great Jesse James Raid (Ansccolor)	.....	Willard Parker, Barbara Payton, Tom Neal, Wallace Ford

METRO-GOLDWYN-MAYER

1952-53

Nov.	308	The Prisoner of Zenda (Technicolor)	100	Stewart Granger, Deborah Kerr
	309	The Hour of 13	80	Peter Lawford, Dawn Addams
	310	Plymouth Adventure (Technicolor)	104	Spencer Tracy, Gene Tierney, Van Johnson
Dec.	311	Sky Full of Moon	73	Carleton Carpenter, Jan Sterling
	312	Million Dollar Mermaid (Technicolor)	110	Esther Williams, Victor Mature
Jan.	313	Above and Beyond	122	Robert Taylor, Eleanor Parker
	314	The Desperate Search	71	Howard Keel, Jane Greer
	315	The Bad and the Beautiful	118	Lana Turner, Kirk Douglas, Dick Powell
	316	The Clown	91	Red Skelton, Jane Greer
Feb.	307	Ivanhoe (Technicolor)	106	Robert Taylor, Elizabeth Taylor
	318	The Naked Spur (Technicolor)	94	James Stewart, Robert Ryan
	320	Rogue's March	83	Peter Lawford, Richard Greene
	317	Jeopardy	69	Barbara Stanwyck, Barry Sullivan
Mar.	323	I Love Melvin (Technicolor)	77	Donald O'Connor, Debbie Reynolds
	322	Confidentially Connie	71	Van Johnson, Janet Leigh
	321	Battle Circus	90	Humphrey Bogart, June Allyson
	328	The Girl Who Had Everything	69	Elizabeth Taylor, Fernando Lamas, William Powell
Apr.	324	Sombrero (Technicolor)	103	Ricardo Montalban, Pier Angeli
	325	Small Town Girl (Technicolor)	93	Jane Powell, Farley Granger
	329	Code Two	69	Sally Forrest, Ralph Meeker, Keenan Wynn
	326	Bright Road	69	Dorothy Dandridge, Robert Horton, Harry Belafonte
May	330	Cry of the Hunted	80	Vittorio Gassman, Polly Bergen
	327	Never Let Me Go	94	Clark Gable, Gene Tierney
	332	Fast Company	68	Howard Keel, Polly Bergen
	331	Remains To Be Seen	89	June Allyson, Van Johnson
	333	Young Bess (Tech.)	112	Jean Simmons, Stewart Granger, Deborah Kerr

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
June	334	A Slight Case of Larceny	71	Mickey Rooney, Eddie Bracken
	337	Arena—(Color-3D)	72	Gig Young, Polly Bergen
	336	Scandal at Scourie (Technicolor)	90	Greer Garson, Walter Pidgeon
	335	Dream Wife	99	Cary Grant, Deborah Kerr
	338	The Story of 3 Loves	122	All Star

PARAMOUNT

1952-53

November	5205	The Turning Point	85	William Holden, Edmond O'Brien, Alexis Smith
November	5206	The Savage (Technicolor)	95	Charlton Heston, Susan Morrow, Peter Hanson
December	5207	The Blazing Forest (Technicolor)	90	John Payne, Susan Morrow
December	5208	Cleopatra	104	Claudette Colbert, Henry Wilcoxon
January	5209	Road to Bali (Technicolor)	91	Bing Crosby, Bob Hope, Dorothy Lamour
January	5210	Thunder In The East	98	Alan Ladd, Deborah Kerr
January	5211	Tropic Zone (Technicolor)	94	Ronald Reagon, Rhonda Fleming
February	5212	The Stooge	100	Dean Martin, Jerry Lewis
March	5213	Come Back Little Sheba (Special pre-release engagements only)	99	Burt Lancaster, Shirley Booth
March	5214	The Stars Are Singing (Technicolor)	99	Anna Maria Alberghetti, Rosemary Clooney, Lauritz Melchior.
April	5215	The Girls of Pleasure Island (Technicolor)	95	Don Taylor, Leo Genn, Elsa Lanchester
April	5216	Off Limits	89	Bob Hope, Mickey Rooney, Marilyn Maxwell
May	5217	Pony Express (Technicolor)	101	Charlton Heston, Rhonda Fleming, Forrest Tucker, Jan Sterling
May	5230	Sangaree (Technicolor) (3-D & Conventional)	94	Fernando Lamas, Arlene Dahl, Patricia Medina
June	5220	Jamaica Run (Technicolor)	92	Ray Milland, Arlene Dahl
June	5221	The Vanquished (Technicolor)	84	John Payne, Coleen Gray, Lyle Bettger, Jan Sterling, Willard Parker
May	5129	The Greatest Show on Earth (Technicolor) (Academy Award Release)	153	Betty Hutton, Charlton Heston, Dorothy Lamour, James Stewart, Cornel Wilde, Gloria Grahame
June	5222	Scared Stiff	108	Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda
July	5223	Houdini (Techuicolor)	106	Tony Curtis, Janet Leigh
July	5224	Stalag 17	120	William Holden, Don Taylor, Otto Preminger
Aug.	5225	Shane (Technicolor)	117	Alan Ladd, Jean Arthur, Van Heflin, Brandon de Wilde
Aug.	5227	Arrowhead (Technicolor)	105	Charlton Heston, Jack Palance, Mary Sinclair
Sept.	5228	Roman Holiday	119	Gregory Peck, Audrey Hepburn

RKO-RADIO

Dec.	306	Captive Women	64	Robert Clarke, Margaret Field
Dec.	307	The Pirate Blackbeard) (Technicolor)	98	Robert Newton, Linda Darnell
Dec.	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Jeanmaire, Farley Grainger
Jan.	368	Androcles and the Lion	98	Jean Simmons, Victor Mature
Jan.	371	Never Wave at a Wac	87	Rosalind Russell, Paul Douglas
Jan.	313	No Time for Flowers	83	Viveca Lindfors, Paul Christian
Feb.	392	Peter Pan (Tech.)	76	Special Pre-release
Feb.	312	Angel Face	93	Jean Simmons, Robert Mitchum
Feb.	315	Sword of Venus	73	Robert Clarke, Catherine McLeod
Mar.	314	The Hitch-Hiker	71	Edmond O'Brien, Frank Lovejoy
Mar.	387	Fort Apache (Re-issue)	128	John Wayne, Shirley Temple
Mar.	388	Blood on the Moon (Re-issue)	88	Robert Mitchum, Barbara Bel Gedde
April	316	Count the Hours	74	Teresa Wright, MacDonald Carey
April	317	Port Sinister	65	James Warren, Lynne Roberts
May	318	Split Second	85	Stephen McNally, Jan Sterling
May	320	Sea Devils (Technicolor)	91	Yvonne DeCarlo, Rock Hudson
May	321	Below the Sahara (Technicolor)	65	Armand and Mickey Denis
May		Louisiana Territory (Color-3D)		Val Winter, Leo Zinser
June	323	Affair With a Stranger (Technicolor)	87 65	Jean Simmons, Victor Mature
June	324	Tarzan and the She-Devil	76	Lex Barker, Joyce MacKenzie
July		Arizona Outpost (Tech.) (3D, Natural Vision)		Dale Robertson, Virginia Mayo
July		Second Chance (3D, Technicolor)		Robert Mitchum, Linda Darnell
July		The Sea Around Us (Color)	61	Documentary

REALART

Dec.	——	Inside Job (Re-issue)	65	Alan Curtis, Ann Rutherford, Preston Foster
Dec.	——	Mug Town (Re-issue)	60	Dead End Kids, Little Tough Guys
Dec.	——	My Death Is A Mockery	67	Donald Huston, Katherine Byron
Dec.	——	Wide Boy	66	Susan Shaw, Sidney Tafler
Jan.	——	The Vanishing Body (formerly The Black Cat) (Reissue)	65	Boris Karloff, Bela Lugosi
Jan.	——	Calling Mr. Death (Reissue)	63	Lon Chaney, J. Carrol Naish
Jan.	——	Missing Head (formerly Strange Confession) (Reissue)	62	Lon Chaney, Brenda Joyce
Feb.	——	Mr. Pip (Reissue)	101	Warren Hull, Phillips Holmes
Feb.	——	The House of the 7 Gables (Reissue)	97	George Sanders, Vincent Price, Margaret Lindsay
Feb.	——	Johnny Comes Marching Home (Reissue)	74	Donald O'Connor, Allan Jones
Feb.	——	Private Buckaroo (Reissue)	68	Harry James
Feb.	——	Admiral Was A Lady	——	Wanda Hendrix, Edmond O'Brien
Mar.	——	Dark Streets of Cairo (Re-issue)	59	Sigrid Gurie, George Zucco
		Chinatown Squad (Re-issue)	66	Valarie Hobson, Lyle Talbot
		Salome, Where She Danced (Re-issue) (Technicolor)	97	Yvonne DeCarlo, Rod Cameron
		In Society (Re-issue)	83	Bud Abbott, Lou Costello
April	——	Flying Saucer (Re-issue)	69	Mikel Conrad, Pat Garrison
		The Atomic Monster (Re-issue) (Formerly "The Man Made Monster")	65	Lon Chaney, Lionel Atwill
May	——	Tiger Island (Re-issue)	72	Charles Bickford, Elizabeth Young
		Strange Conquest (Re-issue)	64	Jane Wyatt, Julie Bishop

REPUBLIC

Nov. 27th	5201	Thunderbirds	98	John Derek, John Barrymore, Jr., Mona Freeman, Gene Evans
Jan. 1st	5202	Ride The Man Down (Trucolor)	90	Brian Donlevy, Forrest Tucker, Rod Cameron, Arleen Whelan, Katy Jurado
Feb. 1st	5241	Marshal of Cedar Rock	54	Allan "Rocky" Lane, Eddy Waller, Phyllis Coates
Feb. 15th	5203	San Antone	90	Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado
Feb. 25th	5146	Old Overland Trail	60	Rex Allen, Roy Barcroft, Virginia Hall
Mar. 20th	5204	Woman They Almost Lynched	90	John Lund, Brian Donlevy, Audrey Totter, Joan Leslie
Mar. 30th	5205	The Lady Wants Mink (Trucolor)	92	Ruth Hussey, Dennis O'Keefe, Eve Arden
Apr. 5th	5206	A Perilous Journey	90	Vera Ralston, David Brian, Scott Brady
Apr. 28th	5207	Fair Wind To Java	92	Fred MacMurray, Vera Ralston, Robert Douglas, Victor McLaglen
May 2nd	5208	The Sun Shines Bright	90	Charles Winninger, Arleen Whelan, John Russell
May 8th	5231	Iron Mountain Trail	54	Rex Allen, Slim Pickens
May 15th	5242	Savage Frontier	54	Allan "Rocky" Lane, Eddy Waller, Bob Steele
June 12th	5209	City That Never Sleeps	90	Gig Young, Mala Powers, Edward Arnold, Marie Windsor
July 15th	5210	Sweethearts On Parade	90	Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley, Estelita
July 20th	——	Down Laredo Way	——	Rex Allan, Slim Pickens, Doris Drake

TWENTIETH CENTURY-FOX

1952

Nov.	235	Night Without Sleep	77	Linda Darnell, Gary Merrill, Hildegarde Neff
Nov.	232	The Steel Trap	85	Joseph Cotten, Teresa Wright
Nov.	236	Bloodhounds of Broadway (Technicolor)	90	Mitzi Gaynor, Scott Brady
Nov.	237	Pony Soldier (Technicolor)	82	Tyrone Power, Cameron Mitchell
Dec.	233	My Pal Gus	83	Richard Widmark, Joanne Dru
Dec.	239	Stars and Stripes Forever (Technicolor)	89	Clifton Webb, Ruth Hussey, Debra Paget, Robert Wagner
Jan.	301	My Cousin Rachel	98	Olivia De Havilland, Richard Burton, John Sutton
Jan.	302	The I Don't Care Girl (Technicolor)	78	Mitzi Gaynor, David Wayne, Oscar Levant, Dennis Day
Jan.	303	Ruby Gentry	82	Jennifer Jones, Charlton Heston
Jan.	304	Thief of Venice	91	Maria Montez, Faye Marlowe, Paul Christon
Jan.	348	The Gunfighter (Re-Release)	84	Gregory Peck, Helen Westcott
Jan.	349	Yellow Sky (Re-Release)	98	Gregory Peck, Anne Baxter, Richard Widmark
Feb.	305	Taxi	77	Dan Dailey, Constance Smith
Feb.	306	Niagara (Technicolor)	89	Marilyn Monroe, Joseph Cotten, Jean Peters

FEATURES—Calendar of 1951-52 1952-53 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Feb.	308	Treasure of the Golden Condor (Technicolor)	93	Cornel Wilde, Constance Smith
Feb.	309	The Silver Whip	73	Dale Robertson, Rory Calhoun, Robert Wagner
Feb.	316	The Star	89	Bette Davis, Sterling Hayden
Mar.	305	Taxi	77	Dan Dailey, Constance Smith
		Down Among the Sheltering Palms (Technicolor)	87	Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne
Mar.	313	Destination Gobi (Tech.)	89	Richard Widmark, Judy Dan
Mar.	350	Call of the Wild (Re-release)	81	Clark Gable, Loretta Young
Mar.	351	My Darling Clementine (Re-release)	97	Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan
April	312	The President's Lady	96	Susan Hayward, Charlton Heston, Fay Bainter
April	311	Call Me Madam (Tech.)	114	Ethel Merman, Donald O'Connor
Apr.	310	Tonight We Sing (Tech.)	109	David Wayne, Ezio Pinza, Roberta Peters
May	318	Titanic	98	Clifton Webb, Barbara Stanwyck, Robert Wagner
May	315	Man On a Tightrope	105	Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell
May	314	Invaders From Mars (Cinecolor)	78	Helene Carter, Arthur Branz, Jimmy Hunt
May	319	The Desert Rats	88	Richard Burton, Robert Newton
May	352	Gentleman's Agreement (Re-release)	118	Gregory Peck, Dorothy McGuire, Celeste Holm
May	353	Snake Pit (Re-release)	108	Olivia deHavilland, Mark Stevens
June	320	The Girl Next Door (Tech.)	92	Dan Dailey, June Haver, Dennis Day
June	321	Powder River (Tech.)	78	Rory Calhoun, Corinne Calvet, Cameron Mitchell
June	322	Pickup On South Street	80	Richard Widmark, Jean Peters, Thelma Ritter
July		White Witch Doctor (Tech.)	96	Susan Hayward, Robert Mitchum
July		The Glory Brigade	82	Victor Mature
July		The Farmer Takes a Wife (Tech.)	81	Betty Grable, Dale Robertson ,Thelma Ritter, John Carroll
July		The Kid From Left Field		Dan Dailey, Anne Bancroft
July		Road House (re issue)	95	Richard Widmark, Ida Lupino, Cornel Wilde
July		Kiss of Death (re issue)	99	Richard Widmark, Victor Mature, Brian Donlevy

UNITED ARTISTS

NO RELEASE NUMBERS

Nov. 26th	Outpost in Malaya	88	Claudette Colbert, Jack Hawkins
Dec. 7th	Babes in Bagbad (Color)	79	Paulette Goddard, Gypsy Rose Lee, John Boles
Dec. 14th	Monsoon (Technicolor)	79	Diana Douglas, George Nader
Dec. 21st	Breaking the Sound Barrier	115	Ralph Richardson, Ann Todd, Nigel Patrick, John Justin
Jan. 16th	Kansas City Confidential	98	John Payne, Coleen Gray, Preston Foster
Jan. 23rd	Guerrilla Girl	81	Helmut Dantine, Marianna
Jan. 30th	Luxury Girls	96	Susan Stephen, Anna Maria Ferrer
Feb. 6th	Limelight	140	Charles Chaplin, Claire Bloom, Nigel Bruce
Feb. 18th	Magnetic Monster	75	Richard Carlson, Jean Byron
Feb. 27th	Bandits of Corsica	81	Richard Greene, Paula Raymond
Mar. 6th	Moulin Rouge (Technicolor)	118	Jose Ferrer, Zsa Zsa Gabor, Colette Marchand
Mar. 13th	Bwana Devil (3-D Color)	85	Robert Stack, Barbara Britton
Mar. 27th	Son of the Renegade	57	John Carpenter, Lori Irving
Apr. 15th	Love Happy (Re-release)	85	Marx Bros.
Apr. 15th	Africa Screams (Re-release)	79	Bud Abbott, Lou Costello, Hillary Brooke
Apr. 22th	The Assassin	90	Richard Todd, Eva Bartok
April 28th	"Mahatma Ghandi—Twentieth Century Prophet"	81	Documentary Narrated By Quentin Reynolds
May 8th	That Man From Tangier	88	Nils Asther, Nancy Coleman
May 15th	"Shoot First"	88	Joel McCrea, Evelyn Keyes
May 15th	"Phantom From Space"	72	Ted Cooper, Rudolph Anders, Noreen Nash
May 27th	Raiders of the Seven Seas	88	John Payne, Donna Reed
June 5th	Volcano	106	Anna Magnani, Geraldine Brooks
June 10th	The Twonky	72	Hans Conried, Gloria Blondell
June 12th	Genghis Khan	78	Elvira Reyes, Lou Salvador
June 19th	The Neanderthal Man	78	Robert Shane, Dorris Merrick
June 26th	The Marshal's Daughter	71	Laurie Anders, Ken Murray
July 10th	Return To Paradise	103	Gary Cooper, Roberta Haynes
July 15th	Fort Algiers	78	Yvonne de Carlo, Carlos Thompson
July 17th	The Moon Is Blue	99	William Holden, Maggie McNamara

NO RELEASE NUMBERS

July 24th	Gun Belt	77	Geo. Montgomery, Tab Hunter, Helen Westcott
July 31st	Vice Squad	87	Edward G. Robinson, Paulette Goddard
July 22nd	My Heart Goes Crazy	78	Sid Fields, Greta Gynt
Aug. 7th	Melba	113	Patrice Munsel, Robert Morley
Aug. 12th	Captain Scarlett		Richard Greene, Leonora Amar
Aug. 14th	I, the Jury		Biff Elliot, Peggy Castle
Aug. 21st	The Gay Adventure		Burgess Meredith, Paula Valenska
Aug. 28th	War Paint	89	Robert Stack, Joan Taylor

UNIVERSAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	301	The Raiders (Technicolor)	82	Richard Conte, Viveca Lindfors
Nov.	302	Because of You	95	Loretta Young, Jeff Chandler, Francis Dee
Nov.	303	It Grows on Trees	84	Irene Dunne, Dean Jagger, Joan Evans
Dec.	304	The Black Cattle	81	Richard Greene, Boris Karloff, Stephen McNally
Dec.	305	Against All Flags (Technicolor)	83	Errol Flynn, Maureen O'Hara
Jan.	306	The Lawless Breed (Technicolor)	83	Rock Hudson, Julia Adams, Mary Castle
Jan.	307	Meet Me at the Fair (Technicolor)	87	Dan Dailey, Diana Lynn, Hugh O'Brien
Jan.	309	The Redhead from Wyoming (Technicolor)	80	Maureen O'Hara, Alex Nicol, Robert Strauss
Feb.	310	The Mississippi Gambler (Technicolor)	98	Tyrone Power, Piper Laurie, Julia Adams
Feb.	311	Girls in the Night	83	Patricia Hardy, Harvey Lembeck, Glenda Farrell
March	308	City Beneath the Sea (Technicolor)	87	Robert Ryan, Susan Ball, Anthony Quinn
March	312	Gunsmoke (Technicolor)	79	Audie Murphy, Susan Cabot, Paul Kelly
March	313	Seminole (Technicolor)	86	Rock Hudson, Barbara Hale, Anthony Quinn
Apr.	314	Ma and Pa Kettle on Vacation	75	Marjorie Main, Percy Kilbride
Apr.	315	Desert Legion (Technicolor)	86	Alan Ladd, Richard Conte, Arlene Dahl
Apr.	316	Abbott and Costello Go To Mars	77	Bud Abbott, Lou Costello, Mari Blanchard
May	317	The Lone Hand (Technicolor)	79½	Joel McCrea, Barbara Hale, Alex Nicol
May	318	Law and Order (Technicolor)	80	Ronald Reagan, Dorothy Malone, Preston Foster
May	319	It Happens Every Thursday	80	Loretta Young, John Forsythe
June	320	Column South (Technicolor)	84	Audie Murphy, Joan Evans , Robert Sterling, Ray Collins
June	321	Take Me To Town (Technicolor)	81	Ann Sheridan, Sterling Hayden
June	322	It Came From Outer Space (3D)	82	Richard Carlson, Barbara Rush
June	323	A Queen Is Crowned (Technicolor)	66	Narrated by Sir Laurence Olivier
July	325	All I Desire	79½	Barbara Stanwyck, Richard Carlson
July	324	Frances Covers the Big Town	86	Donald O'Connor, Nancy Guild
July	326	The Great Sioux Uprising	80	Jeff Chandler, Faith Domergue

WARNER BROS.-FIRST NATIONAL

1952-53

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 8th	205	Operation Secret	108	Cornel Wilde, Steve Cochran, Phyllis Thaxter, Karl Malden
Nov. 22nd	206	The Iron Mistress (Tech.)	110	Alan Ladd, Virginia Mayo
Dec. 6th	207	Cattle Town	71	Dennis Morgan, Philip Carey
Dec. 27th	208	Abbott and Costello Meet Captain Kidd (Supercinecolor)	70	Charles Laughton, Hillary Brooke
Jan. 3rd	209	April in Paris (Technicolor)	101	Doris Day, Ray Bolger
Jan. 17th	210	Stop, You're Killing Me (Warnercolor)	86	Broderick Crawford, Claire Trevor
Jan. 31st	211	The Man Behind the Gun (Technicolor)	82	Randolph Scott, Patrice Wymore
Feb. 14th	212	The Jazz Singer (Technicolor)	107	Danny Thomas, Peggy Lee
Feb. 28th	213	I Confess	95	Montgomery Clift, Anne Baxter
Mar. 14th	214	She's Back on Broadway (Warnercolor)	95	Virginia Mayo, Gene Nelson
Mar. 28th	215	The Blue Gardenia	90	Anne Baxter, Richard Conte
Apr. 4th	216	Trouble Along The Way	110	John Wayne, Donna Reed, Charles Coburn
Apr. 18th	217	The System	90	Frank Lovejoy, Joan Weldon
Apr. 25th	218	The House of Wax (Warnercolor-3D-Natural Vision	88	Vincent Price, Phyllis Kirk, Frank Lovejoy
May 2nd	219	By the Light of the Silvery Moon (Tech.)	102	Doris Day, Gordon MacRae
May 30th	220	The Desert Song (Technicolor)	110	Kathryn Grayson, Gordon MacRae
June 13th	221	The Beast From 20,000 Fathoms	80	Paul Christian, Paula Raymond
June 27th	222	South Sea Woman	99	Burt Lancaster, Virginia Mayo
July 11th	223	The Charge at Feather River	96	Guy Madison, Frank Lovejoy, Helen Westcott

not so MERRY-GO-ROUND





If the MERRY-GO-ROUND of High Prices has you spinning, these *daze* . . . here's the reason.

The Bureau of Labor Statistics has recorded a 90.8% increase in your *cost of living* from 1939 to 1952 . . . with such items as FOOD, FUEL, RENT and APPAREL leading the way. The Exhibitors Digest reports that from 1940 to 1952 the cost of your *theatre equipment* and *supplies* zoomed upward 98.9% . . . highlighted by such typical increases as PROJECTION EQUIPMENT . . . 115%; MARQUEE LETTERS . . . 126%; SEATS . . . 143%.

BUT you'll catch the one *gold ring* on this carousel of *increased costs* when you note the *negligible* increase, IF ANY, you've received from NSS during these same years of *spiraling* expenses.

COMPARE *all* your costs with the LOW COST, Service-With-A-Smile Policy of the Prize Baby.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Scanned from the collection of the
Karl Thiede

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman